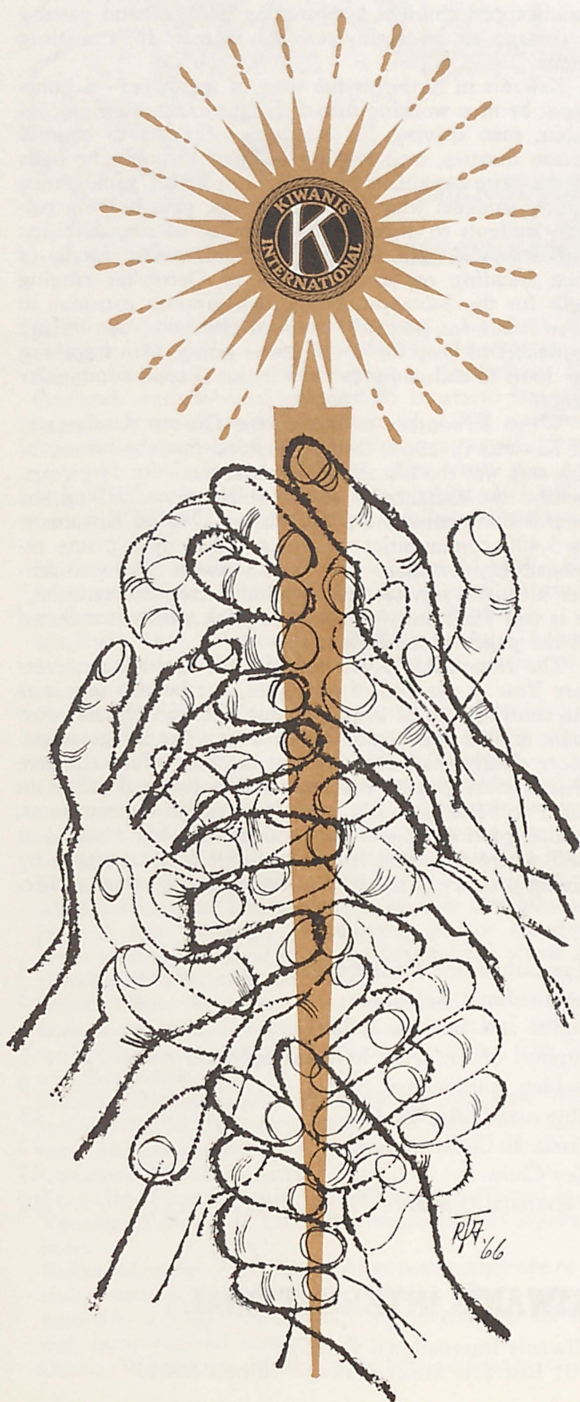


# KIWANIS IN ACTION

1966 EDITION



Kiwanis in Action is the story of hands—a hand tamping the earth around a newly-planted seedling, a hand delivering a new pair of shoes to a needy child, a hand holding a hammer, a hand scribbling a goodwill message to an unseen person across the seas, a hand supporting a handicapped child in a swimming pool, a hand passing a corsage to an eighty-year-old woman in a nursing home.

Kiwanis in Action is the story of manhours—of hours spent by men working into the night to renovate a Scout cabin, men driving for hundreds of miles to counsel prison inmates, men leading children through the halls of the state capitol, men umpiring softball games, men telling students what freedom means, men helping college students to discover the meaning of responsibility.

Kiwanis in Action is the story of raising funds—of men standing on street corners in December ringing bells for the Salvation Army, men flipping pancakes to raise funds for mentally retarded children, men selling fruitcakes to keep the youth center going, men knocking on doors to collect funds for a senior citizens community center.

When Kiwanians celebrated the Golden Anniversary of Kiwanis in 1965, they understood that the history of Kiwanis was the history of hands at work for fifty years. Behind the radiance of festive celebrations, behind the awards ceremonies and parade floats, 270,000 Kiwanians in 5,400 communities understood that their prime responsibility remained what it had always been—"to render altruistic service and to build better communities." It is this 1965 story of hands at work which is reflected in the pages which follow.

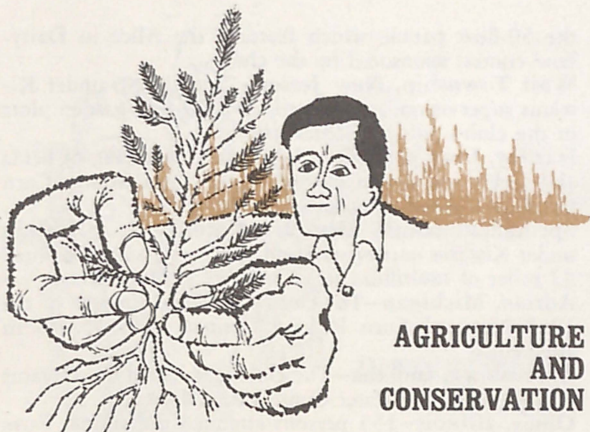
The responsible Kiwanian saw the Golden Anniversary Year as the end of a chapter, but he also saw it as the continuation of a magnificent tradition of service to man, and as the beginning of a new era of greatness. More clearly than ever, he saw the role which the free citizen must play in community and national affairs in order to build not only a world in which righteousness, justice, patriotism, and goodwill prevail, but a world as well where free man learns to fulfill God's purpose by giving primacy to the human and spiritual values of life.

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## KIWANIS INTERNATIONAL

Kiwanis International Building  
101 East Erie Street, Chicago, Illinois 60611





## AGRICULTURE AND CONSERVATION

**2,085 MANHOURS**—In *Statesboro, Georgia*, Kiwanians devoted 2,000 manhours to the erection of three buildings at the Kiwanis Ogeechee Fair Grounds and devoted another 85 hours to beautifying the grounds with plantings of 2,000 seedlings. The Fair, sponsored by the club, attracted 27,000 persons and grossed \$16,500. The club has purchased 30 acres of land for the project. 167 prizes, totaling \$2,344, were awarded exhibit winners.

**Holston, Knoxville, Tennessee**—Approved SMV (Slow Moving Vehicle) signs were promoted and distributed to farmers using farm tractors on public highways.

**Madison East, Wisconsin**—Members spent 118 hours in constructing 225 bluebird houses and placing them around the city.

**Roosevelt, Utah**—To reduce a problem of hunting accidents, the club sponsored a gun safety course over a four-month period and graduated 55 teenagers.

**Caldwell, Idaho**—The club collects, rebuilds, and displays antique farm machinery and implements displayed in their Pioneer Agricultural Display in the city park; in 1965, two steam threshing machine engines, a reaper, and a covered wagon were added.

**Mount Pleasant, Texas**—Four Farm-City meetings were held in four different communities in the county in order to improve rural-urban understanding; about 200 persons attended each meeting.

**Saint Johns, Arizona**—The club leased a private lake, built a roadway and boat ramp, and stocked the lake with fish in establishing the Little Reservoir City Park and Recreation Area.

