

Obviously, part of the difference between the two may be glandular. But it goes beyond that. The liberal establishment believes unshakably two things about Cuba: first, that the Castro revolution, however badly it turned out, was justified by the miserable economic conditions of that country; and second, that Castro has such widespread support from the "masses" that even if we helped eliminate him, we should then face guerrilla warfare by his followers for perhaps a decade.

**GOLDWATER** Republicans deny both. Where is the truth?

Now obviously, the former economic condition of Cuba is a matter of fact, not of theory. And it just happens that Cuban refugees in Madrid have put out a little booklet: "Revolution in Cuba—the Objective Truth of the Cuban Case," which Cuban experts tell me is exact. And it shows that far from being exceptionally exploited, the Cubans, including the much pitied agricultural workers, had the third highest living standard in Latin America. Batista was a political tyrant, not an economic oppressor.

Whether today's Cubans would welcome liberation from Castro or rally to his defense must remain somewhat a matter of opinion. All we can lay a finger on is the amount of opposition to the Castro regime over the last 3 years and the difficulty Castro has had in dealing with it. And here again the facts are eloquent.

The weight of evidence is on the side of Senator **GOLDWATER**. As of today most Cubans would apparently welcome liberation by fellow countrymen backed by the United States. If Senator **FULBRIGHT** still denies this, the burden of proof is on him.

### Nation Mourns Death of Melvin J. Maas—Soldier-Statesman Headed President's Committee on Employment of the Handicapped for a Decade

#### EXTENSION OF REMARKS

OF

### HON. JENNINGS RANDOLPH

OF WEST VIRGINIA

IN THE SENATE OF THE UNITED STATES

Thursday, April 16, 1964

Mr. **RANDOLPH**. Mr. President, we are saddened at the passing of Maj. Gen. Melvin J. Maas, a respected public servant and the cherished friend of many who today serve in this body. As a soldier, statesman, and crusader for the handicapped, he won the admiration and esteem of those who seek justice and progress under the democratic system.

It was my privilege to work closely with Mel Maas when we served together in the House of Representatives. More recently, we were associated in the worthwhile efforts of the President's Committee on Employment of the Handicapped, a group which he headed for 10 years prior to his death. Under his able leadership the Committee intensified its educational and promotional efforts in behalf of the physically handicapped, and expanded its functions to include the mentally restored and mentally retarded.

General Maas also established an outstanding record of military service during three wars, and served with Adm.

William Halsey and Gen. Douglas MacArthur in World War II. It was during the fighting on Okinawa that an enemy bomb damaged his optic nerve.

Returning to civilian life after the close of the war General Maas assumed responsibilities with several large business concerns until the outbreak of the Korean conflict. He was recalled to active duty, and served briefly as a member of the Reserve Forces policy board. Since 1949, he has been active in efforts to build a better way of life for handicapped citizens.

It is appropriate that we remember the achievements and sacrifices of Melvin J. Maas as he served his country and his fellow man in war and peace. We pray God's blessing on this worthy American, and on his loving family in this hour of grief. Thousands of citizens are comforted in the knowledge that Melvin J. Maas brought lasting benefit to the world in which we live.

Mr. President, I request that the Washington Post article of April 14, 1964, on the death of Maj. Gen. Melvin J. Maas be printed in the RECORD at this point.

There being no objection, the article was ordered to be printed in the RECORD, as follows:

#### GENERAL MAAS, THREE-WAR VETERAN

(By Kenneth M. Boyd)

Retired Maj. Gen. Melvin J. Maas, USMC, veteran of three wars, former U.S. Congressman from Minnesota and Chairman of the President's Committee on Employment of the Handicapped, died yesterday at Bethesda Naval Hospital.

The death of the 65-year-old general was attributed to a combination of heart disease, arteriosclerosis and diabetes. It was the 10th anniversary of his appointment to the Committee chairmanship.

General Maas, blinded since 1951 from injuries suffered during World War II, traveled hundreds of thousands of miles since his appointment to the Committee chairmanship in an effort to obtain equal opportunity for the handicapped.

