



**THE
AMERICAN
LEGION**

A NATIONAL HEADQUARTERS MONTHLY PUBLICATION
FOR POST COMMANDERS AND POST ADJUTANTS . . .

Advance

Vol. XVI

August, 1973

No. 8

MAIL GETS MOST RENEWALS

Plan Early Campaign for New Members

A MERICAN VETERANS, regardless of their age or the war in which they served, have particular likes and dislikes. They expect certain things from any organization they join and they expect that the organization will be doing things important to them.

Veterans don't join The American Legion because the Legion needs members, and, despite what many may think, the average veteran does not join because of our organization's past accomplishments. He is much more inclined to think about what it offers at the present or perhaps in the immediate future. He wants to know what we will be doing this coming weekend, during the months ahead, and, perhaps, down the road a few years.

The post that is looking to the future is providing the answer to that prospective member's question, "What's in it for me?" That question isn't hard to answer for the Legion Post which conducts some of the basic Legion programs and has a full calendar of social events.

The important thing, as we begin to talk of new members, is that we make an honest evaluation of what our post does, what it contributes, and why an eligible veteran would want to become a member.

New member recruitment can come from the sponta-

neous enthusiasm and interest of the post members, but success will be more likely if the new member phase of the drive is planned as carefully as a business firm plans the launching of a new product.

You will need Legionnaires who are informed on what your post is doing. You have to have Legionnaires who are willing to contact eligible veterans and explain the Legion's programs—and then ask them to join. Finally, you must have Legionnaires available to continue working with new members to make certain that they also come to know The American Legion that they, too, may become your salesmen.

It is estimated that about two-thirds of the membership renewal job—a task that just a few years ago took the lion's share of our time and energy—will be done by the U. S. mail.

Several thousand American Legion Posts are on the direct billing program for the 1974 membership year. For them dues notices will be prepared by and mailed from National Headquarters to their respective memberships. Enclosed with these dues notices will be a special return envelope which will be properly addressed for return of the dues to the post when the statement is positioned correctly inside the envelope.

This means that many American Legion Posts will be spared the many hours of time and effort in the renewal phase of the program. It also means that any post using the mails for renewals will fall flat on its face on membership if the hours and manpower gained from using the mails are not used profitably in securing new or reinstated members.

Traditionally, we have attempted to secure most of our renewals before major emphasis was placed on new or reinstated members. This formula will no longer assure a successful membership year. A new member campaign must be a part of the initial membership effort. Direct billing or billing by the post is valuable, but it won't take the place of a personal contact from an informed Legionnaire who can enthusiastically discuss his post and effectively ask the non-member to join.

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Children, Youth Report Exceeds \$12 Million in '73

THE AMERICAN LEGION'S Children & Youth Program has closed the books on another banner year, based on the many fine reports forwarded by Posts and Departments of The American Legion, Units and Departments of the American Legion Auxiliary, and the Salons of the Eight and Forty.

The Children & Youth report to the 55th National Convention, Aug. 17-23, Honolulu, Hawaii, will reflect that the Legion and its affiliated organizations, for the 38th straight year, have expended millions of dollars in this major program area. Total expenditures to be reported will exceed \$12 million.

This report covers the 12-month period from June 1, 1972, to May 31, 1973, compiled from the reports received from nearly 80 per cent of the Auxiliary Units, 55 per cent of the Legion Posts, and 96 per cent of the Eight and Forty Salons. The report details expenditures made to defray the costs of child welfare and youth-related activities.

Since 1926, when the annual reporting procedure in this major program area was initiated, more than \$286 million has been spent by those posts, units, and salons, according to their reports.

The American Legion accounted for nearly \$9.6 million of the 1973 expenditures. Also included in the final tabulation were expenditures by the various departments and the National Children & Youth Division. However, the major portion of the funds reported by the Legion alone was expended by the local posts.

Commenting on the reports received at National Headquarters, Earl D. Franklin, Jr., chairman of the National Commission on Children & Youth, said, "On behalf of the Commission, I would like to thank those responsible for compiling this fine report. 1973 has indeed been a banner year! At the same time, I would encourage each newly installed Post Commander to appoint a dedicated and live-wire Legionnaire to the position of Post Children & Youth Chairman. Expenditures for Children & Youth activities, starting immediately, should be recorded, for each post will be called upon next spring to report its expenditures in this major program area."

Franklin further stated, "Dollar expenditures are by no means a complete indication of the contribution that many posts, units, and salons make to the benefit and welfare of the children and youth in their respective communities. In addition to their financial support, many members of these organizations give countless hours of their most priceless commodities—themselves. Our children and youth need both types of support."

