



**THE
AMERICAN
LEGION**

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

Advance

Vol. XVI

December, 1973

No. 12

'BE COUNTED AGAIN'

National Honors 50-Year Members

LAST SPRING some 90,000 World War I members of The American Legion received Golden Certificates in recognition of 50 or more years of continuous membership. Now National Headquarters is gearing up to produce the special awards for members who reached their 50th year since then and for any who were missed on the first printing.

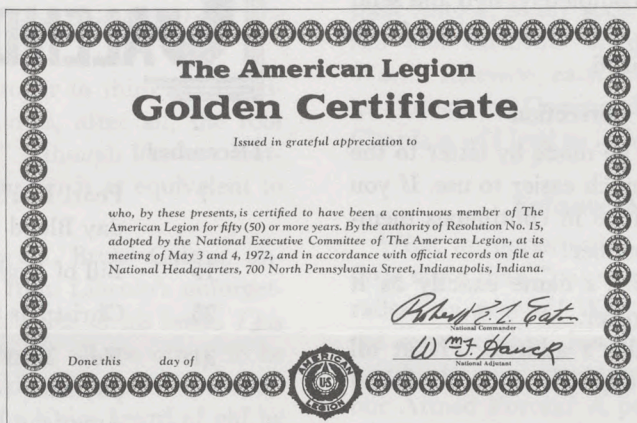
The Legionnaire with 50 or more years of continuous membership receives the Golden Certificate only once. So the 50-year member who received the award last year will not get a second one now that he is credited with 51 years.

Highlight of Birthday Observance

Presentation of the certificates can be a major part of your post's Legion Birthday observance next March. Literally hundreds of letters sent to National Headquarters attest to how highly the award is prized by Legionnaires who qualify for it.

For the current year, plans call for the printing in mid-January of certificates from computer records at

National Headquarters. They will be shipped to department headquarters for distribution to posts for presentation.



Pictured above, in reduced size is the Golden Certificate which is prepared at National Headquarters for each Legionnaire whose continuous membership record shows 50 years.

Included in this year's printing will be members who had 49 years of continuous membership last year and reached the golden 50 figure this year. Also to be included will be the 50-or-more-year members whose continuous membership records had not been properly recorded at National Headquarters but have since been corrected.

Procedures

Here is how the Post Adjutant can make sure now that his post will have Golden Certificates next March for the members who have earned them.

If the 1974 card was printed by National to show exactly 50 years, make sure that the Department Record Club and the dues are sent to department headquarters before Christmas. National will need to have the Department Record Card on hand soon after Jan. 1, 1974, so that the member will be credited with his 50th year before the certificates are printed.

If you have a member who has actually belonged for 50 or more years, but his membership card shows either a fewer number of years or no record of continuous membership at all, you need to make a correction on the 1974 Department Record Card before transmitting it.

Use Pencil

To get the member's record corrected at National Headquarters, first put an "X" with a good, black pencil in the "correction box" on the Department Record Card. (This is the small, red-outlined square in about the middle of the card.) Then, write in the correct number of years of continuous membership in both

In This Issue

	Page
National Honors 50-Year Members	1
Commander's Calendar	2
Patriotic Holidays: Legion's Obligation.....	3
Firing Line Subscriptions	4
Legion Life News	5
1974 Service Officers Manual	6
Boys' Clubs of America	6
'Be Counted Again' Billboard	7
TFA: Emergency Cash Aid for Children	8
'74 Emblem Catalog Goes to Posts, Units	9
Legion Eligibility	10
Suggested News Release	10
Legislative Program	11
Post Commander's Hotline	12

(Continued on next page)

50-Year

(Continued from preceding page)

boxes on the Department Record Card where this information is printed. Strike out the incorrect figure by putting a line through it.

Be sure to use a pencil when you put the "X" in the correction box. The cards are handled by automated equipment when they reach National Headquarters, and it takes a penciled "X" to let the equipment know that here is a card that has a mistake and needs attention.

If a Department Record Card for 1974 has already been transmitted and you now discover that a correction needs to be made in the member's years of continuous membership, there is still a way to make a correction. You can get from your department headquarters a post card form called the "Correction of Continuous Membership Card." Fill it out completely, sign and send it to Circulation Division, The American Legion, P. O. Box 1954, Indianapolis, Ind. 46206.

