



Advance

Vol. XVI

October, 1973

No. 10

'BE COUNTED AGAIN '

Meet National Commander Eaton

TO THE THUNDER-
OUS APPROVAL of
the delegates to the 55th
National Convention, Rob-
ert E. L. Eaton, 63, of Be-
thesda, Md., was elected
National Commander of
The American Legion for
the 1973-74 Legion year.

In his acceptance of the
Legion's highest office, Na-
tional Commander Eaton
cited the proud record of
achievement the Legion
had recorded during the
year just ending and
pledged "that another glo-
rious chapter in The American Legion story will be
written this year as I call upon each of you to *Be
Counted Again*."

"This is a critical moment in our national history,"
National Commander Eaton declared. "It is a moment
that will demand the very best effort, the highest mea-
sure of devotion, from us as an organization and as indi-
viduals if we are to be effective in helping solve the
many great problems we face as a nation."

"This is why I ask all of you to stand and *Be Count-
ed Again*, and it is why I have chosen those three chal-



ROBERT E. L. EATON
National Commander
The American Legion
1973-74

lenging words—*Be Counted Again*—as our national
theme during my term in office."

The newly elected National Commander pointed out
that, as a veteran, every American Legionnaire was
counted once in the uniform and in the service to the
United States of America. He reminded that the nation
remains in need of the service that dedicated and devoted
veterans can provide.

"It is in that service," National Commander Eaton
said, "that I now challenge each of you to *Be Counted
Again*."

Application of Theme

He pointed out that the application of the theme —
"*Be Counted Again*"—should be emphasized as follows:

—in American Legion programs of continuing and
expanding service to our local communities;

—in the efforts of each Legionnaire to bring other
veterans, particularly the younger veterans, into the
comradeship of The American Legion:

—in American Legion services in behalf of all veter-
ans; and

—in The American Legion's never ceasing effort on
behalf of a strong America.

National Commander Eaton pledged that The Amer-
ican Legion would continue to "*Be Counted Again*" as
a voice heard loud and clear in demanding of our na-
tional leadership an adequate national defense policy.

Personal Involvement

To the more than 3,000 delegates who had elected
him to the Legion's highest office, Commander Eaton
urged, "*Be Counted Again* with your personal involve-
ment in the fight to renew America's greatness. Let's
continue our absolute insistence that our approach to
international affairs be from a position of strength."

He also reminded all Legionnaires that they should
"*Be Counted Again*" in the vital effort to make the spir-
it of patriotism in America once more a vibrant and liv-
ing thing.

A World War II veteran and retired military career
man, National Commander Eaton is the first Legion-

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Commander Eaton

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naire from Maryland to be named to the Legion's top elective office.

Legion Service Record

National Commander Eaton is a member of Fitzgerald-Cantrel Post 105 of The American Legion, Bethesda-Chevy Chase, Md. He became a Legionnaire in 1946, served as chairman of most major commissions of the Department of Maryland, and was Department Commander of Maryland during the 1965-66 Legion year.

At the national echelon, he has served on the National Security Commission, the Membership and Post Activities Committee, the Distinguished Guests Committee, the Public Relations Commission, and the National Commander's Advisory Committee.

He has served as both Alternate NECman and NECman from the Department of Maryland.

West Point Graduate

National Commander Eaton was born in Hattiesburg, Miss., attended the University of Mississippi, and was graduated from the U. S. Military Academy at West Point in 1931. He did graduate work at the Massachusetts Institute of Technology and attended the Military Flight School and the Commander and General Staff School.

He transferred to the Air Corps in 1933 and spent the remainder of his active military career with the air arm. His World War II Air Corps service extended from North Africa to Europe where he commanded the 451st Bomb Group. Among his decorations are the Distinguished Service Medal, Silver Star with Oak Leaf Cluster, the Legion of Merit, the Distinguished Flying Cross with Cluster, the Bronze Star, and the Air Medal with four Clusters.

He retired from active military service in 1961 while serving as Assistant Chief of Staff, Reserve Forces Headquarters, USAF, and having attained the permanent rank of major general.

He now is president of Eaton Associates, Inc., Washington, D. C., a public relations and management consulting firm.

He is married to the former Miss Jo Kathryn Rhein and they are the parents of three children.

Check Your 'Guide': Please check your post's copy of the Twelfth Edition (1974) of the *Post Commander's Guide and Manual of Ceremonies* to see whether it is complete. The index ends on Page 188 followed by four pages for "Notes." If your copy is defective, write Internal Affairs Division, The American Legion, P. O. Box 1055, Indianapolis, Ind. 46206.

The
American
Legion

ADVANCE

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MEMBER
AMERICAN LEGION
PRESS
ASSOCIATION



Editor: Frank L. Megin

October, 1973

Vol. XVI, No. 10

COMMANDER'S CALENDAR

October

- 7-13 National Employ the Handicapped Week.
- 8 Columbus Day.
- 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.