**Natick, Massachusetts**—More than 250 state dignitaries and 100 students attended the state-wide Conference on Clean Water, co-sponsored with the Natick Conservation Commission.

**Franklin, Pennsylvania**—\$2,000 was contributed to the Venango Valley 4-H Club for construction of a judging bowl.

**Baker, Oregon**—333 sixth graders took advantage of the club's annual Resources Appreciation Tour, covering wild life, soil and water, geology and mining, fire control, camping, and forestry.

**Omro, Wisconsin**—More than 5,000 persons witnessed

the 50-float parade which featured the Alice in Dairyland contest sponsored by the club.

**Wall Township, New Jersey**—25 children, under Kiwanis supervision, maintained 25 x 25 foot garden plots in the club's Junior Garden project.

**Hartley, Iowa**—Members did all the measuring of fields and yields for eleven entries in the Iowa Master Corn Growers Contest, sponsored by the club.

**Springfield South, Missouri**—Since 1957, 4-H clubs under Kiwanis supervision and sponsorship have planted 42 miles of multiflora fence as cover for wildlife.

**Adrian, Michigan**—The club was official sponsor of the 1965 National Corn Picking Contest, with 15,000 in attendance.

**Greensburg, Indiana**—The club established the Decatur County Soil and Water Conservation District.

**Olney, Illinois**—155 persons attended the annual Farm Outlook Meeting, sponsored by the club for farmers of the area.

**Port Hope, Ontario**—Members devoted 600 hours to create a park on a tract of land acquired to commemorate the Golden Anniversary.

**Danvers, Massachusetts**—The club was awarded the city's Municipal Patriotism Award for their work in acquiring 130 acres of land for a green belt area.

**Asheville, North Carolina**—Over a twenty-year period, 54 calves have been given to farm youth in a program to improve milk production, which has more than tripled in the area since 1950.

**Smithfield, Virginia**—With only 16 members, the club worked for two weeks in clearing, grading, and seeding a three-acre tract for use as an athletic field.

**Cullman, Alabama**—Three of the twenty girls competing in the club's Poultry Queen Contest received \$250 scholarships.

**Kauai, Hawaii**—Once each month a 4-H or FFA youth made a presentation before the club on some phase of agriculture.

**Atlanta-Cascade Heights, Georgia**—398 manhours went into the preparation and maintenance of Cascade Garden, a tract leased by the club as a beautification project.

**Beatrice, Nebraska**—All seventh and eighth grade students in rural schools of the county were brought to the city for a Soil Conservation Day program.

**Espanola Valley, New Mexico**—Club members purchased \$6,000 worth of livestock at the 4H-FFA Fair sponsored by the club.

**Uptown Las Vegas, Nevada**—100 old automobiles, abandoned for years, were removed from areas now being developed for homes and schools.

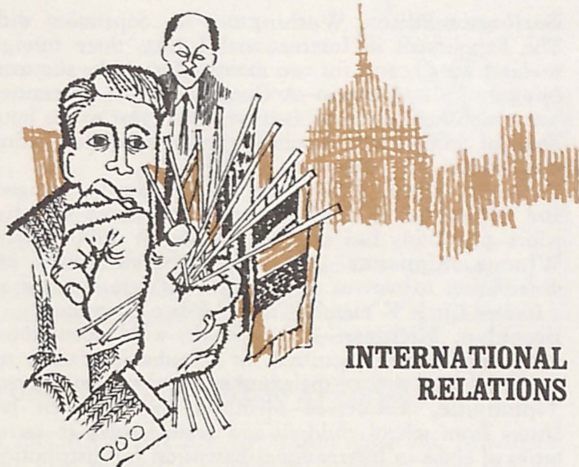
**Eustis, Florida**—During an acute labor shortage in the citrus region, 40 club members participated in a "pick-a-thon" to help harvest the orange crop.

**Sapulpa, Oklahoma**—Members worked all day with axes, ropes, and saws—cutting down trees, trimming trees, and removing undergrowth—in order to beautify the local cemetery.

**Rushville, Indiana**—Seven 4-H boys and girls were sent to Purdue University for four days of junior leadership training.

**Council Grove, Kansas**—Twelve area farmers received citations from the club as Farmer of the Month.





## INTERNATIONAL RELATIONS

**1,000 MANHOURS**—When the Kiwanis Club of *The Lakeshore, Toronto, Ontario*, learned of the Vocational Training Centre being constructed by the Kiwanis Club of Kingston, Jamaica, they decided to help by providing books. Members and wives began to collect books—novels, used textbooks, books on trades and manual arts. Altogether, the club collected 13,000 books and shipped them to Jamaica, where they were accepted with great appreciation by the Ministry of Education. Over the years, many thousands of young people will benefit from 1,000 manhours given by Kiwanians.

**Newhall-Saugus, California**—\$28,000 worth of dental equipment was presented to the Project Amigos Club in Tijuana in cooperation with the Kiwanis Club of Tijuana, Mexico.

**Beaver Dam, Wisconsin**—The club arranged a thirty-minute discussion by telephone between twelfth grade students of Beaver Dam and Fort William, Ontario.

**Matoaka, West Virginia**—During the year, the club received responses from thirty Kiwanis clubs in other countries—letters, photos, flags, club bulletins, etc.

**Regina, Saskatchewan, and Sidney, Montana**—Under Kiwanis sponsorship, students exchanged classrooms for one-week periods.

**Ogden, Utah**—\$1,000 worth of medicines and baby foods were shipped to South Viet Nam for use at an orphanage after a member had visited there.

**McAlester, Oklahoma**—More than 75 junior high school students entered the club's poster contest on United States-Canada relations.

**Palo Verde, Tucson, Arizona**—Two truck loads of food and toys were collected and transported to Pointe Pinasco, a small fishing village in Mexico, at Christmas.

**Cheyenne, Wyoming**—Maps, brochures, and other materials describing Wyoming were enclosed with letters to 27 Kiwanis clubs in International Extension.

**Wilkes-Barre, Pennsylvania**—Nine specially made wheelchairs were presented to a handicapped basketball team in Quezon City, The Philippines, so they could participate in the Para Olympics at Tokyo.

**Burlington-Edison, Washington**—In cooperation with The Experiment in International Living, three foreign students were hosted for two months during the summer.

**Niagara Falls, Ontario**—A Good Samaritan Committee was established to render assistance each year to the hundreds of tourists who encounter problems while visiting the Niagara Falls area.

**Delaware, Ohio**—1500 books were collected, cataloged, and transported to the library at Blind River, Ontario, which previously had only 300 books for 3000 people.

**Winona, Minnesota**—290 sweaters and sweatshirts, for distribution to natives of East Africa, were shipped to a former Circle K member, now a Peace Corpsman.

**Brooklyn, Michigan**—A community-wide open house and reception was organized for a Rumanian family recently released to join their husband and father.

**Tiptonville, Tennessee**—Members collected pen pal letters from school children and mailed them to secretaries of clubs in International Extension for distribution to children of other countries.