He curtailed his extensive traveling a year ago, however, because of ailing health, but continued to direct his affairs by tape recorder from his home, 4714 Essex Street, Chevy Chase.

#### JOINED MARINES IN 1917

A graduate of the College of St. Thomas, in St. Paul, Minn., General Maas interrupted his education to enter the Marine Corps in April 1917, to serve as a private with Marine Aviation in the Azores throughout the war.

He accepted a Marine Reserve commission in 1926 before his election to Congress that year at the age of 27.

In 1933, General Maas received the Carnegie Silver Medal for heroism for persuading a mentally deranged spectator in the House galleries to yield a pistol he was waving menacingly at Congressmen.

A Republican and an opponent of most New Deal domestic policies, General Maas served in Congress until 1945 with the exception of 2 years when he went into private business.

He was joint author of legislation setting up a promotion system for the Navy and sponsoring author of the Naval Reserve Act of 1938 which, until passage of the Armed Forces Reserve Act, governed the Naval and Marine Corps Reserves.

#### SERVED WITH HALSEY

The general returned to active duty in the summer of 1941 to serve at sea and on the

staff of Adm. William Halsey and in 1942 with Adm. Frank J. Fletcher in the Solomon campaign.

He then served as a Marine observer in Australia and New Guinea with the late Gen. Douglas MacArthur, and in 1945 assumed command of the Awase Airbase on Okinawa, where an enemy bomb explosion injured his optic nerve.

General Maas returned to civilian life to become assistant to the chairman of the board of the Sperry Corp. He later became a director of the U.S. Life Insurance Co., and of Mutual of Omaha.

With the exception of a brief return to active duty in the Korean war, when he served as a member of the Reserve Forces Policy Board in the Pentagon, General Maas has been with the President's Committee on Employment of the Handicapped since its formation in 1949.

He leaves his wife, Katherine; a son, Melvin; three daughters, Patricia, a Marine major; Mrs. Anthony C. Martino, of Richmond, and Mrs. Leo Catteron, of Annapolis.

Mr. **RANDOLPH**. Mr. President, in submitting for the RECORD this article from the Washington Post, explanatory of the career of the late Melvin J. Maas, I wish to state that not only was he a major general of the Armed Forces during an illustrious career, but he also was one of my cherished friends, with whom I had the privilege of serving—together with other Senators present today on the floor of the Senate—in the U.S. House of Representatives.

He was stricken blind rather late in life. His energies were used in the public good. He became chairman of the President's Committee on Employment of the Handicapped.

Now he is gone. I have written, through dictation—for I cannot actually read what I have dictated—a letter to his widow. I ask unanimous consent that this communication be printed in the RECORD, together with my remarks, in tribute to this great American, who gave so much of himself, his talents, and his compassion to mankind.

There being no objection, the letter was ordered to be printed in the RECORD, as follows:

U.S. SENATE,  
SPECIAL COMMITTEE ON AGING,  
April 14, 1964.

Mrs. MELVIN J. MAAS,  
Chevy Chase, Md.

DEAR MRS. MAAS: Permit me to extend deepest sympathy on the passing of your beloved husband my cherished friend, Maj. Gen. Melvin J. Maas. The Randolphs share your sense of loss in this difficult time.

It was my privilege to serve with Mel when we were Members of the House of Representatives, and I have worked closely with him in his post as chairman of the President's Committee on Employment of the Handicapped. He proved himself a responsible and purposeful leader and one who was ever motivated by the desire to serve his fellow man. As a courageous military commander and as a statesman of vision and integrity, Melvin J. Maas exemplified the strength of character and devotion to duty which are the integral components of American citizenship.

We are confident that you and your children will be comforted in the knowledge that the world is a finer place because of the wisdom and sacrifice of this gifted man.

With warmest personal wishes, I am,  
Very truly,

JENNINGS RANDOLPH.