November

- 1 Enrollment deadline for 28th term of American Legion Extension Institute.
- 1-3 Western Area Conference on Children & Youth, Reno, Nev.
- 11 Fifty-fifth anniversary of World War I Armistice, 1918. Veterans Day (in some states).
- 13-14 Annual Conference of Department Chaplains, Indianapolis, Ind.
- 15-17 Southern Area Conference on Children & Youth, Nashville, Tenn.
- 22 Thanksgiving Day.
- 29- New England Area Conference on Children & Youth, Hartford, Conn.

December

- 7 Pearl Harbor Day. Opening date of Holiday Blood Donor Drive.
- 15 Bill of Rights Day.
- 25 Christmas Day.
- 31 New Year's Eve. Deadline for premium payment for Legionnaires insured by the official American Legion Life Insurance Plan. Insured Legionnaires must report their 1974 membership card numbers with premium payments.

Convention Calls Upon Posts To Fulfill 'Be Counted Again'

RECOGNIZING THAT THE FULL VALUE of the "Be Counted Again" theme for 1974 can be realized only through an active, attractive American Legion Post located near the veteran's residence, the 1973 National Convention called for a five-point program for the implementation of the "Be Counted Again" promotion.

Through its adoption of Resolution 440 the Convention called on all who are in leadership positions in The American Legion to—

1. Provide attractive posts easily available to all veterans.
2. Encourage the development of programs that have appeal to veterans and make a meaningful contribution to the veteran or the community.
3. Hold seminars, leadership schools, or workshops to develop knowledgeable Legionnaires as members of an effective sales force.
4. Launch new member campaigns designed to capitalize on the favorable publicity and the anticipated response from the "Be Counted Again" campaign and to utilize the additional time potential in the direct billing program.
5. Constantly strive to upgrade the physical facilities of The American Legion so that every post activity center can truly become a community center.

Investigate Fund-Raising Proposals

In other action taken by the Convention delegates, American Legion Posts and Departments were "cautioned against entering into any fund raising projection



NEWLY ELECTED NATIONAL OFFICERS: Here are the elected national officers of The American Legion as chosen by the delegates to the 55th National Convention in Honolulu. Left to right are National Vice Commanders Merrick Swords (La.), Gilbert E. Sheeks (Ind.), and Frank C. Brooks (Wash.), National Commander Robert E. L. Eaton (Md.), National Vice Commanders John N. Roberto (Conn.) and N. E. Brown (S. C.), and National Chaplain Rev. Jerome Fortenberry (Mo.)

The ADVANCE, October, 1973

with any non-American Legion organization without a most complete and thorough investigation."

In its approval of Resolution 75 (N. C.), the National Convention pointed out that professional solicitors, operating under the good name of The American Legion, at times use questionable and high pressure tactics to obtain contributions from the citizens of a community to the detriment of the reputation and image of the Legion.

Resolution 75 further calls upon American Legion Departments to inform the National Adjutant of any such proposed solicitation by non-Legion individual or organization to give the National Adjutant the opportunity to inform other departments of any available information concerning such activity.

Local Action Needed on Vets' Preference

Through its approval of Resolution 12 (Wis.), the Convention noted the drastic change being wrought in the concept of veterans' preference through the Manpower Revenue Sharing Program and urged "that Department, County, and Post Commanders meet with mayors, governors, and other top local officials who will have control of Manpower Revenue Sharing training funds during Fiscal Year 1974 and urge them to issue strong veterans' preference requirements on jobs and job training opportunities financed by Manpower Revenue Sharing funds."

Resolution 12 explained that funds which previously had been allotted to the State Employment Service for job training programs are expected to be under new sponsorship as part of the new Manpower Revenue Sharing Program. These funds will be lumped together and apportioned mostly to governors and mayors who will design local job training programs to meet local situations, the resolution noted.

Endorse Scouting for Handicapped

With its approval of the report from Convention Committee on Americanism, the Convention approved Resolution 138 (Calif.) which calls upon American Legion Posts to endorse and assist the National Scouting Program in its endeavors to provide programs which will include physically and mentally handicapped youth.

The foregoing paragraphs refer only to those resolutions approved by the National Convention which call for specific actions by American Legion Posts. A more detailed listing and description of the mandates of the National Convention will appear in *The American Legion Magazine*.

'74 Children & Youth Program Outlines Six Major Problem Areas for Emphasis

AMERICAN LEGIONNAIRES and Auxiliary members will dedicate their efforts in the Children & Youth Program to the 1974 program year theme of "Reach Out—Lend A Hand," the National Commission on Children & Youth has announced.