Form Simplifies Correction

A request for correction can be made by letter to the same address, but the form is much easier to use. If you write a letter to request a change in continuous membership, here are things to remember:

1. Type or print the member's name exactly as it appears on the membership register.
2. Type or print the member's address. (If at all possible, type or print it as it appears on his *American Legion Magazine* label.)
3. Include his membership card number.
4. State exactly the number of years of continuous membership that should be credited upon the payment of dues for 1974.

In a few departments, such as Maryland, continuous membership records are maintained by the department headquarters, and requests to correct should be sent to the department instead of National Headquarters.

A veteran who has faithfully belonged to The American Legion for 50 years has earned all the recognition we can give him (or her). Your help is needed in seeing that no member eligible for a Golden Certificate is overlooked.

★ ★ ★



'74 CAP PIN: Illustrated at left is the design of the National Commander's Cap Pin for 1974. This attractive pin, in the shape of a trophy cup to symbolize a victory for "The B-I-G Team," is awarded to those Legionnaires who sign up 25 new or renewal members for 1974 by The American Legion's 55th Birthday, March 15-17, 1974.

The
American
Legion

ADVANCE

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MEMBER

AMERICAN LEGION
PRESS
ASSOCIATION



Editor: Frank L. Megnin

December, 1973

Vol. XVI, No. 12

COMMANDER'S CALENDAR

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 under American Legion Life Insurance Plan.

January, 1974

- 1 New Year's Day.
- 7 Closing date of Holiday Blood Donor Drive.
- 10-12 Middle Atlantic Area Conference on Children & Youth, Wilmington, Del.
- 24-26 Midwestern Area Conference on Children & Youth, Bismarck, N. D.
- 27 First anniversary of the cease-fire date in Vietnam, 1973.

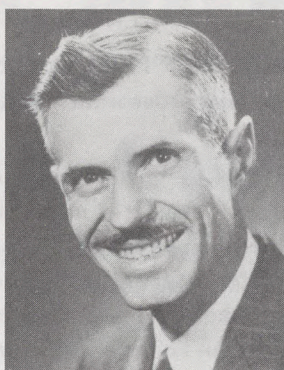
February

Americanism Month.

- 1 1973 members who had not paid their dues for 1974 are now delinquent.
 - 3 Four Chaplains Day.
 - 3-9 Religious Emphasis Week.
 - 12 Abraham Lincoln's Birthday.
 - 18 George Washington's Birthday.
- (Coming up in March: 55th Birthday of The American Legion.)

Patriotic Holidays: Legion's Obligation

By
Dr. ARTHUR H. REEDE



AS EVERY ACTIVE LEGIONNAIRE knows, post meetings open with a recitation of the Preamble to The American Legion Constitution. We should never forget its opening words, *"For God and Country,"* nor the order in which they appear.

Bearing this in mind, it is proper to think of America's holidays as *holy days*. That is, after all, the root meaning of the word "holiday," although like our British friends we have come to consider it as equivalent to a vacation.

The famous Civil War historian, Bruce Catton, undoubtedly thinking of a phrase from Lincoln's unforgettable Gettysburg Address, entitled one of his books *This Hallowed Ground*. Americans seem, all too often, to be seeking some "hallowed ground" of another country. They need to be reminded of the Voice heard of old by Moses, bidding him take off his shoes for "The place whereon thou standest is holy ground."

Commemorate Great Events

Too few Americans have such an attitude toward the places where American history has been made. Even fewer, on those days appointed to commemorate great events, use the occasion to meditate on the significance of the particular event.

They have not been helped in this matter by that Act of Congress which has provided for varying dates of a number of holidays so as to give our citizens additional long weekends. Such a weekend is certain to become more of a lark than an opportunity to consider the significance of the event which led to the setting apart of the time. This tendency will be all the stronger since the date itself will change each year, and thereby lose its indicative quality.

Is it because we are so young a nation that we appear to have so much less a sense of history than do those who live in the countries from which our fathers

came? Travelers have often been impressed by the pride with which even less well-educated Europeans point to symbols which have been erected to commemorate great events in their country's past.

An Obligation of Every Legionnaire

A Legionnaire makes this pledge at every post meeting:

"To preserve the memories and incidents of our associations in the Great Wars."

It is a good pledge, not to be lightly taken but to be faithfully kept. Just what does your post do to keep it?

Hardly a month in our calendar is without a day on which Americans could commemorate a great event in their history. Many such events are among the *"memories and incidents of our associations in the Great Wars."* Likewise, each month, as the post meeting nears its closing, the Commander gives this instruction: "The Chaplain will lead us in Memorial Service."