**CAB Stirs Airline War****EXTENSION OF REMARKS**

OF

**HON. ABNER W. SIBAL**

OF CONNECTICUT

IN THE HOUSE OF REPRESENTATIVES

Thursday, April 16, 1964

Mr. SIBAL. Mr. Speaker, I am submitting two articles for the RECORD which I hope will help Members to understand proposals by the Civil Aeronautics Board to shift business to nonscheduled airlines at the expense of regularly scheduled carriers.

The first is by Leslie Gould of the New York Journal-American, the second by Jack Steele of Scripps-Howard newspapers.

I think most Members will agree that there is a situation here which requires a basic policy decision from the Congress and which ought not to be handled solo by a Federal agency.

The articles follow:

**COMPLETION CURSED: CAB STIRS AIRLINE WAR**

(By Jack Steele)

The Civil Aeronautics Board has unleashed a bitter war among U.S. airlines by a series of moves curbing competition.

Most of the Board's actions are designed to shift more passenger and cargo business to supplemental (nonscheduled) and all-cargo airlines at the expense of the regularly scheduled carriers.

This means the CAB has taken on the industry giants in a battle which may continue for years and end up in Congress or the courts.

**HOWLS**

Some CAB decisions and proposed rules also may bring howls from passengers and shippers, some of whom will be restricted in their choice of airlines for charter flights or for the fastest cargo service.

Under one proposed rule, for example, anybody arranging a charter flight could engage a regular airline only if a smaller nonsked refused to handle it.

The CAB's moves raise fundamental questions of how far a regulatory agency can or should go in limiting competition—which the Government, under the antitrust laws, is supposed to promote.

The Board's actions have been taken without any direct authority from Congress.

Some congressional makers of aviation policy, among them Senator A. S. MINKS MONTGOMERY, Democrat, of Oklahoma, have in the past pushed legislation to boost the all-cargo and nonsked lines but failed to get it enacted. Now the CAB apparently is achieving this by executive action.

**SPLIT**

Most CAB decisions have been by 3-to-2 votes, with two Republican members, former Senator Chan Gurney and Whitney Gilliland, dissenting.

Some of the embattled airlines recently have taken newspaper ads and briefed reporters to press their views.

The CAB decisions and policy rulings have these objectives:

To shift more cargo business from scheduled airlines, which carry passengers and freight on the same flights and so are known as combination carriers, to four small all-cargo lines. They are Slick, Flying Tigers, Riddle, and Seaboard World Airways. Seaboard flies only overseas.

To shift most charter flights from the scheduled lines to smaller nonskeds which were limited to charter service by Congress

2 years ago. The CAB claims this law intended to make the nonskeds "charter specialists." The regular lines deny this.

To shift more overseas airmail, military and commercial, to Seaboard, the only all-cargo line, certificated for this service. The CAB prevailed on reluctant Post Office and Defense Department officials to give Seaboard a third of their business.

One of the key CAB decisions came last month.

The Board gave two supplemental airlines, Capitol and Saturn, the right to fly charter groups to Europe in the peak summer-tourist season. A third nonsked was included but went bankrupt before the order was issued.

This decision also lifted many restrictions on charter flights. It will permit more than one group to use the same flight and let travel agents assist in forming charter groups, thus cutting into Pan American and TWA business.

The Board, in another new proposal, would limit regular and all-cargo airlines to devoting only 2 percent of total passenger miles to charter flights, instead of the present 10 percent.

[From the New York (N.Y.) Journal-American, Mar. 29, 1964]

**CAB CHARTER PLAN PUNISHES CERTIFIED LINES**  
(By Leslie Gould)

The CAB (Civil Aeronautics Board) is going all out in its efforts to bail out the supplemental and all-cargo airlines at the expense of the certificated carriers.

The most scandalous proposal is to give the supplemental and all-cargo lines first refusal on off-route freight and passenger charters of the certified combination (passenger and cargo) carriers.

At the same time, the supplemental and the all-cargo lines would be allowed to fly charters on the routes of the certificated carriers without any such clearance.