"Lending a hand" has always been a part of the American way of life and is an outward manifestation of "love thy neighbor." The need for this gesture is as great today as it has been during the past decades. The emphasis has changed a little, perhaps, but the children and youth of today need the advice and counsel of older, more experienced adults more than ever before.

"A Square Deal for Every Child" has been and continues to be the goal of the Legion's Children & Youth Program. Our primary responsibility is to provide within each community a conducive setting in order that each veteran's child may have adequate opportunity to develop his or her full potential. With the youth population consisting of such a large percentage of children of veteran parentage, it is only natural that The American Legion should attempt to assure that every American child has a similar opportunity.

Three basic principles have been defined to guide the Legion toward the attainment of its Children & Youth objectives:

1. To strengthen the family unit in order that it may serve as a bulwark against the forces of today's complex society;
2. To extend support to sound organizations and facilities providing services to children and youth rather than establishing duplicate services within our organization; and
3. To maintain a well-rounded program to meet the total needs of today's children and youth.

After surveying the many problems facing young people, the National Commission on Children & Youth of The American Legion has selected the following points of emphasis for the 1974 program year:

Youth Service Bureau—

The Youth Service Bureau is a community based public agency organized to assist children and youth. It is a function of this organization to strengthen existing community resources, develop new resources if needed, and to promote wholesome programs to counteract delinquency-producing elements within a community.

Post officials should seek the cooperation of others interested in youth organizations to determine what needs

to be done for the young people in any community in order to divert them from the juvenile justice system.

Foster Care—

There are more than 300,000 children in the United States living in temporary or permanent foster homes. It has been necessary to place these children in such homes because they have been removed from their natural parents for one reason or another. The needs for this type of service far outdistance its availability.

Post officials in cooperation with personnel of other social agencies should determine what the situation is within their respective communities with regard to the availability of these services.

Hard of Hearing—

Approximately 5 per cent of our nation's school-age children have a hearing loss of sufficient magnitude to affect their learning. It is imperative that young people with a hearing problem be discovered as early as possible in their lives so that necessary remedial steps can be taken.

Post officials should work with their school systems to determine the status of hard of hearing children and take those steps necessary to correct deficiencies.

Drug Abuse—

Drug abuse is still with us even though there seems to be some change in the choice of drugs. Alcohol continues to be the most abused drug. Most communities of any size have developed some type of community organization in an attempt to combat their drug problem. Many schools are offering information on the effects of drugs and many police departments are appointing officers with major responsibility in the drug area.

Post officials should cooperate to the fullest extent with community organizations developed to combat the drug problem. Schools should be encouraged to offer a well-rounded drug education program and law enforcement agencies should continue to receive support. Hopefully, this three-point approach will bring about a reduction in drug abuse.

Venereal Disease—

Approximately every 12 seconds, someone in this country contracts a venereal disease—gonorrhea or syphilis. The incidence of venereal disease—particularly gonorrhea—is at an epidemic level. These diseases are

(Continued on Page 9)

ACHIEVEMENT AWARDS



SCHOOL AWARD MEDAL. 1 1/4 inches, complete with engraved certificate.
No. 73401 \$1.80

ORATORICAL PROGRAM

The High School Oratorical Contest is a successful activity of many Posts. Awards, matching the high quality of those available for the School Award Program, have been designed for presentation to cooperating schools and participants.

ORATORY MEDAL. 1 1/4 inches with design featuring Patrick Henry.

Bronze, No. 73555 \$2.50
Silver, No. 73556 3.80
Gold-Plate, No. 73557 4.50

BROOCH. (Not Illustrated) To supplement your oratory award.

Bronze, No. 73560 \$1.20
Gold Filled, No. 73562 1.75



The American Legion School Award medal is presented by Posts to a vast number of boys and girls in graduating classes of public and private schools. Recipients best represent outstanding qualities of character and ability. Award is based on Courage, Honor, Leadership, Patriotism, Scholarship and Service which, if cultivated, result in better citizenship.

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No. 73400 \$3.50

BROOCH. (Not Shown) 1/10 10K Gold filled, to supplement your school award.

No. 73402 \$2.50*

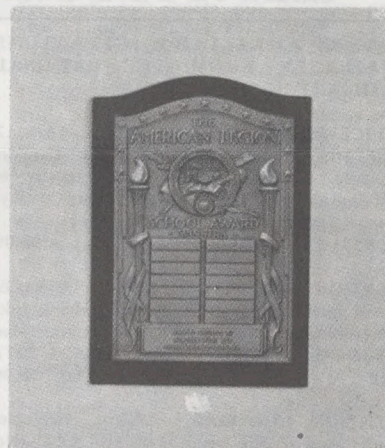
ENGRAVED CERTIFICATE ONLY (Not Illustrated)

No. 73404 0.50



ORATORY PLAQUE. Bronze plate mounted on walnut stained backboard 10 x 14 1/4". Embossing includes "Awarded Annually By" with Your Post name, number, town and state location. Fourteen raised plates for engraving names of winners. (Engraving on panels .20 per letter or numeral.) Four weeks delivery.