The
American
Legion

ADVANCE

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MEMBER

AMERICAN LEGION
PRESS
ASSOCIATION



Editor: Frank L. Megnin

August, 1973

Vol. XVI, No. 8

COMMANDER'S CALENDAR

August

- 17-23 55th National Convention, The American Legion, Honolulu, Hawaii.
- 22-27 Regional Tournaments, American Legion Baseball.
- 30- 1973 World Series of American Legion
- Sept. 4 Baseball, Lewiston, Ida.

September

- 2 Twenty-eighth anniversary of V-J Day, 1945.
- 3 Labor Day.
- 8-9 District Commanders' Training Seminars at the following sites: Boise, Ida.; Vicksburg, Miss.; Providence, R. I.; and Charleston, S.C.
- 22-23 National American Legion Baseball Conference, Indianapolis, Ind.
- 29-30 National Conference of Department Oratorical Chairmen, Indianapolis, Ind.

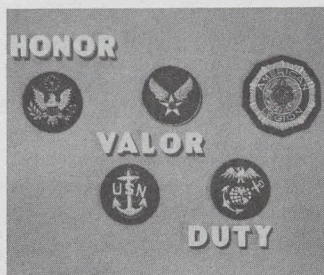
October

- 7-13 National Employ the Handicapped Week.
- 8 Columbus Day.
- 13-14 National Boys State Conference, Indianapolis, Ind.
- 15-16 Annual Conference of Department Commanders and Department Adjutants; standing commissions and committees meet; Indianapolis, Ind.
- 17-18 National Executive Committee, Indianapolis, Ind.
- 20 Dues now payable for 1974.
- 21-27 American Education Week.
- 22 Veterans Day (in some states).
- 31 Halloween.

IT'S TIME TO BE COUNTED AGAIN . . .

Legion Suiting Up 'BIG Team'

TODAY THE AMERICAN LEGION is forming the Big Team which will carry our organization into a future well beyond the year 2000. As this is written, there is the hope that the years to come will be years of peace. Certainly The American Legion realizes that peace will not bring an end to its responsibilities to veterans. As a matter of fact, there probably is a greater need for real service to veterans today than at any time since the years immediately following the first World War.



So, it is time for the individual member, for your post, and indeed the entire American Legion to be counted again. It's time to re-emphasize those services and programs for which The American Legion was chartered. In the words of the newest generation of veterans, it's time "to do our thing."

From Conglomeration to Organization

The magic that turns a conglomeration of people into an organization is the ability to work together. Somehow, the achievements of a working organization add up to more than the results of each individual's efforts.

It's like the old story of the bridge that is destroyed by the army marching in step, whereas by breaking step the same number could walk across the bridge in the same time without doing injury to the structure. The power, in this case destructive, came from the accumulative effect of many persons marching in concert.

Thus, the post whose officers and committees see their role as part of a total effort is going to exert a maximum impact on its members and its community. This concept will also explain how it occasionally happens that a post derives little or no benefit from a program carried out by a single chairman operating pretty completely on his own. There needs to be cross-pollination among committees and post officers.

Criteria for Team Operation

The 1974 Membership Planning Guide, which is entitled "The Big Team," lists a series of criteria by which you can measure whether your post is operating on a team basis. According to this publication, it is—

If it is a pleasant, friendly social center for its members and, at the same time, serves as a hub around which community activities revolve.

If it is active in community affairs aimed at making

the city or the neighborhood a better place in which to live and raise a family.

If it conducts its business in a businesslike way.

If it is responsive to the needs of veterans, whether they be members or not.

In short, if it has the capacity to pursue the ideals expressed in the Preamble to The American Legion Constitution.

'Be Counted Again'

In addition to the "Big Team" idea, you will probably also be hearing during the Legion year now about to begin a new slogan—"Be Counted Again." The slogan derives somewhat from the experience of all members as a part of the military.

All of us in The American Legion were counted once. We took three steps forward and were sworn in as a member of this country's biggest team—the United States Military Forces. By the time we were discharged, we had been counted many times.



Then, when we joined The American Legion, we were counted again. By joining, we expressed a wish to be counted as a member of a patriotic organization that stood for all that is best in American life, an organization with real concern for the well-being of our fellow veterans and for the communities where we lived.

Legion Is 'Generation Bridge'

Today we don't know the age of our youngest or oldest member. Probably the spread is from 17 to about 100. Yet the history of The American Legion since World War II has been one of amazing success in welding together an organization of widespread ages. Instead of being blocked by a generation gap, The American Legion has become a generation bridge. With a common purpose, different age groups have no difficulty in working together.

But you do need programs and particularly social or recreational activities that are attractive to each age

(Continued on next page)

'BIG Team'

(Continued from preceding page)

group—World War I, World War II, the Korean War and the Vietnam Era.

Articles in the **ADVANCE** each month will provide facts, ideas, and suggestions on The American Legion's many service programs. The idea that is being emphasized now is that all of these programs should be carried on as a part of a total post program. In other words, don't just hand an assignment to a chairman and walk away. Rather make all chairmen a part of your post's leadership group. They can help each other, and your post will prosper.