This is nothing more than a handout, which, instead of coming from Government, will come from the pocketbooks of the shareholders in the major certificated carriers—like Pan American, TWA, Northwest, United, American, Eastern, and so on.

When the CAB opened the doors to the supplemental and all-cargo lines, it adopted a policy of barring them from subsidy. Now, the CAB having erred originally, is attempting a backdoor subsidy for these carriers, few of which are making money.

The charter raid is in addition to the CAB's efforts to swing to the all-cargo lines a larger percentage of the transatlantic military mail. This also would be at the expense of the two transatlantic certificated carriers—Pan American and TWA. A preceding column exposed this.

**CAB PROPOSES 8-PERCENT CUT**

Under present rules the combination carriers off-route charters are limited to 10 percent of their base on-route revenue plane miles. The CAB now proposes to reduce this to 2 percent, with a further limitation that only a third of the 2 percent can be flown in any 3 consecutive months.

While off-route charters have only been running a little better than 2 percent for a 12-month period, the CAB waves aside the fact that this volume rises and falls according to the season. So, under the proposed plan, the combination carriers would be greatly restricted in the period of peak business—such as the summer months on the Atlantic runs.

The big change, which would all but bar the combination carriers from off-route charters, is the proposal to grant first refusal rights to the all-cargo and supplemental carriers. However, the supplemental and all-cargo lines would not be required to grant first refusal to the combination lines for charters on their routes.

**TWO SETS OF RULES**

In other words, the door would be open to virtually unrestricted competition on the combination carriers' own routes, but the combination lines would be restricted on their off-route charters, in that they would have to give first refusal to the supplemental and all-cargo companies.

This tosses into the ashcan the original premise whereby these other carriers were set up. They were created to supplement—not to supplant—the services of the older and established combination carriers.

United Air Lines, in its brief filed with the CAB, states:

"The purpose of both of the proposed regulations \* \* \* is to try to transfer traffic of the combination carriers to the supplemental and all-cargo.

"The proposed new volume limitation on off-route charter mileage, together with the proposed first refusal rights, are designed to channel the combination carriers' off route passenger charter business to the supplementals and their off-route cargo charter traffic to the all-cargo carriers.

**"PROPOSALS CALLED ILLEGAL**

"Similarly, the proposed policy statement is designed to divert substantial volumes of the combination carriers' cargo traffic carried on scheduled flights to the so-called all-cargo carriers."

TWA which holds the Board's proposals are illegal, makes this point:

"When Congress enacted the off-route charter provisions of the act, it made the conduct of such operations subject to Board regulation for one basic reason—a congressional desire to protect regular route services from being undermined by off-route operations."

Pan American also, in branding the proposals as illegal, shows how ridiculous and unfair they are, saying:

"An entirely new provision of the regulations would require a carrier such as Pan American to obtain the consent of any supplemental carrier who had filed a notice with it before performing any off-route passenger charter, or to obtain specific authority from the Board."

It is time Congress took another look at the CAB, and at the same time check other creatures of its legislation as to usurping of powers never intended by the lawmakers.

**Anti-Semitism in the Soviet Union****EXTENSION OF REMARKS**

OF

**HON. HENRY M. JACKSON**

OF WASHINGTON

IN THE SENATE OF THE UNITED STATES

Thursday, April 16, 1964

Mr. JACKSON. Mr. President, for some time there has been increasing evidence of growing anti-Semitism within the Soviet Union. All over the world, freemen concerned about this ominous campaign have spoken out against the measures which deny Soviet Jews their religious and cultural rights, and allow political, social, and economic measures against Jews.

In connection with this protest, the Seattle Council of Rabbis has been active in arousing the conscience of the public. The Governor of our State proclaimed a Sabbath of protest, which was widely observed last month. As a continuing part of this effort, I ask unanimous consent that the proclamation of the Governor

be printed in the Appendix of the RECORD.