Enhance Memorial Service

What an opportunity is thus presented to do just a little more than "pay our respects to our departed comrades," *in general!* Why not charge some member with the responsibility, just before the Memorial Prayer, of briefly drawing attention to an event in the history of our Armed Forces? A poem, a paragraph or two from an address or letter or order of the day—anything of this sort would serve.

In September, it could be the sacrifice of the martyred Nathan Hale, or MacArthur's skillfully executed landing at Inchon; in October, the turning of the tide in the 1917 naval campaign against the U-boats. In November, it could be that first Armistice Day, so well remembered by the thinning ranks of World War I veterans.

In December, it could be that day of Japanese "infamy" at Pearl Harbor, that grim Christmas season of "The Battle of the Bulge," or, looking much further backward, that amazing stroke by General Washington's forces on Christmas night in 1776 at Trenton. In January, it could be the day on which peace began for the "Forgotten Veterans" of Vietnam.

Remember Four Chaplains

February offers a suitable occasion to remember the Four Chaplains, who on Feb. 5, 1943, as President Truman put it, "preached the most powerful sermon of their lives." In March, perhaps we should recall those first Legionnaires, meeting in Paris in 1919. April is the month in which so many of America's wars began, including the War for Independence, the Civil War, and

(Continued on next page)

About the Author: A past post and district commander, Dr. Reece is a consultant to the National Americanism Commission of The American Legion and is oratorical chairman for the Department of Pennsylvania.

Firing Line Subscriptions

MR. POST COMMANDER: Do you have the time and the research facilities necessary to delve into the varied and wide-ranging scope of anti-American activities? Do you have the funds necessary for the investigation and research to follow the drift of subversive movements? Such endeavors, if undertaken by the private individual, are very time-consuming and expensive.

However, for more than 20 years, you and your fellow Legionnaires have had available such services at a very modest cost in *The American Legion's Firing Line*. This monthly publication, prepared and distributed by the National Americanism Commission of The American Legion, is devoted to the task of informing Legionnaires and others concerning subversive activities.

Firing Line carried articles exposing the Students for a Democratic Society (SDS) in May, 1965—long before most of the news media discovered this and similar organizations.

In the last eight years, *Firing Line* has been presented on two occasions the Vigilant Patriot Award of the All-American Conference to Combat Communism. In addition, during the same period, *Firing Line* has been honored with the George Washington Honor Medal, one of the top awards of the Freedoms Foundation at Valley Forge, Pa.

All articles are documented and factual.

Use the handy coupon below to enter your post's subscription.

Fill in this coupon and mail it along with your check for \$3.00 for a single subscription or \$20.00 or more for a bulk subscription of 20 or more at \$1.00 per subscription. BULK SUBSCRIPTIONS ARE MAILED TO ONE ADDRESS ONLY.

**TO: FIRING LINE
P.O. BOX 1055
INDIANAPOLIS, INDIANA 46206**

**ENTER MY SUBSCRIPTION FOR ONE YEAR
TO FIRING LINE.**

- ☐ I enclose my check for \$3.00
☐ I enclose my check for \$20.00 or more.

NAME AND ADDRESS ONLY:

.....
.....
.....

Zip Code

Holidays

(Continued from preceding page)

World War I. In May, by Presidential proclamation, we should decorate the graves of our departed comrades.

June, the birth month of Old Glory, we may also remember the great naval victory at Midway in that otherwise grim year 1942, and the subsequent fall of Rome and the landings in France. July is the month of America's independence, and also of the gallant defense of Chateau-Thierry by General Dickman and the Third Division. In August, 1918, the mighty Meuse-Argonne offensive began.

This list is not intended to be complete or uniform. The writer would respect those comrades in the South who wish to continue to remember the Men in Gray on the date set apart for that purpose. One Post Commander who employed the foregoing procedure can attest to its inspirational impact. In these days, when the integrity of many American officials is being called in question, the need for appreciating the American heritage is greater than ever.

A Discipline of Holiday Observance

Perhaps such a regimen as has been described will help to restore a discipline in holiday observance which, in many posts, has recently been notably weakening. Recruiting squads for military honors, for parades and for Memorial Day services, has proved increasingly difficult at some posts.

How many veterans, indeed, do not fly their flags on the days on which we remember its origin, or those hallowed grounds on which it was held high? Even an attractive club or a prosperous bar have a definitely lower priority than Flag Courtesy and Holiday Observance.