New Member Recruitment

During the year, you will be inviting veterans to join your post, and we want to close this article with a few ideas on the recruitment of new blood for your post.

The person who is invited to join an organization—any organization—is entitled to an honest answer to the question, "What's in it for me?" This is not necessarily a selfish question. With all of the demands made on our time and money, the individual has a right to know that he will not be wasting either his time or his money in joining your post.

The question is easy to answer—IF the post is carrying on the usual programs of The American Legion and has a full calendar of social events. If you



know what the prospective member's interests are, there's a good chance your post will have what he wants. If he's interested in young people, there's baseball, Boys State, Scout units, the SAL, school medals, ROTC awards, and probably some strictly local activities.

Even the veteran who has no personal need for service work wants to know that the organization which he joins can and does help veterans. Participation of the post in community projects is another way in which The American Legion answers the question: "What's in it for me?" The post can and should demonstrate that its members are truly a part of the "BIG Team."

American Ed. Week, Oct. 21-27, Calls For 'Involvement'

SINCE 1921, THE AMERICAN LEGION has sponsored and participated in American Education Week, which will be observed this year from Oct. 21 to 27.

Objective of American Education Week is to focus public attention on the needs, goals, and achievements of the nation's schools. This year's theme—"Get Involved"—will direct attention to the need for *involvement* in utilizing the ready reservoir of citizen interest and turn it into an asset in each community.

Early in September, each American Legion Post should have an American Education Week Committee to coordinate plans with local parent-teacher groups, education associations, and school officials. As soon as possible, the materials described in the following paragraph should be ordered for the coordinated planning meeting.

With the cooperation of The American Legion and other sponsoring organizations, the National Education Association has prepared a packet of approximately 30 items which may be used in the planning, promotion, and observance of American Education Week. These packets are available at \$3 each (prepaid) from American Education Week, P. O. Box 327, Hyattsville, Md. 20781.

American Education Week is also an appropriate time to present the revised 23rd edition of *Need A Lift?* along with a sufficient supply of the updated *A Guide for Parents and Students* to each high school and library in the community.

Need A Lift?, the Legion's famous handbook of financial assistance for higher education or training, is available at 50 cents per copy or 30 cents each in quantities of 100. *A Guide for Parents and Students* may be obtained for \$5 per 1,000 or \$2.50 per 500 (payment to accompany order). Both publications should be ordered from: The American Legion, Dept. S., P. O. Box 1055, Indianapolis, Ind. 46206.

(Note: A suggested new release to assist in the promotion of your post's observance of American Education Week appears elsewhere in this issue of **ADVANCE**.)

Support
Your
Schools
**get
in-
volved**

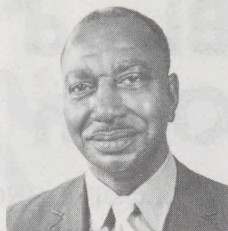
**American
Education
Week**

OCTOBER 21-27, 1973

Sponsors:
National Congress of Parents and Teachers,
National Education Association,
The American Legion,
and the United States Office of Education

Post Shapes Americanism 'Climate'

By **JEROME IRWIN**
Americanism Chairman
Department of Illinois



THE AMERICANISM PROGRAM of The American Legion was designed to implement one of the Legion's basic purposes—"to foster and perpetuate a one hundred per cent Americanism"—through the continuous planning and conducting of activities and projects in the field for education and patriotism.

With its Americanism responsibilities in mind, The American Legion has participated actively in joint efforts with educational associations and other organizations and individuals whose expertise qualified them as authorities in patriotism and government.

Through its efforts emphasizing civic responsibility on the part of the individual, the Legion has come to be recognized as an organization with positive approaches to basic problems and respected throughout the nation for its educational and patriotic programs.

Although The American Legion has achieved a position of respected leadership in the education and patriotism areas of its Americanism program, there are still challenges which must be met. These challenges are often pointed out and described from various perspectives, but when reduced to their least common denominator, they are packaged within the following question:

"How can The American Legion transmit the great amount of information and the reservoir of knowledge that it has in the field of Americanism to the general public and especially to school administrators and teachers?"

The first step toward an effective solution to this problem is an active Post Americanism Committee. Such a group should be **more than** a one-man committee from the post, functioning as the full representative or promoter of Boys State, American Legion Baseball, Oratorical Contest, School Awards, etc.

Through a joint public relations effort, your Post Americanism Committee should encourage your local school administrator to participate in the Americanism programs your post wishes to sponsor. Here are some suggestions:

1. To help introduce your local school officials and faculties to the Legion's school-related Americanism activities, arrange for a special recognition dinner for

school administrators and teachers who are heads of various departments. As part of your post's recognition, present suitable honors or awards for outstanding service. (This one effort alone may result in your post's recruiting of new members from the eligible veterans who are either school administrators or teachers).