There being no objection, the proclamation was ordered to be printed in the RECORD, as follows:

STATEMENT BY THE GOVERNOR OF THE STATE OF WASHINGTON

In flagrant violation of human rights, the Soviet Government has subjected its Jewish citizens to discrimination and persecution. The Jew in the Soviet Union suffers unique religious, cultural, economic, and social discrimination.

We protest the attempt to strangle Russian Jewry by prohibitions intended to leave the Jew ignorant of Hebrew, bereft of rabbis and lay leadership, deprived of Bibles, prayer-books, and religious objects, lacking in journals and publications of Jewish content. We protest the press campaign which condemns Jews and Judaism as subversive. We protest the discrimination in employment and education which imposes economic penalties on a man because of his religion. We protest the unjust and severe punishments inflicted on Jews for so-called economic crimes. We protest the use of the Jew as a scapegoat, the deliberate encouragement of popular anti-Semitism, the systematic attempt to reduce the Jew to a second-class citizen, the refusal to grant him the enjoyment of his cultural and spiritual heritage. We protest the inhumanity of a government which claims to guarantee its citizens equal rights.

Now, therefore, I, Albert D. Rosellini, Governor of the State of Washington, do hereby designate 29th of Adar 5724 (March 14, 1964) to be a "Sabbath of Protest" in the State of Washington. On that day, Jews will gather in their synagogues to protest on behalf of a historic Jewish community, to call on their fellow Americans to join in opposing this policy of evil, and to speak out lest silence encourage inhumanity.

ALBERT D. ROSELLINI,  
Governor.

## Private Enterprise in Latin America

### EXTENSION OF REMARKS OF

HON. ARMISTEAD I. SELDEN, JR.

OF ALABAMA

IN THE HOUSE OF REPRESENTATIVES

Thursday, April 16, 1964

Mr. SELDEN. Mr. Speaker, many times in recent years I have pointed out the vital role that U.S. private business investment must play if our country's plans for Latin American economic development are to succeed.

The unsettled economic and political climate of many Latin American nations has in the past deterred many U.S. investors from exploring business possibilities in this area. Nevertheless, a number of pioneer U.S. companies have not only established operations in Latin America, but through the success of their efforts have contributed greatly to hemispheric progress and unity.

One company that has acted as an economic pioneer in the Latin American consumer area is Sears, Roebuck & Co., operating retail outlets in nine countries of Central and South America. Although much has been written concerning the contribution of Sears' operations in Latin America, I was especially impressed by one article brought to my attention by Mr. William O. Kelleher, director-resident of Sears, Roebuck S.A.

With unanimous consent I therefore insert the article entitled "American Retailers—Brazilian Style," extracted from the publication *Brazilian Business*, into the CONGRESSIONAL RECORD:

#### AMERICAN RETAILERS—BRAZILIAN STYLE

Every retail store in the free world has one main overriding purpose—to get its merchandise in the hands of the buying public. To do this, it must boost the attractiveness of the products offered for sale.

But, to be attractive, a product must have many things. Among these, it must be practical, stylish, efficient, and priced well within the purchasing power of the consumer.

And any store worth its salt must be able to stand behind the quality of its goods; that is, in spite of varying wholesaler or manufacturer standards, a product which reaches the hands of the buying public represents mainly the organization from which it was purchased. Quantities of future sales depend on the ultimate satisfaction the customer received after his last cash outlay.

More than 13 good years have passed since cruzeiro-waving customers flooded into the first store opened by Sears, Roebuck S.A. in Brazil. From that day forward, the corporation has maintained a high popularity quotient in all areas. It has kept a rigid standard of attractively priced, quality merchandise, created thousands of jobs, placed millions of cruzeiros' worth of factory orders, and still has won a fair profit—much of which it has been constantly reinvesting in Brazil through further expansion.

One of the main keys to Sears' merchandising success in Brazil is what it calls product development. In this country, it works in four important ways:

1. Production of a completely new item, not previously seen on the local market. A dramatic example of this type of product is Sears' homefreezer—almost unknown here pre-Sears—and which is expected to create a demand for frozen foods in Brazil, and possibly a new industry.