Legionnaires Should Set Example

Legionnaires: Your children and your neighbors will notice what you do in these matters far more than your words. If you make clear, by a willingness to serve your post on America's holidays, that you regard them as *holy days*, there could be a great re-awakening of American patriotism.

It was no accident that the same Sir Walter Scott who wrote in his poetry and novels about the great events in his country's history, and described so vividly the places where they occurred, also wrote these famous lines:

*"Breathes there the man, with soul so dead
Who never to himself hath said
This is my own, my native land!"*

Legion Life NEWS



American Legion Life Insurance Plan

Chicago, Illinois

Lifetime Coverage Available

CHICAGO—American Legionnaires may now obtain lifetime protection under The American Legion Life Insurance Plan. This coverage doesn't stop at age 65, 70, or even 75—it's really lifetime protection. For a limited time, formerly insured Legionnaires over age 75 may apply for lifetime benefits, if their coverage was terminated for no other reason than attainment of age 75. Deadline for such applications is Feb. 28, 1974. Formerly insured Legionnaires over age 75 may apply for only as many units of protection as they previously held. Details of any medical treatment for certain illnesses during the past three years will be requested. Special enrollment applications for this category are obtainable by writing American Legion Life Insurance Plan, P. O. Box 5609, Chicago, Ill. 60680.

Attention Current Plan Members: Effective Jan. 1, 1974, protection under The American Legion Life Insurance Plan no longer ceases at age 75. Coverage may be carried for life as long as the annual premium is paid, the insured remains a member of The American Legion, and the plan stays in effect.

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CLAIM PAYMENTS TOP \$15 MILLION

CHICAGO—More than \$15 million has been paid to designated beneficiaries of insured Legionnaires since 1958, when The American Legion established its own official life insurance plan. This total represents more than 10,700 claims varying in amounts from \$165 to the \$32,000 recently paid to the widow of a California Legionnaire.

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MR. COMMANDER OR ADJUTANT:

**COMPLETE THIS COUPON AND ORDER
MATERIALS NEEDED TO SEND IN A FUTURE
MAILING TO YOUR POST MEMBERSHIP.**

★ ★ ★

Legionnaires Under 70 May Buy Up to 4 Units

CHICAGO—The American Legion Life Insurance Plan has liberalized its insurance purchasing limits to four full units of protection. American Legionnaires under age 70 are no longer limited to just one unit of insurance coverage.

The expansion of purchasing limits now means that a Legionnaire may purchase up to four units of coverage at no increase in cost per unit. For example, a Legionnaire under age 29 (25 in Ohio) and in good health, can buy \$40,000 in life insurance coverage for \$96 per year.

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'74 Premium Deadline December 31, 1973

CHICAGO—Certificate and policy holders of The American Legion Life Insurance Plan are reminded that Dec. 31, 1973, is the deadline for paying their 1974 insurance premiums.

Post Adjutants are urged to have membership cards in the hands of all paid-up members for 1974 well ahead of the end of December. Insured Legionnaires must report their respective 1974 membership card numbers with their premium payments.

**American Legion Life Insurance Plan
P. O. Box 5609, Chicago, Ill. 60680**

Please rush the following items, free of charge:

(How Many?)

..... Insurance Applications

..... Question and Answer Brochures

YOUR NAME..... POST NO.....

ADDRESS.....

CITY STATE ZIP

Revisions in Process On 1974 Manual for Post Service Officers

THE STAFF OF THE National Veterans Affairs and Rehabilitation Division is now in the process of preparing the 1974 edition of the *Manual for Post Service Officers*. This valuable booklet is revised each year following the adjournment of Congress. It should be ready for distribution early in February 1974. Distribution to each post of the updated manual will be accomplished through the headquarters of the respective departments.

The Post Service Officer is the individual who carries out one of the basic principles of The American Legion—to provide service to the veteran, his widow and his dependents. The effectiveness of the Service Officer in the performance of his duties will determine, in a large measure, how well the post is known and respected in its community.

The Post Service Officer is not expected to know all the laws and regulations administered by the Veterans Administration. Having available information about the entitlement to benefits of veterans and their dependents is essential to the performance of his duties. For this purpose the *Post Service Officer's Manual* is an invaluable source of information. No Service Officer can afford not to have a copy of this manual in his possession.

The *Post Service Officer's Manual* is furnished without charge to each Post Service Officer. It is designed to enable him to familiarize himself, at need, with available federal benefits and services. Each year the demand for information and assistance from Post Service Officers of The American Legion increases.