2. Instead of having one person visit your schools and board of education meetings, send a committee of not fewer than two or three. Assign a specific portion of the committee's presentation to each committee member in order that he may be better able to impress the school officials of his knowledge of the program's goals and objectives. If you have educators within your post membership, ask them to take on this type of assignment.

3. Promote an awards night for recognition of not only the outstanding student in the school, but also awards for the top youngsters in specific subject categories as industrial arts, business, mathematics, art, music, science, etc. Be sure the school principal is a participant in such a program, perhaps to present each student to the awards chairman or to present the awards to the students.

4. Assign one member of your Post Americanism Committee to attend each board of education meeting. If this is inconvenient, rotate the assignment among the various members of the committee. This helps to establish a direct line of communication between your post and your local school authorities. Your post's representative can, whenever possible, present to the board the programs of the Legion. However, make sure that such presentations are made with diplomacy and tact rather than attempts to force your programs and ideals upon the board members.

5. Encourage the members of your post to participate in the parent-teacher groups, men's clubs, and booster organizations to show your post's spirit of cooperation.

6. Don't limit your school visitations to once-a-year occasions. Visit your school officials periodically in order that the superintendent or principal will not think of your presence merely as a request for school cooperation, but as sincere interest of your post in the welfare of the community's schools. Assure your school officials of your post's willingness to cooperate with them in their programs which need public support.

Your Post Americanism Committee should be comprised of the best available leadership—Legionnaires who have both the temperament and the vision required by the custodians of the programs that affect deeply the type of community in which you live.

Remember, Mr. Post Commander, if you are going to have a climate of real Americanism in your community, you will have to accept the responsibility of working at it rather than talking about it.

About the Author: A past commander, adjutant, and finance officer of Col. Otis B. Duncan Post 809, Springfield, Ill., Mr. Irwin also has an extensive record of civic leadership in addition to his Legion activities. He is assistant administrator of the Illinois Veterans' Commission.

...Suggested

NEWS RELEASE!



(American Education Week)

Plans for(Community's)..... observance of American Education Week, Oct. 21-27, were announced today by Commander(Full Name) of(Name of Post)..... Post No.of The American Legion.

A special planning committee, representing the Legion and other supporting groups, has been organized with(Full Name and Organization)..... as chairman. The committee consists of(List members by full name and organization represented).....

"Get Involved" is the 1973 theme of American Education Week sponsored annually by The American Legion, National Education Association, the U. S. Office of Education, and the National Congress of Parents and Teachers.

The observance of American Education Week here in(Community)..... will include the following activities:(Summarize events scheduled)..... The week's events also will focus attention to such facets of education as(Summarize subject matters—year-round school adult education, career education, etc.).....

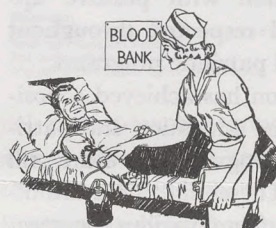
"During this year's observance throughout the United States," Commander(Last Name)..... said, "emphasis will be directed toward helping our schools gain and maintain the kind of public support needed to accomplish the job the nation expects of its educational system."

American Education Week was instituted in 1921 as a joint venture of The American Legion and National Education Association. The program's original intent was to enlist the public's help to eliminate the high proportion of illiteracy and poor physical fitness prevalent during World War I. In recent years, more than 50 national groups with a total membership in excess of 25 million have joined as "supporting organizations" in the observance of American Education Week.

Wide Variety of Blood Programs Open to Posts

A BLOOD DONOR PROGRAM can be an excellent community service endeavor by an American Legion Post or American Legion Auxiliary Unit. There are several ways this program can be implemented as described in a colorful brochure distributed by the National Security-Foreign Relations Division, The American Legion, 1608 K St., N.W., Washington, D.C. 20006.

The easiest of all systems in this program is the "Walking Blood Bank." All that needs to be done to have blood available for the members of your post or unit (or you may choose to include immediate families, too) is to register the names of the eligible donors and have their blood type. When an emergency arises requiring blood, the post or unit blood chairman need only call registered donor who has the proper type of blood.



For those who would like to establish a debit and credit system, plans can be worked out with either the American National Red Cross or with a local hospital to donate blood, a portion of which is credited to the post or unit donating the blood.

If your post or unit does not care to maintain elaborate records, just call the Red Cross and have a blood-mobile call and take donations from among your members and citizens of your community or neighborhood. Or, you may wish to arrange to take a group to a VA facility to donate blood for the use of your fellow veterans.

The giving of your blood is painless and costs you nothing, yet it is a precious gift that can save the life of a fellow human being. If you are interested in setting up such a benevolent endeavor, write to the above-mentioned address for your copy of the booklet *The American Legion Blood Program*.

In addition to the plans outlined above, there are others described in the booklet, any one of which might meet the specific needs of your post or unit and its community.