2. Production of a new type of item, of which there are other kinds already on the market. In this category is Sears' introduction of the Brazilian-made Kenmore washing machine. An exact copy of the Kenmore automatic in the United States, it washes by agitation and dries by centrifugal spinning.

3. Improvement of an item already on the market. Babies' shoes have always been for sale here, but it was Sears who first demanded that those in their stores should be made without nails.

4. Invisible quality improvements. Such an invisible improvement occurred after Sears' discovery that in an otherwise excellent electrical appliance made here, the switch always gave way after a few hundred movements. Result: the manufacturer, grateful for the information, installed a stronger switch.

There are several keys to Sears' success in buying methods, unlocking the doors to low-cost, high-quality merchandise. The more than 100 buyers are in the habit of going to the manufacturing sources—not waiting for the sources to come to them. This helps to cut down on extra distribution costs.

The company, when it agrees with a manufacturer on the specifications of its merchandise, gives high-volume, long-term orders, which allows the source to efficiently plan his future production. To maintain this larger order policy, Sears tends to buy from fewer sources, and it allows these suppliers to work on certain merchandise "out of season," thus helping factories to avoid slack periods.

Because Sears prepares its own advertising, it asks its sources not to include advertising percentages in its bills; and because Sears pays its bills on time, sources do not

include in their prices any reserve for bad debts or late payments. Many other similar savings are effected.

In spite of many regional difficulties, Sears buyers follow these and other principles—adapting them where necessary—in order to help the corporation maintain its selling policy: to sell better merchandise at prices the same as those of the competition for lower quality items, or, failing that, to sell the same merchandise at lower prices than competitors.

When the first Brazilian Sears store opened in São Paulo in 1949, a relatively small percentage of the merchandise offered was made in Brazil. Today, that figure is more than 98 percent, and the types of products being offered in the company's nine stores are constantly increasing.

"We regularly examine our U.S. Sears' catalog and merchandise lists with the greatest care," says Director-President Kelleher, "to see which styles, which items, and which features we can give to our Brazilian-made merchandise. We feel that this is one of the ways we can best justify our existence here. And all this is within the framework of the phrase that is compulsory in every advertisement: 'Your Satisfaction Guaranteed or Your Money Back.'"

Among the many satisfactions of store-keeping, merchandise development is one of the more fascinating, Kelleher points out. Brazilian buyers for Sears have developed such "firsts" here as built-in collar stays in men's shirts, a new-type paint roller, several items of playground equipment, an expandable dress form, cushioned soled men's shoes, travel diapers, and many others. Sears has also brought tools and dies from the United States of America to be used in Brazilian production. A case in point was the set of huge dies for a pressure cooker which has since become one of the most popular in the country.

Sears has contributed to the popularization of many consumer goods previously only available to higher income brackets here. These include such items as metal kitchen cabinets, innerspring mattresses, sofa beds (helped along by the decreasing size of new apartments), and certain power tools.

Although the innerspring mattress was barely available here before Sears, the store did much to develop it into a line—each item of which presented different numbers of springs, covers, and other features. A similar line was developed in juvenile furniture. Sears also was the first to bring to Brazil "thread-count" sheets which now enable customers to compare price with specific quality. Other textiles such as curtain materials and towels were adapted copies of similar products sold by Sears in North America.

Splendid furniture has been made in Brazil for many years. But it was Sears, Roebuck's massive orders that allowed manufacturers to produce in cost-cutting quantity—and with the same high quality.

In order to bring to Brazil the maximum benefit of techniques developed over its 76 years of existence in the United States, Sears once organized a suppliers "caravan" to the home office in Chicago. A plane full of men and women representing many local merchandise sources conferred in the Windy City with Sears' top supervisors and buyers. Then they fanned out to factories of Sears sources throughout the Nation where they investigated many manufacturing techniques. These suppliers returned to Brazil with new ideas and thousands of samples of merchandise that they could produce in this country.