No. 73559 Prepaid \$43.00*



SCHOOL AWARD PLAQUE for presentation to cooperating schools. Bronze plate on walnut stained backboard 10 x 14 1/4". Embossing includes "Awarded Annually By" with your Post name, number, town and state location. Fourteen raised plates for engraving names of winners. (Engraving on panels .20 per letter or numeral.) Four weeks delivery.

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Enclosed is \$_____. Please rush the following

Name _____

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☐ Send free catalog. Membership Card No. _____



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OFFICER'S WARRANT OF MERIT, 16 x 12 inches with facsimile of National Commanders signature. Blanks to be filled in locally as enduring evidence of election to Post, County, District, Department or National Office.
No. 83314 \$2.00

CITATION FOR MERITORIOUS SERVICE. Award for any outstanding service with blanks to be completed on 8½ x 11" card. American Legion (No. 75227) or Auxiliary (No. 35227).
Each \$0.50 Multiples of 100 .. \$0.30

CITATION. Two-Color emblem, two-color border, and artistic lettering on 8½" x 11" (No. 75229) or 11" x 14" (No. 75230)
Each \$0.50 Multiples of 100 .. 0.30

CITATION. Blank with full color emblem on 8½ x 11". Plain (No. 75231) or gold border (No. 75232) citation.
Each \$0.30 Multiples of 100 .. 0.20

GOLD TRIM 50-YEAR CERTIFICATES.
No. 74330 each \$0.50 100 or more 0.35

CERTIFICATES OF PARTICIPATION. All purpose 8½ x 11", to certify participation in any American Legion or Auxiliary program. American Legion (No. 75258) or Auxiliary (No. 35258).
Each \$0.50 Multiples of 100 .. 0.30

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No. 75220, each \$0.15 Multiples of 100 .. 0.10

ADULT SCOUTING CITATION.

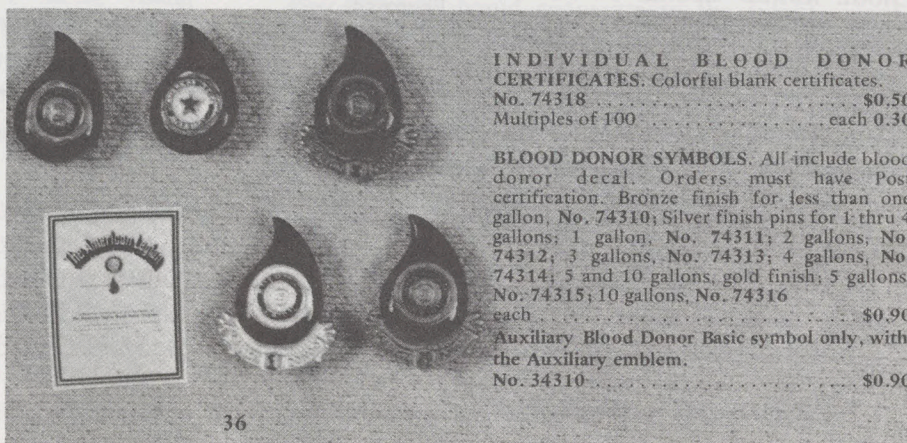
No. 75223 \$0.50 ea.
EAGLE SCOUT ACHIEVEMENT CITATION
No. 75239 0.50 ea.
EMPLOYMENT OF OLDER WORKER CITATION
No. 75236 0.50 ea.
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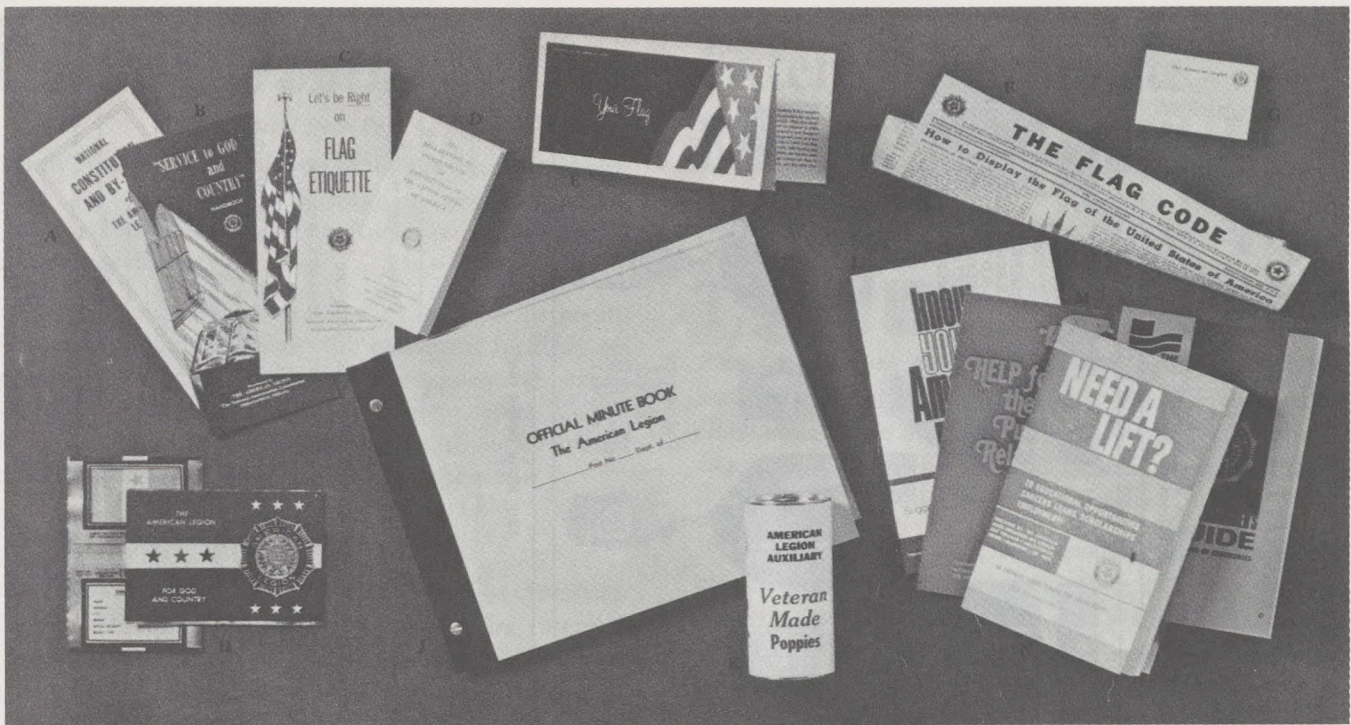
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Multiples of 100 0.30