**Ontario-Parkway, California**—Three and a half tons of surplus books were purchased from the public school system, packaged, and shipped to schools in Samoa, The Philippine Islands, Haiti, Nigeria, and Mexico.

**New Albany, Indiana**—A Kiwanian made 14 paintings which were sold for \$745—enough to make it possible for a girl from Oslo, Norway, to spend her school year in Albany.

**Effingham, Illinois**—Four members arranged inter-club visits with four Kiwanis clubs during their tour of Mexico.

**Warrington, Florida**—500 pencils, Spanish books, and funds for the youth center were provided to their sister city of Chimbote, Peru.

**Aurora, Colorado**—Each foreign student stationed at Lowry Field was personally sponsored by a Kiwanian and issued a Passport to Colorado, signed by the state governor.

**Stamford, Ontario**—\$2,000 was provided an African student to permit him to complete his studies at Iowa University, following graduation from Western University in Ontario.

**Archer Road District, Chicago, Illinois**—Through a member known as "Johnny Appleseed of the Caribbean," the club has distributed thousands of dollars worth of seeds and other goods to twelve nations in the Caribbean area.

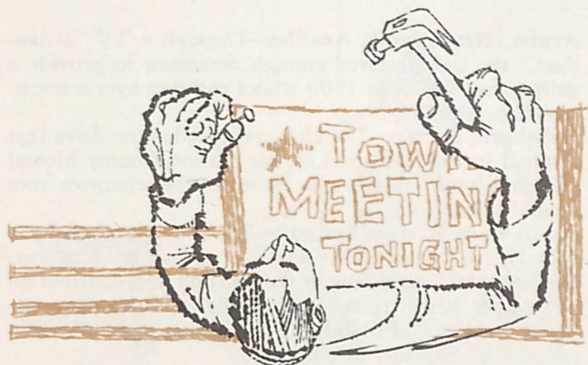
**Lakeshore-Rochester, New York**—Shipments of toys were made to United States soldiers in South Viet Nam, who gave them to children of the villages.

**Dearborn, Outer Drive, Michigan**—Members collected more than four and a half tons of surplus drugs and equipment from physicians and hospitals and made 90 trips totaling 2,024 miles on behalf of World Medical Relief.

**Plymouth, Massachusetts**—42 foreign exchange students were housed and treated to an old-fashioned clam-bake prepared and served by members.

**Lethbridge, Alberta; Great Falls, Montana; and Shelby, Montana**—The three clubs arranged a rededication of the Peace Marker between Couatts and Sweetgrass at a ceremony attended by 500 persons.





## PUBLIC AND BUSINESS AFFAIRS

**3,500 MANHOURS**—In *Mount Pleasant, Michigan*, the city needed a municipal stadium, and the Kiwanis club took the initiative. First, they contributed \$3,000, but money was not enough. One member, serving as assistant to the contractor, contributed 1,000 hours of his time during the spring and summer. When construction began, Kiwanians rolled up their sleeves and went to work—grading, pouring cement, and doing finishing work—some in work groups at 5:30 a.m., some during the day, and some after work until dark—2500 hours in all. As a result, Mount Pleasant has, from \$70,000 in donated funds, a stadium with an estimated value of \$300,000.

**Kezar Falls-Cornish, Maine**—Through the efforts of a development corporation formed by the club, a woolen mill employing 200 persons was saved for the community.

**Saint John, New Brunswick**—After two years of planning and the expenditure of \$17,000 in club funds, a 20-unit Senior Citizens Housing Development was opened.

**Nassau, Bahamas**—During a one-month highway safe driving campaign, thirty articles on safe driving appeared in two daily newspapers, and safety spot messages were broadcast around the clock by two radio stations.

**Cheviot-Westwood, Ohio**—A film and discussion program to enhance support of law enforcement agencies and elevate the image of the police in the eyes of the public was presented to more than 20 organizations.

**Valcour, Plattsburgh, New York**—90 two-pound fruit cakes and Christmas greetings were packaged and shipped to American soldiers serving in Viet Nam.

**North Arcata, California**—Members acted as spotters and guides for relief and rescue helicopters, aided in the boat rescue of people and livestock, and helped relocate families during the flood disaster in Northern California.

**Manila, The Philippines**—Funds raised by the club for victims of a typhoon in Surigao were turned over to Operation Rooftop for distribution.

**Gaffney, South Carolina**—The club's sixty wheel chairs, loaned without charge, were in constant use during the year; this project has run for sixteen years.

**Newport News and Hampton, Virginia**—For seven years, the clubs have operated a 42-acre tract as an off-street driver training area for the public.

**Aruba, Netherlands Antilles**—Through a TV "Milka-thon," the club received enough donations to provide a daily glass of milk to 1500 school children over a seven-month period.

**Hillsboro, Kansas**—The club spearheaded the drive that resulted in the formation of the Marion County Mental Health Advisory Board, now assisting 20 discharges from mental institutions.

**South Fort Wayne, Indiana**—The club developed the "Stay Alive With Willie Survive" safety program, expending 1500 manhours in the creation and distribution of bumper strips, posters, billboards, radio tapes, newspaper mats, and TV slides; the program has now been adopted by Kiwanis International.

**Dunedin, Florida**—A public address system was installed throughout the city park and six musical programs were sponsored in the park for two-hour periods on Sunday afternoons.

**Pleasant Hills, Pennsylvania**—A two-story house was obtained and converted into a warehouse for clothing and household goods for needy families.

**Meigs, Georgia**—A house-to-house campaign by Kiwanians was responsible for a natural gas system being made available to all city residents.

**South Bluefield, West Virginia**—For the fourth year, Kiwanians operated the "Labor Day Safety Break Station" on top of East River Mountain.

**Eastwood, Birmingham, Alabama**—A 40-foot trailer load of clothes, food, and household goods was dispatched to victims of Hurricane Betsy in Louisiana.

**Lake Saint Louis, Pointe Claire, Quebec, and Lake of Two Mountains, Dorion, Quebec**—A pamphlet explaining the history of the Canadian flag, written in English and French, was produced for distribution in schools and through youth organizations.

**New Berlin, Wisconsin**—More than 2600 United States flags were distributed at the city's Fourth of July parade.

**Brookline, Massachusetts**—The club paid \$150 fees and distributed Medic-Alert emblems to 30 mentally handicapped children unable to give their names in case of emergency.

**Winnipeg, Manitoba**—The club's Golden Anniversary project was a grant of \$15,000 to The Convalescent Home of Winnipeg to provide for a 30-bed extension.

**Shelburne, Nova Scotia**—Overflow crowds of students attended the performance of Shakespeare plays which the club brought to the community from Halifax.

**Anaconda, Montana**—Fifteen members motored to the state mental hospital where they decorated a Christmas tree in each ward.

**Paragould, Arkansas**—400 voter registration forms were distributed to potential voters.

**Lawrence, Kansas**—The 13 half-hour tapes of the Constitution Series were broadcast and then presented to the high school library for use in government classes.