This program is easy to plan and operate. And more important, it gives you the satisfaction of helping your friends, neighbors, and relatives while giving your organization a good name in the community.



28th Term

THE EFFECTIVENESS of American Legion programs, the success of American Legion endeavors, are related directly to the capability of Legionnaires in elected positions of leadership or appointed responsibilities within their respective communities. In order to perform their specific duties to the best of their ability, Legion leaders must understand fully The American Legion—its history, its accomplishments, its programs, and, especially, how it functions today.

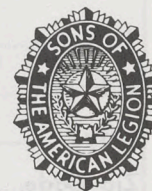
The American Legion Extension Institute will give this basic knowledge of our organization. A home study plan, the course consists of six monthly lessons. Students check their own progress by a series of questions at the end of each lesson.

Students will complete the final examination and return it to National Headquarters for grading. Students passing the final examination will receive a certificate of graduation. Legionnaire and SAL graduates will receive a colorful blue and gold mortarboard cap patch. Auxiliary graduates will receive an attractive mortarboard pin and chain which they may attach to their Auxiliary pin.

The six monthly lessons are as follows:

- 1—History and Organization.
- 2—Service Divisions and Sections.
- 3—Americanism and Children & Youth Programs.
- 4—Veterans Affairs—Rehabilitation and Economic Programs.
- 5—Legislative Program and Public Relations.
- 6—National Security and Foreign Relations Programs.

THIS COURSE is tailor-made for all newly elected and appointed American Legion officers. Any Legionnaire is eligible to enroll. Members of the American Legion Auxiliary are also cordially invited to enroll. The material contained in the Extension Institute can also be of great value to those older members of the Son of The American Legion who have the maturity and potential for further SAL service as either elected leaders or counselors of the younger age sections.



Tuition

- 1 to 3 enrollments**
.....\$5.00 each
- 4 or more enrollments**
(on one application).....\$4.00 each

Enrollment Instructions

1. Use the handy enrollment application form on the reverse side of this page. Additional copies of these two pages of Extension Institute information are available from your Department or National Headquarters. If you have more than ten (10) applications for enrollment, type or print the requested information for the additional enrollees on a plain sheet of paper and attach it to the application form.

2. Be sure to fill out the application form completely. It is important that you include the membership card number and post or unit number of each enrollee!

3. Make all remittances payable to: National Treasurer, The American Legion.

4. Mail the application and remittance through your Department Headquarters, or to:

American Legion Extension Institute
P. O. Box 1055
Indianapolis, Indiana 46206

5. Mail your enrollment application as promptly as possible. National Headquarters will accept enrollments in the twenty-eighth term of the Extension Institute through November 1, 1973.

Application Submitted by:

AMERICAN LEGION EXTENSION INSTITUTE

Name

Street

City

State

Zip Code

Post No. Unit No.

P. O. Box 1055

Indianapolis, Indiana 46206

APPLICATION—28th Term

(Please Type or Print)

**IMPORTANT! Please Include Membership Card And
Post Or Unit No. Of Each Enrollee!**

(Reserved For Office Use)

No.

Post

Unit

Remittance

No. of Apps.

1. Name
(Last) (First) (Middle)

Address

City State

Zip Code Post No.

Card No. Unit No.

.....

2. Name
(Last) (First) (Middle)

Address

City State

Zip Code Post No.

Card No. Unit No.

.....

3. Name
(Last) (First) (Middle)

Address

City State

Zip Code Post No.

Card No. Unit No.

.....

4. Name
(Last) (First) (Middle)

Address

City State

Zip Code Post No.

Card No. Unit No.

.....

5. Name
(Last) (First) (Middle)

Address

City State

Zip Code Post No.

Card No. Unit No.

.....

6. Name
(Last) (First) (Middle)

Address

City State

Zip Code Post No.

Card No. Unit No.

.....

7. Name
(Last) (First) (Middle)

Address

City State

Zip Code Post No.

Card No. Unit No.

.....

8. Name
(Last) (First) (Middle)

Address

City State

Zip Code Post No.

Card No. Unit No.

.....

9. Name
(Last) (First) (Middle)

Address

City State

Zip Code Post No.

Card No. Unit No.

.....

10. Name
(Last) (First) (Middle)

Address

City State

Zip Code Post No.

Card No. Unit No.

.....



THE AMERICAN LEGION ADVANCE-O-GRAM



JOE L. MATTHEWS, National Commander

URGENT

URGENT

URGENT

URGENT

URGENT

AMERICAN LEGION POST COMMANDERS EVERYWHERE

CONGRATULATIONS ON YOUR ELECTION. IS YOUR POST PARTICIPATING IN THE AMERICAN LEGION LIFE INSURANCE PROGRAM? EVERY POST NOW HAS INSURED MEMBERS AND WITH MINIMUM EFFORT COULD HAVE MORE. CONSIDER THIS: INSURED LEGIONNAIRES SOON WILL BE REQUESTING 1974 MEMBERSHIP CARD NUMBERS. IN EARLY OCTOBER, EACH INSURED LEGIONNAIRE WILL BE ASKED TO REMIT PREMIUM FOR 1974 AND REPORT NEW CARD NUMBER BEFORE JAN. 1, 1974.