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Auxiliary Blood Donor Basic symbol only, with the Auxiliary emblem.
No. 34310 \$0.90



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100 or more, each0.12

B SERVICE TO GOD AND COUNTRY
handbook.
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C LET'S BE RIGHT ON FLAG ETIQUETTE—20 page pamphlet. Questions and answers.
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M POST PUBLIC RELATIONS HANDBOOK.
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N NEED A LIFT? Education and scholarship guide.
No. 75207, each\$0.50
100 or more, each0.30

O POST COMMANDERS GUIDE. Handbook listing duties of all Post Commanders, Post officers, committees, manual of ceremonies, etc.
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No. 52303 ½", two color5.75*
No. 52302 1", one color3.50
No. 52300 2¼", one color4.00

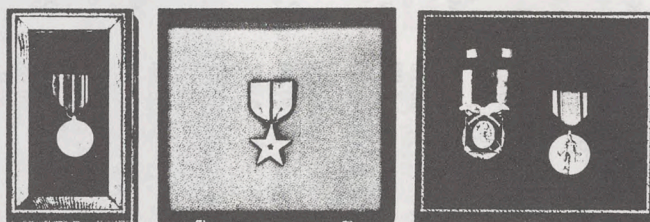
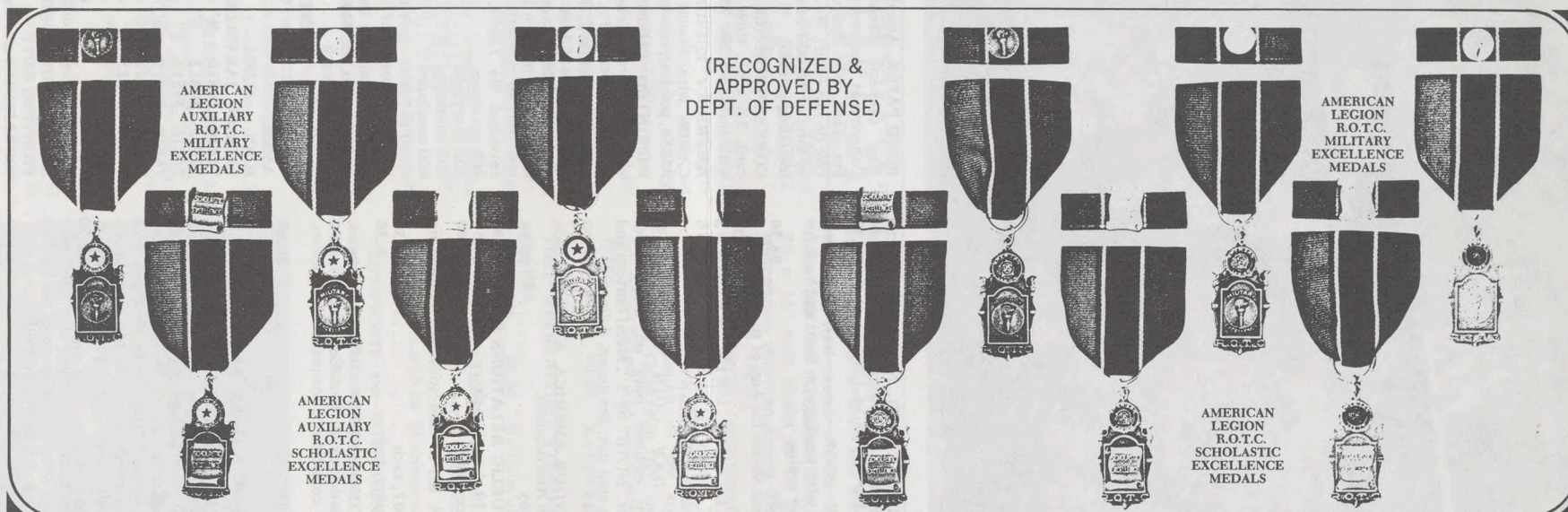
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☐ American Legion Emblem