**Mexicali, Mexico**—\$3,350 was raised through the club's Cyclist Marathon and turned over to the Red Cross.

**Saskatoon, Saskatchewan**—50,000 copies of "Traffic Tips for Saskatoon" were printed and distributed.

**Arlington, Texas**—Bronze plaques were presented to an outstanding elementary teacher and a secondary teacher at a meeting at which school board members were guests.



## SUPPORT OF CHURCHES IN THEIR SPIRITUAL AIMS



**2,750 MANHOURS**—In *Owensboro, Kentucky*, the unskilled hands of the members of the Kiwanis Club of Owensboro, two Circle K Clubs, and two Key Clubs, joined with those of skilled electrical workers, bricklayers, and carpenters in constructing a \$43,000 All Faith Chapel for the Handicapped. The major portion of the chapel was completed on three successive Saturdays. In addition to thousands of man-hours, the Kiwanis club raised \$39,100 of construction costs and arranged the dedication ceremony.

**Clinton, Iowa**—1500 people attended the inter-faith public church service, entirely organized by the club in conjunction with the community celebration of Independence Day.

**Rome, New York**—Fifteen clubs of Division 4 joined in providing altar furnishings, pews, and an organ for the chapel at the new Oneida County Law Enforcement Building, located between Rome and Utica.

**Mechanicsburg, Pennsylvania**—Members constructed a "Chapel on the Square" where Christmas shoppers might pause for meditation; Key Clubbers painted the building.

**Okanogan, Washington**—Ten members and wives provided food, clothing, and counseling to transient apple harvest workers visiting Friendship House at the Episcopal Church during a six-week period.

**Chilliwack, British Columbia**—90% of the members participated in canvassing the business area for the Salvation Army "Red Shield Appeal" and collected \$1400.

**Hilltop, Columbus, Ohio**—300 persons attended twenty-four 6:30 a.m. meetings of the Life Study and Prayer Group organized by the club for the public.

**Sunset-Echo Park, Los Angeles, California**—11,000 copies of a printed Easter message, "God So Loved the World," written by a member, were distributed by the club; the message was broadcast over three radio stations and printed in three newspapers as well.

**Cramerton, North Carolina**—The club provided softball equipment for the church softball league.

**Silver Spring, Maryland**—A total of \$1500 in scholarships was awarded to three winners of the club's high school essay contest on the topic: "How Can People of

the Major Religious Traditions of Our Country Contribute to the Unity and Purpose of Our Nation."

**Meriden, Kansas**—Kiwanians and families drove 150 miles one way to attend services of a Mennonite Church whose members had come to their aid five years earlier following a devastating tornado.

**Moisant, Louisiana**—Members worked long hours scrubbing headstones with wire brushes and paint remover after a Jewish cemetery had been desecrated by vandals.

**Hammonton, New Jersey**—During Thanksgiving Week, five outstanding laymen representing major faiths, were presented Kiwanis Layman Awards.

**Sandy Springs, Georgia**—Three scholarships totaling \$1200 were awarded to three students who were planning church-related careers.

**Jackson, Michigan**—After a tornado destroyed a new church, Kiwanians and Key Clubbers helped clear the debris; the club gave the minister a new car and suit to replace those destroyed in the disaster.

**Providence, Rhode Island**—Speakers representing the Roman Catholic, Protestant, Jewish, and Greek Orthodox faiths addressed the club in the interest of better understanding.

**Provo-Timpanogos, Utah**—14 young men and women were awarded certificates recognizing the scholastic achievement, religious development, and contribution to the spiritual life of the community.

**Westboro, Ontario**—A program on "The Holy Land" was presented to 40 patients at the geriatric center.

**Cape Coral, Florida**—The club, as a continuous project, provides \$200 to the building fund of each new church organized in the community.

**Memphis, Tennessee**—Members collected 9,000 books to establish a library at the Shelby County Penal Farm.

**Valley Stream, New York**—The club spent \$1000 in providing a dance band, dinner, presents, and a Santa Claus for a joint Christmas party at the Salvation Army's Wayside Home for Girls.

**Prairie du Chien, Wisconsin**—Prizes were awarded to winners of the club's two essay contests for school children: "What Easter Means to Me" and "What Christmas Means to Me."

**Butte, Montana**—Six newspaper articles on "Our Religious Heritage," "What My Religion Means to Me," etc., were prepared by members during the Lenten season.

**South Riverside, Portland, Oregon**—34 members served as guides for the 6500 persons visiting the "Christ Back Into Christmas" exhibit sponsored by the Council of Churches.

**Lead, South Dakota**—The summer schedule of all church services was printed and distributed to hotels, motels, and other places where tourists would see them.

**Hope, Arkansas**—Six members of the club filled 11 engagements as part of the club's lay-minister service to rural churches.

**Northwest Lawton, Oklahoma**—Members devoted 539 manhours in providing and distributing the printed Wichita Mountains Easter Pageant program at a cost of \$2100.

**Dearborn, Missouri**—More than 2500 column-inches of church news was provided the local paper as a service to the churches.





# HANDS AT WORK FOR FIFTY YEARS

With 1965 already part of the past, the time is ripe to assess the importance of the Golden Anniversary year, to determine its place in Kiwanis history, and what its contribution was.

Attuned to the times as they are, Kiwanians for a number of years had been asking: Is there a need for, a desire for, and an appreciation of service clubs in a world where government at all levels is increasing the service it provides its citizens? The Golden Anniversary celebration provided the perfect opportunity to retell the Kiwanis story, to evaluate its reception, and thus to determine the answers to these questions.

## ADVANCE PLANNING

It was realized that a Golden Anniversary observance, even by a large organization, would attract little attention unless it was built around something out of the ordinary, appealing to the general public, and memorable. So it was decided:

- A. To thank "Kiwanis communities" publicly for the privilege of serving them.
- B. To pledge some project, group of projects, or other tangible contribution, to each community as "Kiwanis' birthday gift in reverse."
- C. To retell "the Kiwanis story and how Kiwanis serves" through the columns of hometown newspapers, and the facilities of hometown radio and television stations.
- D. To support these activities by calling attention to the Golden Anniversary through all possible communication channels.

To carry out these functions a special Kiwanis International Committee on Golden Anniversary was appointed; each of the thirty districts appointed Golden Anniversary committees, too, as did each of the 5400 Kiwanis clubs. These committees were established in 1963 so that all of 1964 could be devoted to developing plans for the observance. Committees carried over into the Golden Anniversary year itself, so that the same committees which planned observances could also put those plans into effect.

An all-inclusive Golden Anniversary kit was developed to help districts and clubs plan their own observances. Once each month during 1964 and 1965 a Golden Anniversary Newsletter was sent to each district and each club to provide them with the latest information on planning, on ideas, and on "success stories."

## WHAT WAS DONE— BY KIWANIS INTERNATIONAL

A gigantic birthday party was held at Detroit's Cobo Hall on January 21, 1965—Kiwanis' official birthday. More than 4,000 people attended this "kick-off" for the Golden Anniversary year.