Mass retailing demands mass advertising, too. And from Sears' first opening in eight full pages of advertising 13 years ago has grown the ability of consumers to shop by newspapers. Other stores jumped on the ad-

vertising wave, and newspapers, of course, have grown in size, power, and independence.

When Sears first opened its doors, several persons feared that through its efficient methods of buying, promotion, service and selling, it would have such an impact as to drive other stores out of business. Impact it had, but other retailers after casting a careful eye on what Sears was doing, began to follow its techniques. They began to grow and develop beyond what they might have attained had they not had a new competitor. Some have said that Sears has acted as a standard against which other retailers could measure themselves. Today, each new large store set up by competing organizations tends to employ many variations of principles brought to Brazil by Sears.

One of these methods is the open counter display. When Sears began to display its merchandise in open counters instead of closed glass showcases, many persons made dire predictions of mass shoplifting. But Sears' experience in the United States had shown them that merchandise in open displays sold better than in closed cases. Shoplifting, as it turned out, was no more prevalent in Brazil than in stores in the United States.

Other stores then began to follow the open-counter trend, and the furniture manufacturer who had made the displays for Sears soon found he had orders rolling in from other stores as well. Other Sears' innovations such as air conditioning, fast cash-register service, and piped-in music were also copied in varying degrees.

Some of Sears' methods adopted elsewhere were a direct result of competitive stores' hiring of Sears-trained personnel. One of these was the unit-control system of counting and ordering merchandise. These stores followed up on these methods by creating their own training programs based on those of Sears and other U.S. retailers.

Customer service was another innovation in which Sears led the field. The store's insistence on a "We Service What We Sell" policy set a new standard in the maintenance of spare parts and a corps of trained repairmen for household appliances and other mechanical merchandise.

The "one-stop shopping" concept was another idea that Sears successfully formed in the minds of the public. Even though there were stores in existence with relatively wide assortments of merchandise, it still was somewhat of an initial shock to Latin Americans that the same store would sell diapers and laces, white shirts and tires, and hot dogs and refrigerators all under the same roof.

A less-accentuated trend, but one bound to increase, was begun by Sears when they began locating their stores away from city centers. With the increase in cars and traffic in Brazil, the difficulty of downtown shopping is becoming more acute and suburban shopping is consequently not only more convenient, but almost necessary.

Sears' policy of promoting personnel from within has also been reflected in other firms. The store's promotion policy has seen the quickly increasing replacement of North American employees with Brazilian nationals. Seven of Sears' nine stores are managed by men born in this country. (And the other two have an important stake in Brazil by marriage.) Of 66 North American employees who opened the Sears stores in Brazil, only 8 remain.

Sears took another pioneering step in Brazil when it systematically organized its contributions to worthy causes. A fixed percentage of its sales was established as the pattern within which donations would be made. Most of this help has been given to education, some of these through a series of 5-year plans of student scholarships and aid to university libraries. Institutions which have benefited from this Sears' program in-

clude the University of Brazil, the Catholic University of São Paulo, the Catholic University of Rio de Janeiro, the University of São Paulo, and Mackenzie University.

#### HELP FOR CHARITIES

Sears' efforts in corporate citizenship have not been limited to education, however. Active help has been given to such organizations as Rio's Museum of Modern Art, the Association of Help to Crippled Children in São Paulo, the Young Men's Christian Association, and many local charities, in more than 250 donations a year.

Community relations projects in general rank high up on Sears' program list. Last December, there was the promotion of an employee contest for a "Sears' Citizen of the Diamond Jubilee Year," a companywide effort to recognize employees who had done the most for their communities. An annual project is the "Festival of National Progress"—a twofold program which ties in a show of the latest Brazilian merchandise development with a sales promotion.