☐ Auxiliary Emblem

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SCHOLASTIC EXCELLENCE (With Ribar)

Quantity

Quantity

____ No. 73501 Bronze at \$4.50 each \$_____

____ No. 73507 Bronze at \$4.50 each \$_____

____ No. 73502 Silver at \$5.60 each _____

____ No. 73508 Silver at \$5.60 each _____

____ No. 73503 Gold-Filled at \$8.50 each _____

____ No. 73509 Gold-Filled at \$8.50 each _____

Total \$_____

To: Name _____ Post or Unit No. _____

Address _____

City _____ State _____ Zip Code _____

Engraving on reverse side of medals at 15c per letter or Numeral. Type or print all engraving instructions _____

Children, Youth...

(Continued from Page 4)

mainly the problem of young adults and teenagers. They are spread through intimate person-to-person contact. Both diseases are treatable and curable with proper medication.

Post officials, in cooperation with local public health authorities, should evaluate the treatment facilities offered by the community. If they are inadequate, stimulate the development of new treatment centers. Venereal disease education programs should be evaluated and, if found to be lacking, should be improved.

Temporary Financial Assistance—

A fundamental obligation assumed by The American Legion is to provide cash grants to support veterans' families during times of financial emergencies. Cash payments are available in limited amounts over a temporary period to help meet the maintenance and/or health needs of veterans' children. Payments are made for a brief period until such time as the family, local community, or governmental programs have had a reasonable opportunity to provide or develop the necessary resources to meet the permanent needs of the family.

Post officials should become knowledgeable about the Temporary Financial Assistance program of The American Legion, have applications available, and utilize the program as the need arises.

Membership Eligibility: No change in American Legion membership eligibility was made at the 55th National Convention, Aug. 23-25, in Honolulu. Several resolutions seeking to establish new periods of eligibility were turned down, and no resolution had been submitted to terminate the present period of eligibility. Persons entering military service now will still be eligible to join The American Legion after their honorable discharge or other honorable separation.

Pension Improvements: The 55th National Convention pledged The American Legion's support to seek improvements in the disability and death pension programs for veterans and the widows of veterans. The Legion will move quickly to submit legislation to Congress to correct the inequities imposed as the result of the recent 20 per cent Social Security increase and those which will affect many more when the projected 5.6 per cent increase is effective July 1, 1974. The Legion will also seek increases in income limitations and monthly payments and the establishment of an automatic cost-of-living rate formula for further increases.

The ADVANCE, October, 1973

Extension Institute Enrollment Deadline Scheduled for Nov. 1

THE MORE YOU KNOW about The American Legion, the better will be your performance as a Post Commander, Adjutant, or just plain member. A home study course, now in its 28th year, has been especially designed to give insight into the real history, policies, and programs of The American Legion. It's called the *American Legion Extension Institute*.

The course consists of six lessons, one mailed each month. The first lesson for the coming 28th term will go into the mail about Nov. 10, and a final examination will be sent next May. Those who complete the exam with a passing grade of 70 per cent or more receive a graduate certificate, signed by the National Commander, and a mortarboard patch for their caps. (Auxiliary graduates get a mortarboard pin.)

The cost. Only \$5.00 for each individual enrollment, or if four or more enrollments are submitted at the same time, \$4.00 each.

Use the handy coupon on this page to enroll in the 28th term of the American Legion Extension Institute, but get your application in before Nov. 1. You'll be amazed at how much there is to know about the Legion, and your membership in the organization will mean more to you as you learn how all the parts of it fit together into a tremendous organization of service to the nation and the nation's veterans.