A six-minute recording of the President's Golden Anniversary message was sent to each Kiwanis club for use during the club's own Golden Anniversary meeting.

The 1965 Kiwanis International convention in New York City was entirely oriented toward the Golden Anniversary theme. This was the largest convention in Kiwanis' history.

The film, "No Man Stands Alone," a twenty-eight-minute sound, color "story of Kiwanis" was produced.

A fifty-six page booklet, "Kiwanis at Fifty," was developed.

A twenty-four sheet poster was produced; 2250 of these were bought by Kiwanis clubs and displayed by outdoor advertising companies on a public service basis.

Recorded radio spot announcements, TV spot announcements, and souvenir and promotional items were also developed by Kiwanis International for use by districts and clubs.

## BY DISTRICTS

Practically every district held a Golden Anniversary banquet—most of them devoted their conventions to the Golden Anniversary.



Nearly every district procured Golden Anniversary proclamations from state governors or provincial premiers.

The California-Nevada-Hawaii District financed a Golden Anniversary float in the January 1, 1965 Tournament of Roses Parade at Pasadena, which took a first place in its division.

By far the most important activity of districts, of course, was the providing of leadership and assistance to clubs in the development of Golden Anniversary activities.

### BY CLUBS

The Golden Anniversary was primarily a Kiwanis club—Kiwanis community activity. Its highlight practically everywhere was the presentation of a "blank check of community service" to the mayor or other community leader, as the club's "birthday gift in reverse" to its home town. These blank checks called for clubs to do scores of things. Many of them pledged hundreds of hours of service during the year; many more pledged the construction of parks, facilities for senior citizens; the planting of trees—fifty trees for fifty years was a popular "gift"—and other community improvements. Examples:

Provo, Utah—Pledged an \$11,000 outdoor pavilion.

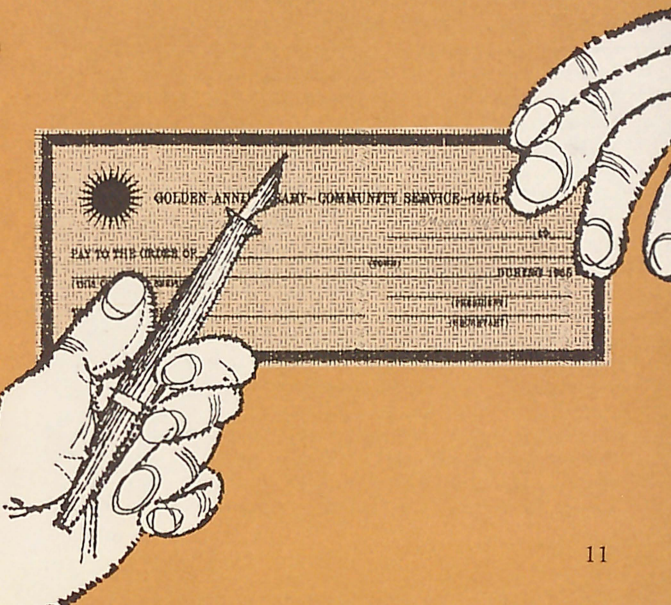
Everett, Washington—Pledged to build a narrow gauge railroad and provide the train for a children's park.

Knox, New York—Pledged a playground, softball park, and picnic area for the town.

Upper Darby, Pennsylvania—Pledged a program for the blind, including the establishment of two special libraries.

St. Charles, Missouri—Pledged restoration of the first state capitol of Missouri in St. Charles.

Auburn, Alabama—Pledged to take the leadership in developing a program for the construction of a municipal stadium for Auburn.



Transcona, Manitoba—Pledged one Senior Citizens Housing unit—cost \$90,000.

Chillicothe, Ohio—Pledged to help the administration of the city in making the change over from the city charter to the city manager form of government.

Nassau, Bahamas—Pledged \$35,000 for quarters for a children's emergency hospital.

Hundreds of Kiwanis clubs presented Golden Service Awards to those club members who, "by their personal careers of service," most closely approximated the over-all Kiwanis ideal.

Clubs sought and obtained special newspaper sections devoted to the Golden Anniversary in about 250 papers across the United States and Canada. About 125 papers carried special pages on the Golden Anniversary. Literally thousands of them carried Golden Anniversary stories, and histories of home town clubs. Hundreds of home-town radio and television stations cooperated, too, with Golden Anniversary features, news stories, and the use of recorded and written spots and films.

By far the most dramatic of all media support was that which came in the form of unsolicited commendatory editorials. There were literally hundreds of these in large dailies and small weeklies, and in papers of in-between size, as well.

## RESULTS

The acceptance of the Golden Anniversary of Kiwanis by the general public, and by the media which serve it, was so overwhelming that it provided proof positive of the fact that Kiwanis is wanted, is needed, and is appreciated. A not unexpected by-product of the year's activity was a tremendous boost in morale for all Kiwanians who participated—and that was almost all of them.

In summing up the Golden Anniversary and its impact, Edward B. Moylan, Jr., who served as President of Kiwanis International during the first half of 1965, said:

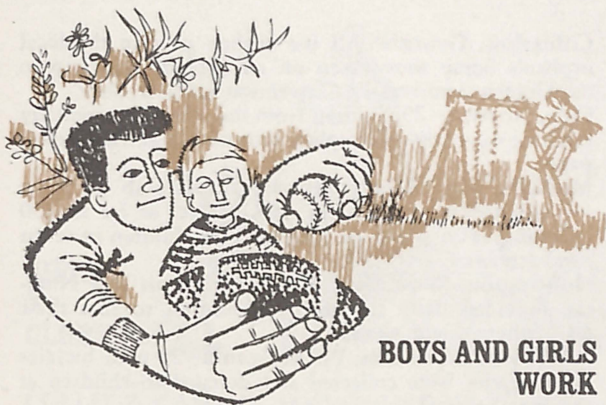
"I had the honor to serve as Kiwanis president during the first half of the Golden Anniversary Year. I visited with Kiwanians everywhere—and everywhere I found the Golden Anniversary to be the number one concern. The amount and quality of publicity which our Golden Anniversary engendered is proof enough that our image, our relations with the public, are of the highest order. It is up to all of us now, and in the future, to keep this wonderful acceptance alive."

Edward C. Keefe, who headed Kiwanis International during the second half of the Golden Anniversary year, said:

"There is ample evidence that Kiwanis clubs have used the public relations potential of the Golden Anniversary to dramatize the Kiwanis Story. As we enter year 51—the second half century of Kiwanis service—may we continue to expand our vision and the work it begets, so that in every sense of the word we may add new luster and new meaning to the motto—WE BUILD."

Among the acknowledgements of the effectiveness of the Golden Anniversary was the awarding of a Silver Anvil to Kiwanis by the Public Relations Society of America—highest public relations award a program can achieve.