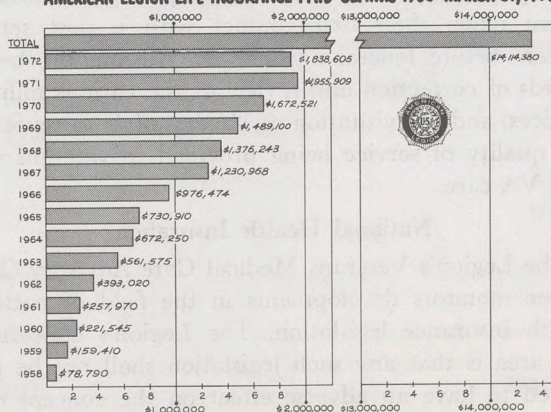
COVERAGE OF LEGION LIFE INSURANCE CAN BE EXTENDED TO FOUR (4) FULL UNITS. LEGIONNAIRES UNDER AGE 30 (26 IN OHIO) CAN NOW APPLY FOR UP TO \$40,000 IN LEGION LIFE BENEFITS. HERE'S REAL VALUE FOR YOUR VIET-TIME VETERAN MEMBERS (AND PROSPECTS).

TO DATE, LEGION LIFE INSURANCE PLAN HAS PAID OUT MORE THAN 14½ MILLION DOLLARS TO FAMILIES OF INSURED LEGIONNAIRES.

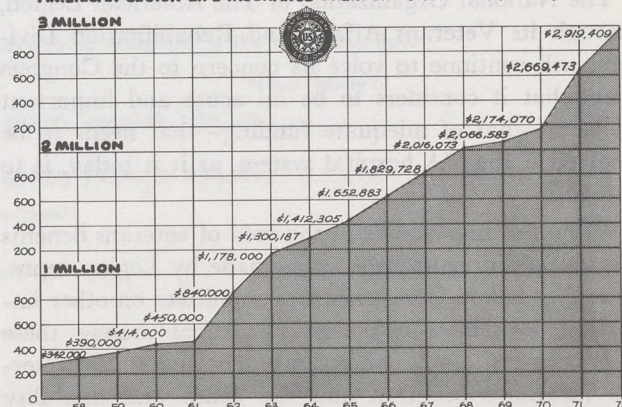
IN ADDITION TO MILLIONS OF DOLLARS IN DIRECT BENEFITS, LIFE INSURANCE PLAN, THROUGH SURPLUS FROM ITS TRUST FUND, SUPPORTS SCHOLARSHIP AWARDS TO DEPARTMENT AND NATIONAL WINNERS OF LEGION'S NATIONAL HIGH SCHOOL ORATORICAL CONTEST AND AIDS THE LEGION'S BASEBALL PROGRAM.

ALBERT V. LA BICHE, CHAIRMAN
THE AMERICAN LEGION LIFE INSURANCE
AND TRUST COMMITTEE

AMERICAN LEGION LIFE INSURANCE PAID CLAIMS 1958-MARCH 31, 1973



AMERICAN LEGION LIFE INSURANCE PREMIUM GROWTH 1958-1972



Veterans Affairs, Rehabilitation Program Active in Three Major Areas of Concern

ALTHOUGH THE TERM "Rehabilitation," as used by The American Legion originally related to mental, physical, and vocational restoration of those who suffered adversely from their war experience, the term has, through the years, come to encompass also the dependents and survivors of war veterans as well.

The Legion's Veterans Affairs and Rehabilitation Program currently has a three-fold emphasis:

Legislative

Direct assistance to veterans, families of veterans, and survivors

National health insurance.

Legislative Concerns

The Veterans Affairs and Rehabilitation Commission has expressed on several occasions through testimony to Congress the Legion's deep concern about the sufficiency of funds provided the Veterans Administration to operate its medical and hospital program.

The budget for medical care under which the VA has had to function has created a serious problem. In its testimony, the Legion has cited the continuing growth of the veteran population; the advancing age of World War I, World War II, and Korean War veterans; and the growing number of Viet-Time veterans with service-connected disabilities as factors contributing to increased demand on VA medical services and hospital and nursing bed care facilities.

Sufficient Employees, Funding Sought

American Legion testimony to Congress has emphasized the need for sufficient employees and funding to maintain an average daily operating bed level of not less than 98,500 so as to furnish care and treatment to an average daily patient load of not less than 85,500, with a staff/patient ratio of not less than 1.49 to 1.