(Use the coupon below and add extra names and addresses, if any, on another sheet. Be sure to include with each name the rest of the information requested on the coupon. Make all checks payable to: National Treasurer, The American Legion.)

American Legion Extension Institute

P. O. Box 1055, Indianapolis, IN 46206

Enclosed is our check or money order for \$..... Enroll the following in the 28th term. Total enrollments with this application:

Name
(Last) (First) (Middle)

Address

City State

ZIP Code Post No.

Card No. Unit No.

Planning Is Key For Posts Seeking New Legionnaires

HOW MUCH IS ENOUGH? When you're talking about new members, there is no pat answer. Much depends on what you and your post officers want to do about membership strength—

Are you just content to drift into a decline?

Do you want to hold your present standard of membership strength?

OR—

Do you want your post to grow?

If your post falls into the “drifter” class, a new member is probably just an accident—almost an act of God. If you are actively trying to hold the fort—to just stay even with the previous year—you are going to need 10 per cent of your total membership as new or reinstated members each and every year. It takes that many to offset losses due to death, those who move away each year, and those who unavoidably let their membership lapse.

And, if it's growth you're after, then you must plan for more than that 10 per cent, and the emphasis is on the word “Plan.”

“Plan” carefully what your post has to offer new members—and those are new members of any age.

“Plan” in detail how you will train your membership teams to know what your post is doing and how best to use that information in selling membership.

“Plan” with imagination just who these new members will be. You must aim directly at identifiable, prospective members with activities and programs that will interest them. Your target prospects should know that you have them in your sights.

“Plan” with concern how that new member will be properly welcomed, indoctrinated, and converted into an enthusiastic, active member. That next new member may be a future Post, District, or Department Commander—or, just as important, a long-sought Post Service Officer.

Special Drive For Blood Spans Holiday Season

DURING THE 1973 HOLIDAY SEASON just ahead, American Legionnaires and members of the American Legion Auxiliary are urged to “Be Counted Again” as they have the opportunity to give a gift of life—blood. The 7th annual Holiday Blood Donor Drive begins Dec. 7 and extends through Jan. 7, 1974.

During the past several Holiday Seasons, demands for blood have been exceptionally high while supplies have been critically low. In some areas of the nation last year, blood supplies were so critical that only emergency operations could be performed.

American Legion Posts and Auxiliary Units are urged to join in this humanitarian effort and to help promote public participation in the Holiday Blood Donor Drive.

Your local Red Cross Chapter representative knows about the drive. If he hasn't contacted you, call him. In areas where no Red Cross Blood Center exists, blood may be donated through either a community or hospital blood bank.

The launch date of the drive is the 32nd anniversary of that “day of infamy,” a time when we should reflect on the needs of veterans, our servicemen, and our fellow man.

During the first week of the campaign, posts, units, and the Red Cross will make an intensive effort to obtain blood donation pledges for the period of the drive. Pledge forms are available from the local Red Cross Chapter for distribution to your membership.

The essential information to be recorded on the pledge card consists of the donor's name, address, phone number, and the date he can donate blood. The date is especially important for the scheduling of blood collection personnel and facilities.

Get the ball rolling by contacting your local Red Cross personnel to get acquainted with the details of the local operation of the drive. Then, announce plans for the drive at your November meeting and through your post publication or other mailing to your membership.

Further information on organizing and promoting the drive is contained in a booklet available from the National Security-Foreign Relations Division, The American Legion, 1608 K St., N. W., Washington, D.C. 20006. Special blood donor emblems and certificates are described in the current Emblem Sales catalog.

36 Gifts

**AN EASY, INEXPENSIVE WAY TO MAKE THE AMERICAN LEGION
BETTER KNOWN AND MORE RESPECTED IN YOUR COMMUNITY**

Many people who can't belong to The American Legion would enjoy reading *The American Legion Magazine*. Students also find it an excellent source of historical information for research papers. Certainly, the prestige of your Post will grow as citizens and young people learn more about what the Legion is and what it does.

For just three dollars your Post can purchase a three-year gift subscription. Educators and librarians will particularly appreciate your Post's thoughtfulness in providing subscriptions. At the same time, your members can take pride in seeing *The American Legion Magazine* in the reading rack at the local library or learning from their children that the Magazine is available in the school library.

Use the coupon below to order gift subscriptions for schools, libraries or others:

**Thirty-six issues (3 years) for just \$3.00
just a little more than 8¢ per copy.**

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*OFFER GOOD TO POST AND AUXILIARY
UNITS ONLY. REGULAR PRICE \$6.00

Complete and Clip . . .

the attached coupon and send, along
with \$3.00 for each subscription, to:

The American Legion Magazine
Circulation Department
P.O. Box 1954
Indianapolis, Ind. 46206

NOTE: Special offer good for Posts
and Units only. Regular price \$6.00.
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tions going to foreign countries.)