Internal public relations programs directed to employees are many. There are such divergent elements as the publication of an employee house organ called *Noti-Sears*, a subsidized group life-insurance program, morale surveys, illness allowances, aid to employee clubs and sports teams, sending selected personnel for U.S. training, such drives as blood donation and fire prevention, "know your country" and "know democracy" programs, religious projects such as a Paschal Mass in all units, and efforts promoting inter-American understanding.

Said Kelleher in a recent interview: "It is not easy to summarize the divergent results of thousands of dedicated men and women over a span of more than a dozen years.

"All we can say is that we hope—we sincerely believe—that we have played a part in the development of this great country."

### Dr. Leonard F. Herzog II Wins Free Enterprise Award

#### EXTENSION OF REMARKS

### HON. HUGH SCOTT

OF PENNSYLVANIA

IN THE SENATE OF THE UNITED STATES

Thursday, April 16, 1964

Mr. SCOTT. Mr. President, yesterday in New York City at the Waldorf-Astoria Hotel, the Free Enterprise Awards Association presented citations to 10 men who have proved that the American dream of rising to the height of a profession is still a reality, no matter how diverse the circumstances, or how formidable the task.

One of the recipients of these awards is a Pennsylvanian, Dr. Leonard F. Herzog II, founder and president of Nuclide Corp., a Pennsylvania-based firm.

Dr. Herzog, with the help of his associates, built Nuclide from a one-room laboratory to three buildings. The 125 scientists and technicians presently employed at Nuclide develop standard and custom built mass spectrometers, spectrographs, and other technical apparatus for the analysis of isotopes, gases, liquids, and solids. The firm's products can be used for such diverse purposes as lunar exploration and heart research. Known worldwide for its technological excellence, Nuclide recently received the President's "E" Award for its growing

exports and its ability to compete successfully in this highly sophisticated market.

A sergeant in World War II, Dr. Herzog worked his way through undergraduate and graduate schools as a gasmeter reader and a reporter. He earned a bachelor's degree at the California Institute of Technology, an engineering degree at Oregon State and a Ph. D. at Massachusetts Institute of Technology.

Dr. Herzog, a recognized authority on cosmochemistry and instrumental analysis, is a part-time professor at Pennsylvania State College.

Dr. Herzog is a good example of the type of man that leads industry in Pennsylvania: he is purposeful, dynamic, efficient, and resourceful. To the commendations already given to him and his firm, I would like to add my own.

### A Master of Phrase and of Strategy

#### EXTENSION OF REMARKS

OF

### HON. ROBERT DOLE

OF KANSAS

IN THE HOUSE OF REPRESENTATIVES

Thursday, April 16, 1964

Mr. DOLE. Mr. Speaker, Gen. Douglas MacArthur has left us, but his memory shall live forever. His dedication to high principle, his genius for leadership, and his allegiance to the cause of freedom dramatically served the American ideal. He once stated:

My work is my life. To live is to function.

This energy, this purpose, combined with his inner conviction has moved history another step forward and all Kansans mourn his passing.

A fitting editorial tribute recently appeared in the *Salina (Kans.) Journal*. I ask unanimous consent to insert it in the RECORD:

#### A MASTER OF PHRASE AND OF STRATEGY

"An old soldier who tried to do his duty as God gave him the light to see that duty."

Such was General MacArthur's own obituary, spoken to the Congress.

For a man who was master of the phrase as well as the master of tactics, for a man who made his own history and cast his own heroic and dramatic role therein, these words suffice.

But it should be noted that his light was a blazing sun of ambition, whatever its source might have been.

And because MacArthur's light and the Nation's light coincided, because both the United States and its foremost general have enjoyed a sense of great mission and great ambition, we pay tribute today to an old soldier who was never that, to one who could never "just fade away."

You should be sentimental about General MacArthur because he encouraged sentiment, manufactured it, lived by it. Sentiment was part of his weaponry. He deployed it precisely upon a vast stage and at the right moment, delivered with Jovian mastery. The miracle was he had the logistical power to augment sentiment with the Nation's thunderbolts. With ships and men and guns, he did return.

Here was a great Shakespearian drama that you and I saw, in the flesh. It was be-