In the course of any given year the changes that occur in veterans' benefits do not always filter down to the post. Further, some chapters of the manual may contain language that is not always too clear, particularly to the new and untrained Post Service Officer. For these reasons a regular feature on the subject of veterans' benefits will appear bimonthly in **ADVANCE**, directed to the attention of Post Service Officers. We are hopeful these articles will be a valuable addition to the manual, and will be of current value to Post Service Officers.

Department headquarters and Post Commanders should see to it that the 1974 edition of the *Post Service Officer's Manual* is in the hands of each Post Service Officer as soon as possible after it is received from National Headquarters. It will make his task easier and enable him to do a better job.

Boys' Clubs of America Lauds American Legion For Aid to Program

THE AMERICAN LEGION has been hailed, through its close association with the Boys' Clubs of America, as a prime mover in the youth-guidance organization's campaign to spread "good news about good kids."

William R. Bricker, Boys' Clubs national director, reports that through the grass roots support of hundreds of Legion Posts throughout the country, Boys' Clubs are better equipped to get their message across to the public that "all is not lost with our younger generation—the only next generation we've got."

Many Legion Posts and thousands of Legionnaires give of their time, money, and services to Boys' Clubs, through actual involvement in programs and through serving on local Boys' Club boards of directors.

In turn, the Boys' Club organization has recorded "considerable progress," in its support for the Legion's five-point program for combatting the major problems among the nation's youth: (1) Fighting drug abuse through new state and federal legislation; (2) Increasing immunization programs for inner city youth; (3) Improving education and training for handicapped children; (4) Combatting the spread of venereal disease among young people; and (5) Improving the quality of rehabilitation among juvenile offenders.

At least one of these five points, Bricker said, is involved in most of the national award-winning programs conducted by local Boys' Clubs and by their Keystone Clubs, consisting of older Boys' Club members.

Boys' Clubs in Chicago and in Clifton, N.J., have been cited for their drug information programs, while Clubs in Aberdeen, S. D., Nashua, N. H., and Chattanooga, Tenn., have won awards for projects geared to helping youth on probation and severely troubled boys. An on-going program of the LaHabra, Calif., Boys' Club provides aid to educationally handicapped youngsters, and another in El Monte, Calif., offers comprehensive health services to disadvantaged youngsters.

Scores of similar projects, ranging from hygiene and nutrition to citizenship and vocational guidance are conducted daily at nearly 1,100 Boys' Clubs working with the "total boy." Many of these programs are operated with direct cooperation of local Legion Posts.

"Because of this continued Legion support," Bricker added, "we are better able to spread the good news about these good kids—boys who will help build a bigger, better, stronger and safer America."

Billboard Promotes 'Be Counted Again'

A STRIKING 24-sheet billboard featuring the colors of the "Be Counted Again" bumper strip and window poster is the newest promotional tool available to posts, districts, and departments for making The American Legion's national theme better known to the general public.

The billboard poster became available in mid-November and may be purchased at \$5.00 per copy through the National Public Relations Division (see coupon elsewhere on this page). The \$5.00 cost includes shipping charges. The message carried by the display, highlighted by The American Legion Emblem, is: "Be Counted Again. Join The American Legion."

Other Promotional Items

Also now available through the Public Relations Division are mats and reproduction proofs of newspaper cooperative ads in three different sizes and conveying the "Be Counted Again" theme. In addition, the words and the basic music for the "Be Counted Again" theme song have been reproduced for distribution on a request basis. The music is not broken down for instrumentation, but musical groups and units can do this on their own, working from the basic composition.

These two latest additions to the Legion's original arsenal of promotional materials now provide a fairly complete package containing something for use in practically all media, as well as the "Be Counted Again" kit designed for promotional use within The American Legion. This package has been distributed without cost to



Illustrated above is the design of the 24-sheet billboard poster now available to promote the 1973-74 theme—"Be Counted Again"—and its application to membership promotion.

Department Commanders, Adjutants, and Membership Chairmen, National Executive Committeemen, and District Commanders.

Additional packets may be obtained through National Emblem Sales at a cost of \$3.50 each, including the attractive white vinyl carrying case with zipper closure and imprinted with The American Legion Emblem and the slogan "Be Counted Again."

Free Items

Extra copies of the newspaper ads in either repro proof or mat form, replacement tapes of the "Be Counted Again" spot announcements for radio station public service usage, the basic music for the song "Be Counted Again," and a flyer explaining possible uses of all material available may be obtained at no cost from National Public Relations Division, The American Legion, P. O. Box 1055, Indianapolis, Ind. 46206.