The National Organization of The American Legion, through its Veterans Affairs and Rehabilitation Division, will continue to voice its concern to the Congress over what it considers to be an acute and important problem—that of adequate funding—that needs to be resolved if the VA hospital system, as it is today, is to flourish.

Of no less importance in the field of veterans benefits are the additional appearances made by Legion representatives before Congressional committees on other important legislative objectives. Principal among these have been testimony seeking improvements in the veterans insurance program and the death and disability pension program.

The passage of the National Cemeteries Act of 1973 accomplishes another long-sought goal of the Legion and hopefully will result in an expansion and development of a national cemetery system in the United States. The law also included other benefits, including the VA payment of a \$150 plot allowance in addition to the present \$250 burial allowance, specifically for those veterans not buried in national cemeteries.

Direct Assistance

In addition to its legislation activities, the National Veterans Affairs and Rehabilitation Commission and staff continue to carry out their many other functions through direct assistance. This makes available to the nation's war veterans the highest quality of rehabilitation services.

It is in this area of emphasis that all echelons of the organization must be operational in order to render its most effective service in behalf of the veteran. This program must have the participation of department rehabilitation committees and directors, department service officers, and, most of all, post service officers.

The backbone of this all-important phase of one of the Legion's major programs is the post service officer who is the main point of direct contact between the veteran, his family and survivors, and The American Legion.

Appoint, Support Service Officer

Each American Legion Post is urged to meet its own very real responsibility—one which is so basic to the Legion—to appoint and support a post service officer who will provide direct and immediate assistance to veterans. The National Veterans Affairs and Rehabilitation Commission and its staff offers its support to the programs conducted by departments and posts.

Claims representatives and field representatives of the National Organization carry on their routine work of representing veterans and dependents—most of whom made their first contact with a post service officer—before federal agencies in Washington, before boards of correction and review of the various military services, and the visitation of VA hospitals to report on the quality of service being provided to veterans who seek VA care.

National Health Insurance

The Legion's Veterans Medical Care Advisory Committee monitors developments in the field of national health insurance legislation. The Legion's concern in this area is that any such legislation shall not be permitted to have an adverse effect on the concept of a single, separate medical care program for veterans.

Veterans Day Ad Materials

Pictured here, in reduced size, is an ad prepared to express the meaning of Veterans Day 1973 to the citizens of your community.

Through the use of this cooperative newspaper advertisement, your post can do much to enhance public understanding of the significance of Veterans Day.

The ad pictured here is available in either mat form (for the letterpress process) or reproduction proof (for offset process). There is no charge for this advertising material.

Ad layouts are available in either 3-column or 5-column widths.

Your local newspaper advertising department can advise you as to the type of materials you should request.

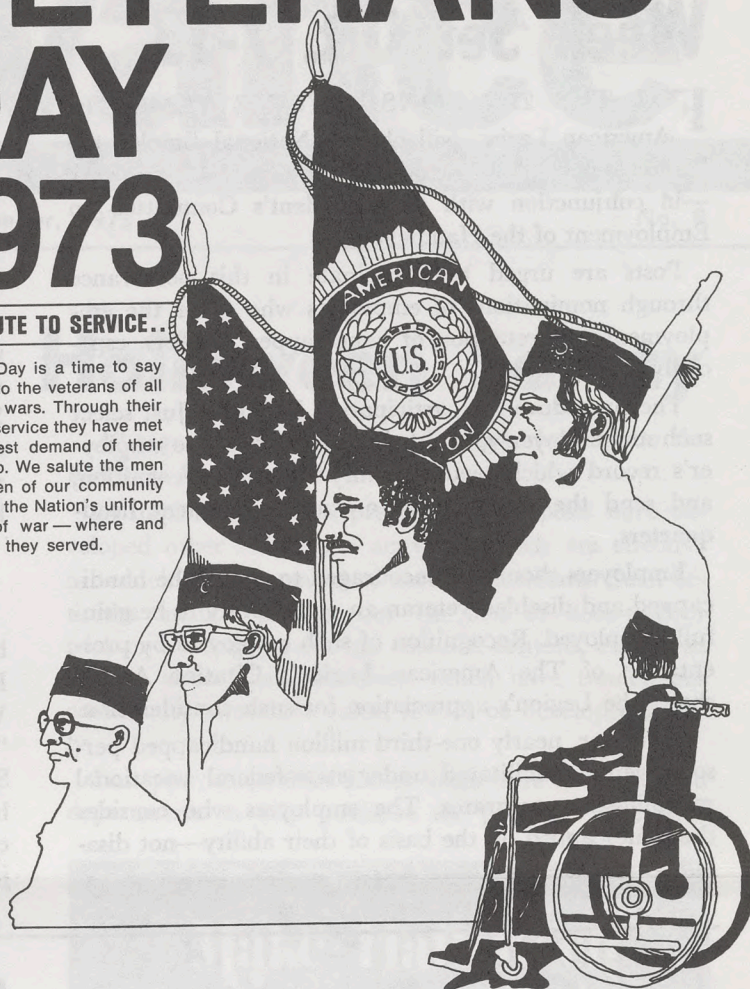
Mr. Post Commander: Upon receipt of your 1973 Veterans Day advertising materials, you or your post public relations officer should contact the paper's advertising department to determine the space costs involved. Perhaps the newspaper will help in obtaining the cooperative sponsorship necessary to pay the space costs. Many posts use this material to build even larger ads to call public attention to their local Veterans Day observances.