## BOYS AND GIRLS WORK

**4,000 MANHOURS**—In Des Moines, Iowa, the Kiwanis Club of *Northwest Des Moines* joined with the Kiwanis Club of *Highland Park, Des Moines*, in organizing a mammoth pancake festival to raise funds for the Polk County Association of Retarded Children. After six weeks of planning and 4,000 manhours from Kiwanians, the project realized gross sales of \$12,000 and netted \$8,000 for the Retarded Children's Association.

**The Salt City, Hutchinson, Kansas**—When the gymnasium at the reformatory burned, the club raised the funds to replace the athletic equipment and uniforms.

**North Monroe, Louisiana**—1100 pounds of candy, shared by children from their trick-or-treat collections, were distributed to eleven institutions in the club's Share the Treats program.

**New York City, New York**—Forty-nine boys were graduated back into city high schools from the club's school for maladjusted boys who had been dropped from high schools—a project since 1963.

**Fairbanks, Alaska**—A Mistogen Tent provided a boy with cystic fibrosis saved his life; he is now a member of the high school track team.

**Pikes Peak, Colorado**—Members distributed 35,000 booklets in 35 schools to educate youngsters against the dangers of child molestation.

**Palestine, Texas**—85 children from 14 counties were examined by orthopedic and plastic surgeons in the Crippled Children's Clinic sponsored by the club.

**Tokyo, Japan**—A TV set, tape recorder, refrigerator, and washing machine were presented to two homes for mentally retarded children.

**Zurich, Switzerland**—Members devoted over 1800 manhours to a benefit bazaar for retarded children and turned over the \$10,100 net to the home.

**Juarez, Mexico**—\$1,700 worth of food, clothing, and toys were distributed to orphans in Juarez Boys' Town.

**Vienna, Austria**—Materials, instruction, and facilities were provided young children who created mosaic plates to be placed on a "Monument for Good."

**De Pere, Wisconsin**—The club initiated a drive for a trust fund for a local boy who underwent a kidney transplant operation; after eight months of effort, \$9,560 was made available to the boy's parents.

**Columbus, Georgia**—All the orphan girls in the local orphan's home were taken on an expense-paid trip to the Golden Anniversary Convention in New York.

**Oslo, Norway**—25 children from the school for mentally retarded were taken on a plant tour of a large Oslo newspaper.

**Medicine Hat, Alberta**—Each year, all club members are assigned to seven teams which travel as far as 200 miles to put on afternoon programs for children in seven rural schools.

**Huntington, West Virginia**—The Kiwanis Day Nursery provided daily care for 55 children so that their 48 mothers might work.

**Allentown Northeast, Pennsylvania**—25 used bicycles and tricycles were collected and donated to children at the state hospital.

**Atchison, Kansas**—Eight bands, a dozen floats, and 300 horses paraded in the club's Halloween Festival, viewed by 10,000 persons.

**Tijuana, Mexico**—16,000 toys and 24,000 bags of candy were distributed to needy children of Tijuana in cooperation with the Kiwanis Clubs of Inglewood, Palm Springs, and Hillcrest-San Diego, California.

**Mobile, Alabama**—300 boys attended the baseball clinic and party organized by the club as part of its Boys' Club program.

**Cap de la Madeleine, Quebec**—1,800 children were transported 15 miles in 30 buses where they received free instruction at the Kiwanis Ski School.

**North Dallas-Park Cities, Texas**—Approximately \$100,000 worth of dental work was done without charge for 2400 needy children in the club's Kiwanis Dental Clinic.

**Los Altos, California**—1,000 children marched with their pets in the club's 18th annual pet parade.

**Laurel, Delaware**—More than 400 children and 500 adults visited the annual art show sponsored by the club.

**Darlington, South Carolina**—More than 20,000 persons were screened during the Diabetic Screening Sunday sponsored by the club—the first such clinic ever held in South Carolina.

**Saint Johnsbury, Vermont**—700 children registered for the swimming lessons provided at the Kiwanis Community Swimming Pool.

**Misha-Bend, South Bend, Indiana**—10,000 half-pints of milk were provided to needy school children.

**Monterrey, Mexico**—32 youths from seven to sixteen were organized into a Scout troop.

**Reykjavik-Hekla, Iceland**—Christmas gifts were presented to 33 children in six homes, and \$220 was given to a young widow with three children.

**Puebla, Mexico**—A weekly "Journey into the World of Art" was arranged for 1800 children to introduce them to the symphony, ballet, and theatre.

**Mankato, Minnesota**—\$2600 went into the operation of the club's Camp Patterson camp for youth, a project of the club for 43 years.

**Punta Gorda, Florida**—The Kiwanis Scout House was renovated at a cost of \$1,752.

**Boise, Idaho**—The Kiwanis Boys Choir, a project of the club for 17 years, gave eleven public concerts.



## CIRCLE K CLUBS



**COLLEGE CAMPUS MANHOURS**—While Kiwanians served their communities, their counterparts on college and university campuses—the men of Circle K—were also converting manhours into service. For example, at Auburn University in Alabama, Circle K men devoted countless manhours to giving vehicle safety inspection checks to 4,000 automobiles. It was a year of record growth—87 new clubs and 1,496 new members. At the end of 1965, there were 640 Circle K Clubs comprised of 12,234 members.

**Chadron State College (Nebraska)**—Collecting food, clothing, and funds, the club helped to keep a family with several youngsters going after it had lost its home in a fire.

**Clinton Community College (Iowa)**—Collegians purchased two metal coat racks after they had noticed that the school lacked ample clothes hanging facilities.

**Kentucky Wesleyan College**—For several months, the club, with the cooperation of Brescia College and two local Key Clubs, sponsored a weekly broadcast entitled, "Circle K On the Air."

**University of Virginia**—Crippled children from a local rehabilitation center were treated to free movies.

**Newark State College (New Jersey)**—A new communications system, installed and operated by Circle K, beamed campus announcements and news to students.

**Centenary College (Louisiana)**—As part of a city-wide beautification drive, the club called on various campus organizations to participate in "Operation Little-sweep."

**Montgomery Junior College (Maryland)**—Swimming lessons for retarded youth were provided at the local "Y."

**Foothill College (California)**—For five Sundays in December, members visited the Veterans Hospital, where they wheeled patients from the various buildings of the sprawling complex to the chapel.

**Middle Tennessee State College**—To acquaint foreign youngsters with that great American institution—football, members sent a football abroad with a member of the Peace Corps.

**St. Bernard College (Alabama)**—Despite a blizzard and temperatures in the 20's, members raised \$250 for the March of Dimes in a door-to-door solicitation.

**College of Charleston (South Carolina)**—Some 400 desks were restored to original luster as members administered a triple coat of varnish.

**Rider College (New Jersey)**—More than \$200 was raised in fulfillment of a pledge for \$1,350 to cover the cost of colored glass windows for a new chapel on the campus.

**Southeastern Louisiana College**—Teams from Circle K and three Key Clubs in the area vied for honors in a Circle K sponsored basketball tournament.

**Rockford College (Illinois)**—To ward off winter's chill, the club set up a temporary fireplace and bin for storing wood next to the school's outdoor skating rink.