Yes, American Legion Post No. _____, Department of _____

will take advantage of the special subscription offer to build good-will
by donating subscriptions to:

NAME _____

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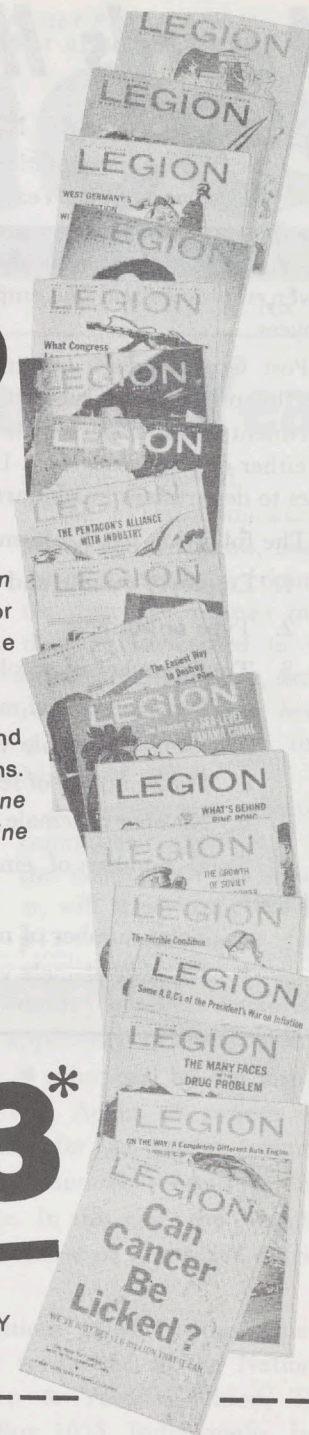
CITY & STATE _____

NAME _____

ADDRESS _____

CITY & STATE _____

POST OFFICER _____



Awards Honor Employers of Veterans

NOMINATIONS ARE NOW IN ORDER for the fifth annual presentations of The American Legion's Employer of the Year Award for Hiring Veterans. This awards program provides national recognition to two outstanding employers—one employing 200 or fewer employees and one employing more than 200 employees.

Post Commanders are urged to participate in this worthy program by submitting to their respective department headquarters their nominations of employers in either or both categories. Deadline for submitting entries to department headquarters is Dec. 31, 1973.

The following basic information should be submitted:

1. Employer's name and address.
2. Type of business.
3. Total number of employees.
 - a. Total number of male employees.
 - b. Number of male veteran employees.
 - c. Total number of female employees.
 - d. Number of female veteran employees.
4. Total number of employees hired during past year.
 - a. Total number of male.
 - b. Number of male veteran.

c. Total number of female.

d. Number of female veteran.

5. Describe employer's policy pertaining to the employment of veterans. If such policy is in writing, attach a copy.

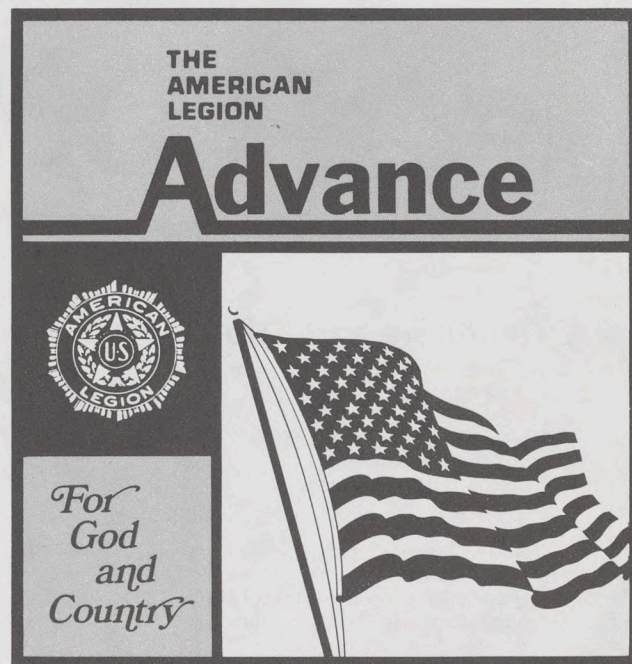
All nominations must be employers in the private sector of our economy.

Department officials are asked to screen all nominations in order to transmit only one nominee from each of the two categories to the Legion's National Economic Commission by no later than Jan. 15, 1974.

American Legion Posts are urged to participate with their respective departments in a cooperative effort to see that qualified employers are given the opportunity to be recognized for outstanding achievements in hiring and retaining veterans.

Participation in this awards program by your post will be in direct support to The American Legion's continuing "Jobs for Veterans" program.

Further information on this program may be obtained by writing the National Economic Commission, The American Legion, 1608 K St., N. W., Washington, D. C. 20006.



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