(Use the handy order form below to order your 1973 Veterans Day promotional materials.)

VETERANS DAY 1973

A SALUTE TO SERVICE..

Veterans Day is a time to say THANKS to the veterans of all America's wars. Through their war-time service they have met the greatest demand of their citizenship. We salute the men and women of our community who wore the Nation's uniform in time of war — where and whenever they served.



(SPONSOR)
In cooperation with

Post No. _____
THE AMERICAN LEGION



INTERNAL AFFAIRS DIVISION

The American Legion, P. O. Box 1055, Indianapolis, Ind. 46206

Please ship American Legion 1973 Veterans Day co-operative advertising materials in the type specified.

(How Many?)

3-COLUMN MATS.....

5-COLUMN MATS.....

(How Many?)

3-COLUMN REPRO PROOFS (Offset).....

5-COLUMN REPRO PROOFS (Offset).....

(Please Print or Type)

NAME.....Title.....Post No.....

ADDRESS.....

CITY.....STATE.....ZIP
CODE.....

Employ Handicapped Week Set Oct. 7-13

FOR THE 27th CONSECUTIVE YEAR, The American Legion will observe National Employ the Handicapped Week—which will be Oct. 7-13, this year—in conjunction with the President's Committee on Employment of the Handicapped.

Posts are urged to participate in this observance through nominations of employers who favor the employment and retention of handicapped workers, especially war veterans.

The procedure for participation is simple. Just select such an employer, give a brief summary of the employer's record which would qualify for such recognition, and send the information to your department headquarters.

Employers should be encouraged to afford the handicapped and disabled veteran an opportunity to be gainfully employed. Recognition of such employers by presentation of The American Legion's Citation Award shows the Legion's appreciation for such consideration.

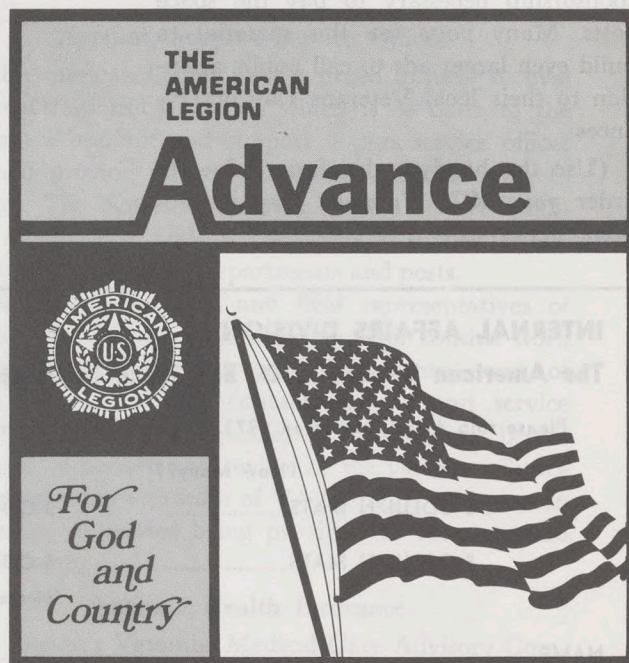
Last year, nearly one-third million handicapped persons were rehabilitated under state-federal vocational rehabilitation programs. The employers who consider the handicapped on the basis of their ability—not disability—deserve due recognition.



American Legion post service officers are reminded that GI Bill education and training benefits for thousands of Viet-Time and post-Korean War veterans will expire May 31, 1974. Most education benefits for those discharged prior to June 1, 1966, will expire on May 31, 1974, the eighth anniversary of PL 89-358. However, this expiration date does not affect the GI Bill on-the-job, farm cooperative, apprentice, or flight training benefits for these veterans.

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As part of its community's Independence Day celebration, La Fayette Post 149 of The American Legion, Fayetteville, W. Va., sponsored the first annual West Virginia Frog Jumping Contest, featuring genuine "hillbilly" frogs. The Legionnaires from the Mountain State contend that frogs raised on pure mountain air have exceptional jumping ability and issued a special challenge to the State of California to prove that its jumpers can outdo the big "hillbilly croakers."



NOTE TO EDITORS: PERMISSION GRANTED TO USE OR REPRINT ALL "ADVANCE" ITEMS.