(In order to provide free replacement of the radio spot announcement tapes, Public Relations must have the call letters and location, city or town, of the station being re-supplied.)

Low-Cost Promotional Materials

In addition to the vinyl packet described above, there are other promotional materials—"Be Counted Again" pins, bumper stickers, window posters, and decals—which may be purchased through National Emblem Sales, The American Legion, P. O. Box 1055, Indianapolis, Ind. 46206. Price lists on these items are available through either Emblem Sales or Public Relations.

National Public Relations Division
The American Legion
P.O. Box 1055, Indianapolis, IN 46206

Please rush shipment of _____ American Legion 24-sheet "Be Counted Again"
billboard posters to: (Quantity)

NAME _____ ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

(Make checks or money order payable to: The American Legion)

TFA: Emergency Cash Aid for Children

YES, THERE IS A SOURCE FOR CASH assistance to meet the needs of veterans' children when it has been established that there is no other source to provide the needed aid. It's The American Legion's Temporary Financial Assistance (TFA) program.

TFA has been an integral part of the Legion's interest in the welfare of the children of deceased and disabled veterans since the program was established in 1925. Meeting the maintenance and health needs of children is as vital today as when the TFA program was first conceived.

Many Similar Aid Programs

Thanks to the efforts of The American Legion and other similar organizations, there are many local, state, and national programs today devised to meet these same general needs. But some of the children in need "fall through the slats" and don't receive much help. Their needs of today are just as real as the needs of children decades ago when the TFA program was established.

Inflation has increased the number of families needing assistance while the diversity in the administration of welfare programs in many areas has compounded the problem of gaining the needed assistance.

\$1.5 Million Spent Last Year

According to expenditures reported by 54 per cent of all posts for the 1972-73 program year, The American Legion spent nearly \$1.5 million to meet the maintenance and health needs of children during the 12-month period. This figure represents direct aid of food, clothing, medical care, and other necessities. Of that total, more than \$1.3 million was spent by posts; departments reported they spent more than \$100,000; and the National Americanism and Children & Youth Division of The American Legion expended \$20,500.

Since the TFA program began in 1925, the direct assistance administered by National Headquarters has totaled nearly \$2½ million.

Cases of 1972-73 Analyzed

What kind of family needs Temporary Financial Assistance from The American Legion? An analysis of the cases assisted by the National Americanism and Children & Youth Division during 1972-73 shows that the veteran parent in slightly more than 40 per cent of the cases saw service during World War II. About one-third of the cases involved a Korean War veteran parent and slightly more than one-fourth involved a Viet-Time Veteran.

The need in the vast majority of cases (nearly 80 per cent) was brought about by the wage-earner's being ill at the time of application. Most of the veterans were hospitalized. Death as the cause of need occurred in only 2 per cent of the cases.

Mental illness was the leading cause of the veteran's disability. This was followed by heart and circulatory diseases, ulcers, disc and back problems, cancer, and kidney disease.

About one in four (26.3 per cent) of the cases involved veterans receiving VA compensation or pension. Another 37 per cent had an application for benefits pending with the VA. More than 45 per cent had turned to the public welfare departments and the Aid to Families with Dependent Children as a means of assisting their families during this emergency period. One in six cases had applications pending with the Social Security Administration for its Old Age, Survivors & Disability Insurance.

One in five cases reported the wife and mother was disabled or otherwise unable to work or contribute to the family's support.

More Than 3 Children Per Family

The children involved in the needs for aid averaged 3.17 per family. The families of Korean War veterans averaged 4.05 children; World War II veterans, 3.09; and Vietnam veterans, 2.71.

Average age of the veteran parent at time of application was 45.4 years. The World War II veteran's average age was 51.7; Korean War veteran, 43.4; and Vietnam veteran, 27.2 years.

The vast majority of the veterans needing the help of the Legion's Temporary Financial Assistance program were employed in occupations normally considered to be semi-skilled; however, a few applicants held professional jobs such as teaching or engineering. Regardless of the job skills the veteran possesses, there may be circumstances arise which prevent him or her from providing for the family. It is for such circumstances that the Temporary Financial Assistance program was established.

Program Depends on Children & Youth Chairman

The effectiveness of this program is dependent upon the Legionnaire appointed by the Post Commander to serve as Children & Youth Chairman. This appointment calls for a Legionnaire who is interested in children and willing to devote time to assist all children and youth in the community.