**North Dakota State School of Science**—Members set up and staffed an extracurricular program of sports, band, and photography at a local school for Indian youngsters.

**Wisconsin State University**—The club presented the school with a dozen trashcans for placing around the campus.

**University of Pittsburgh (Pennsylvania)**—As a new twist to the current discotheque craze, the club staged a dance in one of the railroad's jumbo box-cars.

**Citrus College (California)**—Services of 25 Circle K men were required to transport materials and to lime a huge letter "C" on the side of a nearby mountain.

**University of Illinois**—The club's efforts in placing posters and providing ushers helped assure the success of the appearance of the famed Father Flanagan's Boys Town Chorus.

**Hofstra University (New York)**—Members provided more than a suitcase full of clothing for a thirteen-year-old Chilean lad in dire need of food and clothing.

**University of Waterloo (Ontario)**—Circle K men lined up facilities, obtained equipment, publicized, and promoted a massive carwash involving 25 crews of washers at 25 stations, proceeds from which went to the support of a home for retarded children.

**Evangel College (Missouri)**—Calling on the entire student body for aid, the club managed to convert a truck-load of apples into more than \$2,000 to help support needy children in the community.

**Manatee Junior College (Florida)**—More than twenty-two members donated sixty-seven hours of service in cleaning up a beach, owned by the local Kiwanis Club.

**New Mexico Highlands University**—Members designed a group of cheery posters to decorate the halls and wards of the New Mexico State Hospital.

**Ashland College (Ohio)**—The club raised more than \$1,500 to help cover the hospitalization costs of one of their classmates, a junior coed seriously injured in a truck-car collision, by sponsoring a baseball contest between the faculty and students of the city schools.

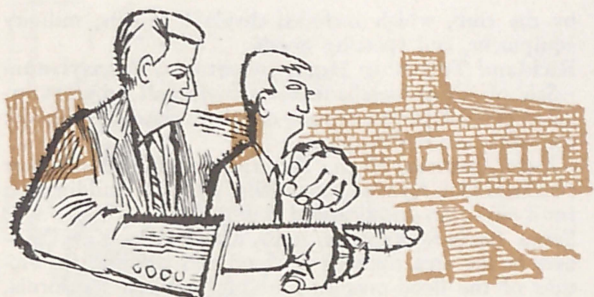
**Southern Technical Institute (Georgia)**—More than 1,500 jammed the campus buildings and walks at an Engineering Technician's day the club sponsored.

**Palm Beach Junior College (Florida)**—A 100 yard elevated walk was installed by the club in an area often under water during floods.

**Northwestern State College (Oklahoma)**—"Welcome to Alva" read four signs the club designed and spotted at approaches to the town.

**Western New Mexico University**—Hospital club members escorted 52 members of the Job Corps around campus and provided free haircuts and use of the school's recreational facilities.





## KEY CLUBS

**HIGH SCHOOL CAMPUS MANHOURS**—Service-minded young men in thousands of Key Clubs throughout Canada and the United States gave of their time in 1965. In Missoula, Montana alone, Key Clubbers devoted 1800 manhours to refereeing games in the Grade School Basketball League. Key Club experienced its greatest growth in history—adding 243 new clubs and having a net gain of 6,604 members. At the end of 1965, there were 77,621 Key Clubbers in 2,885 clubs. The following projects of service are typical of the thousands carried out during the year.

**Maryville, Tennessee**—Concerned about a slum-ridden area of the community and attendant problems of crime and juvenile delinquency, the club renovated and restored for the young people a playground which had long been neglected.

**Maine Township East, Park Ridge, Illinois**—Key Clubbers washed more than 1200 windows in four hours for a home for senior citizens, in addition to taking care of such chores as clearing the grounds of dead tree limbs, cleaning floors, and serving the evening meal.

**Dunedin, Florida**—Members took on the task of reporting votes from each of 157 precincts in the county during the primary and run-off elections.

**Harding High, Oklahoma City, Oklahoma**—So successful were the club's efforts in supervising a program of physical education, hobbies, and crafts for underprivileged children, it was asked by the local YMCA to start a similar program for young "Y" members.

**Hickman High, Columbia, Missouri**—More than 1800 school directories, for which the club had done all the preliminary work—including typing of rosters, sale of ad space, proofreading and editing—were distributed to faculty and students.

**Theodore Roosevelt High, Des Moines, Iowa**—To raise money to purchase a dictionary with large type which could be read by partially blind children at a local school, the club presented a benefit movie showing.

**Canandaigua Academy, Canandaigua, New York**—More than \$250 for its scholarship fund was raised by the club when it took over the complete operation of a local radio station—through the sale of sports announcements to local merchants.

**Delbrook High, North Vancouver, British Columbia**—Classmates thronged the annual exposition presented

by the club, which included displays of cars, military equipment, and sporting goods.

**Richland Township High, Johnstown, Pennsylvania**—Sale of ads to merchants for a basketball program enabled the club to finance each member's stay at the district convention in Pittsburgh.

**Albert Einstein High, Kensington, Maryland**—Key Clubbers took turns in supervising a muscle-building job for a physically-handicapped youth.

**Santa Barbara-Ventura Area, California**—Key Clubbers of the area rounded up food and clothing for victims of the flood-ravaged area of Northern California, and loaded the goods aboard a plane.

**Reynolds High, Reynolds, Georgia**—More than 2,500 books were added to the school's library collection in a club-sponsored book drive.

**West Jefferson High, Marrero, Louisiana**—The club undertook the sanding and refinishing of the entire bleacher section of the school gymnasium.

**New York District**—District Key Clubbers launched "Youth and the Law," a district-wide program, based on a mock trial, but featuring real judges and district attorneys, to dramatize the consequences of violating state laws.

**Carmel High, Carmel, Indiana**—Key Clubbers transformed a historic artesian well, noted for its water, from an eyesore to a thing of beauty.

**Woburn High, Woburn, Massachusetts**—Prevailing on the Mayor to proclaim January 24-30 as "Safe-Driving Week," the club awarded a \$10 prize for the best poster and essay submitted on safe driving.

**Hopewell Township High, Pennington, New Jersey**—Working one evening a week for ten weeks, the club removed brush and dead trees from a sprawling wooded area.

**Bangor High, Bangor, Michigan**—A spaghetti supper, which the boys prepared and served, netted the club more than \$260.

**Canton McKinley High, Canton, Ohio**—A Down-With-Smoking campaign sparkplugged by the club featured posters, signs, and two school-wide assemblies.

**Baton Rouge High, Baton Rouge, Louisiana**—The club raised the funds needed to finance a summer's study in Sicily by one of their classmates—a 16-year-old coed—under the American Field Service exchange program.

**Logansport High, Logansport, Indiana**—A five-act revue, produced, directed, and performed by the club, was a smash hit.

**Briarcliff High, Atlanta, Georgia**—The \$1,500 raised by Key Clubbers for the March of Dimes was one of the largest sums ever raised for that organization by any youth group.