One facet of the Children & Youth Chairman's responsibility is to help veterans' children with maintenance and health needs. In this area, the Legion's Temporary Financial Assistance program can be a valuable tool.

Further information about the TFA program is contained in the *Children & Youth Guide* or through the new brochure on Temporary Financial Assistance now available through department headquarters.

'74 Emblem Catalog Goes to Posts, Units

JUST WHEN the recurring deliveries of post-holiday bills make the mail a source of dread, the postman will bring each Post Commander and Post Adjutant a colorful, attractively designed publication which will brighten the after-holiday outlook.

The mailing of the 1974 American Legion Emblem Catalog is scheduled for completion shortly after Jan. 1. This year's catalog is being mailed to all Post Commanders, Post Adjutants, and American Legion Auxiliary Unit Presidents. New merchandise and new designs in this four-color, 60-page catalog feature the items of insignia and regalia which identify a well-organized and efficiently administered post or unit. Also illustrated and described is a wide selection of merchandise for Sons of The American Legion and material useful for SAL Squadron operations.

This catalog is intended for the use of all Legionnaires, Auxiliary members, and SAL members in good standing. Please make it available to all your members.

Fund-Raising Items

This year, for the first time, an entire page is devoted to fund-raising items. These items have been especially

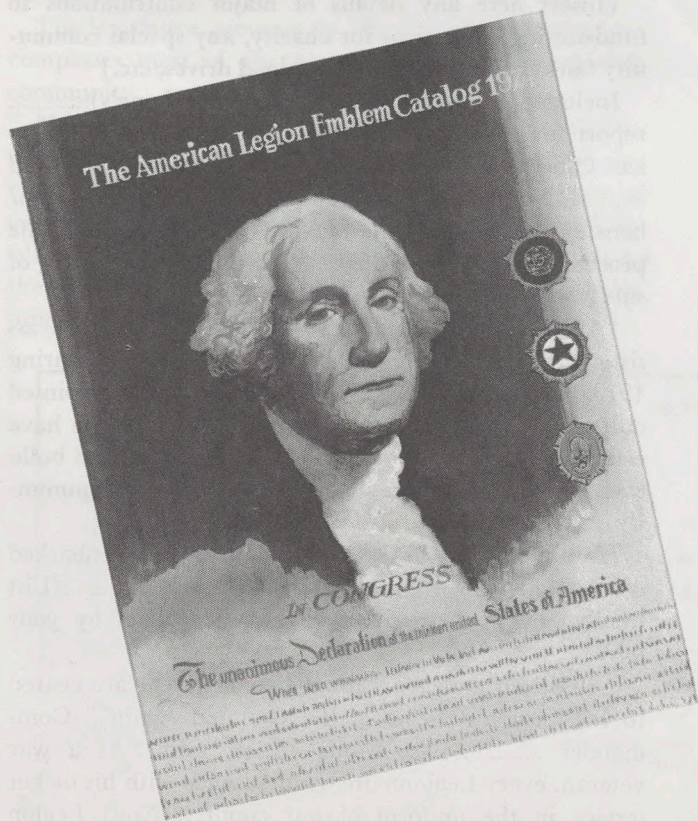
selected with the thought your post might wish to raise funds to finance a community service activity during the Bicentennial Celebration of our nation. Substantial discounts are available on the purchase of these items, as well as most other items, listed in the catalog.

Regardless of your requirements, National Emblem Sales can be of valuable assistance to both individual Legionnaires and post officers. If you don't see what you need, ask about it. Emblem Sales may be able to obtain it for you at a substantial savings.

Service Is Primary Aim

The primary aim of National Emblem Sales is to supply official American Legion merchandise of the highest quality at the lowest price possible, while preventing commercialization and misuse of the Emblem. A secondary purpose is to provide a modest, yet essential, net profit for the National Organization. However, service, rather than profit, is the primary aim of National Emblem Sales. The customer is assured of receiving the most for his money.

Additional free copies of the 1974 catalog may be obtained by writing: National Emblem Sales, The American Legion, P. O. Box 1055, Indianapolis, Ind. 46206.



Cut Out & Mail Today

For new FREE Emblem Catalog . . .

FREE

1974

EMBLEM CATALOG

A free copy of the new Emblem Catalog is waiting on your request.

SEND FOR YOUR COPY TODAY!