**Sheffield High, Sheffield, Alabama**—A club-sponsored paint drive resulted in the painting of six classrooms, the principal's office, and the hallways.

**Whitehaven High, Memphis, Tennessee**—Pairing off, Key Clubbers offered the faculty their services in tending to such chores as planting, waxing floors, and cleaning up flower beds.

**Lutheran High, Denver, Colorado**—Members mixed paste and helped form molds at a local dentist's office so that the football squad could have teeth guards.





## VOCATIONAL GUIDANCE

**650 MANHOURS**—In *Kingston, Jamaica*, the Kiwanis Club of Kingston established a Vocational Training Centre at Rennock Lodge at a cost of \$15,000. The club prepared detailed plans and specifications early in the year. Ground-breaking ceremonies were held in June, and in December the Centre, complete and fully equipped, was turned over to Ministry of Education. After much investigation, members concluded that their most practical way of helping the youth of Rennock Lodge, in suburban Kingston, was to provide them with vocational training facilities.

**Suburban West Allis, Wisconsin**—The film on drop-outs, purchased by the club and made available to any group, was booked solid during the year and shown to an estimated 20,000 students.

**Philippi, West Virginia**—The club organized a Medical Explorer Post to acquaint boys with opportunities in the medical profession.

**Bonneville, Utah**—The club's career day program, covering nearly 100 occupations, was presented in five high schools to nearly 10,000 high school students.

**Industrial Seattle, Washington**—Since its institution in 1957, the Kiwanis Teenage Employment Service has handled 5,053 inquiries for employment and sent 7,185 students out on jobs from which they have earned an estimated \$294,466.

**Lakeshore, Montreal, Quebec**—For six consecutive weeks, the club's Vocational and Personal Guidance Course, staffed by professional counselors, was provided 100 teenagers of the community.

**Navarre, Ohio**—\$1,000 was provided the Fairless High School to purchase books for their new library addition.

**Portville, New York**—Each month during the school year, a Student of the Month was honored at a club meeting and his photo displayed for a month at the high school.

**Bayonne, New Jersey**—More than 1500 children participated in the club's Science Fair, and \$500 in prizes awarded to winners.

**North Suburban, Saint Paul, Minnesota**—A room at the airport was built and furnished to provide instruction for probationers interested in aviation.

**Lynchburg, Virginia**—Thirteen loans, totaling \$10,300, were made to students from the club's Educational and Benevolent Fund, now in its 43rd year.

**Monrovia, California**—In cooperation with 28 business

firms, Kiwanians provided business and industry tours for 310 high school seniors.

**Alexander City, Alabama**—Four members devoted 800 manhours and traveled 1200 miles in organizing and sponsoring a literacy program for 97 adults.

**Bishopville, South Carolina**—68 public school teachers attended the club's Teacher Appreciation Night.

**Williamston, Michigan**—Members conducted a job survey to inform high school students of jobs available in the community.

**Paris, Tennessee**—Subscriptions to U.S. News and World Report were provided to rural high schools, and used magazines were given to needy school children.

**Carlsbad, New Mexico**—For the fifth year, the club made Citizenship Awards to the top ten percent in each 6th grade class at a school assembly.

**Hamilton, Ohio**—At a cost of \$1,350, a Learning Laboratory was presented to the local Catholic high school.

**Fort Wayne, Indiana**—Project SAFE (Substitute Another Father Experiment) was initiated to provide adult counseling to potential school dropouts.

**Brookfield, Illinois**—The club produced a 19-page brochure, "Ten Step Guide to Plan Local Scholarships," and awarded \$1,450 in scholarships.

**Umatilla, Florida**—Six high school boys interviewed top level missile and space equipment personnel on their tour of the Martin-Marietta plant, arranged by the club.

**Evergreen, Colorado**—Financial aid, labor, and materials were provided a handicapped man to establish his own grocery store in a nearby town.

**War, West Virginia**—The club arranged for all armed services recruiters to visit the high school and brief young men on their respective programs.

**Warren, Michigan**—37 students took advantage of the club's Day-on-the-Job program, offered to students in two high schools.

**West Cleveland, Ohio**—For the fourteenth year, all retiring teachers in the Cleveland Public Schools were feted at a dinner.

**Madison Township, New Jersey**—A twelve-week program was set-up whereby leaders of industry could counsel with non-college bound students and their parents.

**Duluth, Minnesota**—A vocational guidance directory, listing 83 members willing to counsel students, speak to students, or provide students with a day-on-the-job experience, was distributed to school counselors.

**South Sacramento, California**—6,650 copies of "You and the Law" were provided the junior high schools of the city with funds raised from a carwash conducted by the members.

**Anderson, South Carolina**—Several hundred vocational guidance monographs were purchased by the club and presented to the high school counseling office.

**Leavenworth, Kansas**—The club sponsored a program whereby seventh grade retarded children were trained to do custodial work for which they were paid.

**Swift Current, Saskatchewan**—Ten members of the Educational Upgrading Class were sponsored on a trip to Saskatchewan Technical Institute.

**Bluefield, West Virginia**—The club presented a six-by-two foot honors plaque to the high school and gave awards to the top ten seniors at a banquet.





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## SUMMARY OF MAJOR ACTIVITIES

January 1, 1965—December 31, 1965

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### Citizenship Services

- 2,721 • Farm-City Week observances in clubs
  - 18,312 • Agriculture and Conservation projects sponsored
  - 5,460 • Senior Citizens projects sponsored
  - 1,329 • National Public Works Week observances in clubs
  - 13,802 • Projects encouraging attendance at religious services
  - 97,065 • Kiwanians serving on local boards
  - 38,066 • Kiwanians teaching religious education classes
  - 965,889 • "Prayer Before Meals" table tents distributed
  - 44,976 • Spot announcements on spiritual life made
  - 7,756 • Lay ministers provided for churches
  - 4,466,490 • Trees planted
  - 20,614 • Kiwanians assisting in the Ballot Battalion
  - 6,376 • Safety Projects sponsored
  - 8,831 • Projects promoting International goodwill sponsored
  - 22,273 • Kiwanians holding public office
  - 2,300 • Canada-United States Goodwill Week observances
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### Youth Services

- 2,201 • Kids' Day observances by clubs
  - \$1,402,556 • Raised for youth work on Kids' Day
  - 2,582,324 • Children entertained on Kids' Day
  - 666,318 • Children assisted in health problems and needs
  - 22,603 • Projects sponsored in support of established youth organizations
  - 15,892 • Projects sponsored affording career counseling
  - 161,170 • Youth recognized by clubs for special achievement
  - 16,183 • Scholarships and loans awarded
  - 433,245 • Children provided with food, clothing, etc.
  - 481,134 • Quarts of milk given to school children
  - 1,585,549 • Vocational guidance aids furnished
  - 5,465,786 • Youth served through recreational projects
  - 482,288 • Members of farm youth organizations aided
  - \$1,381,029 • Granted or loaned to students
  - \$14,091,208 • Expended from the club benefit and club foundation funds for all services rendered by clubs
-