Catalogs Will Be Mailed
After January 1, 1974

National Emblem Sales
THE AMERICAN LEGION
P.O. Box 1055, Indianapolis, Indiana 46206

Rush me my FREE copy of the new 1974 emblem Catalog

NAME _____
ADDRESS _____
STATE _____ ZIP _____

Legion Takes 1st Step To Close Eligibility

AERICAN LEGION POSTS are being cautioned not to accept applications for American Legion membership from veterans whose military service began after Aug. 15, 1973.

The first step has been taken by the Legion's National Executive Committee, at its meeting Oct. 17-18, to end the current period of membership eligibility as of Aug. 15, 1973. The action was taken with the adoption of a resolution drafted by the Constitution and By-Laws Committee to amend the Legion Constitution and Federal Charter.

The proposed amendment would substitute the words "August 15, 1973" for the present wording of "cessation of hostilities as determined by the Government of the United States."

Resolution 26 pointed out in its preamble that Aug. 15, 1973, is the date specified in Public Law 93-50 for the termination of expenditure of U. S. funds for combat activities in or over Cambodia, Laos, and North and South Vietnam.

The resolution will go to the Legion's 56th National Convention, Aug. 16-22, 1974, Miami Beach, Fla., for final action.

The fixing of a terminal date to the present period of hostilities will make active duty military personnel eligible for American Legion membership provided their service began at any time on or before Aug. 15, 1973, and continued after that date.



...Suggested

NEWS RELEASE!



(End Of Year Report)

A year of achievement in both its civic endeavors and membership growth was recorded during 1973 for(Name of Post)..... Post No. of The American Legion, Post Commander(Full Name)..... reported today.

Legionnaires of Post No. sponsored and/or participated in the following programs and services for the benefit of the(Community's)..... youth:

(Insert paragraphs which will explain in brief detail your post's sponsorship of such programs as Baseball, Boys State, Oratorical Contest, Scouting, SAL Squadron activities, junior uniformed groups, etc. Be sure to include any strictly local youth program which your post may be involved in as sponsor or participant.)

In addition, Commander(Last Name Only)..... reported, the local Legion Post sponsored the following programs or participated in the following activities for the benefit of(Community).....:

(Insert here any details of major contributions to fund-raising campaigns for charity, any special community fairs or festivals, job fairs, blood drives, etc.)

Included in Commander(Last Name's)..... report for 1973 was the work performed by Post Service Officer(Full Name)..... who assisted(Number)..... veterans in their claims for benefits. In addition, the Service Officer assisted in the processing of claims for(Number)..... of survivors of deceased veterans.

"All of Post No.'s accomplishments were assisted by the membership growth we achieved during 1973," Commander(Last Name)..... pointed out. "With the increased strength of our post, we have established a base upon which we can continue to build even greater programs of benefit to(Community)....."

He announced that the post had already embarked on the following program goals for 1974:(List briefly any new programs to be undertaken by your post.).....

"All of our endeavors for the coming year are geared to the Legion's theme of 'Be Counted Again,'" Commander(Last Name)..... said. "As a war veteran, every Legionnaire counted once with his or her service in the uniform of our country. Now, Legion membership provides an opportunity to 'Be Counted Again' in services and programs dedicated to the strength of community, state and nation."

Join Legion's Legislative Team

MR. POST COMMANDER: For over half a century The American Legion has served the needs of America's war veterans and their dependents. Our organization has a proud record of accomplishment in the field of veterans legislation, both state and federal. Most of the laws of benefit to veterans have been enacted with the help of countless Legionnaires and members of the American Legion Auxiliary throughout the country.

The Legion has been successful in its efforts because its approach to legislation has been responsible and informed. It had the widespread support of our membership. Without this support The American Legion could not have succeeded in its efforts to represent its membership on matters of immediate concern.

The staff of your National Legislative Division works directly with the Congress to implement the mandates of the National Conventions and fulfill the directives emanating from the National Executive Committee.

The Legislative Division presents testimony on legislation to benefit war veterans, senior citizens, and young people. Appearances before appropriate Congressional bodies also express the Legion's concern about the security of our country and the problems of our times.

The legislative program of The American Legion encompasses most of the issues affecting you and your community.

Notwithstanding the active role of the Legion's National Legislative Commission in the promotion of veterans legislation, it is only one link in the chain of events that leads to the enactment of a public law. Legislative achievement is a team effort which begins at the post. It is at the post that the Legion's legislative program must stand or fall.

In order to be most effective in this area, each post should have a legislative chairman to keep the membership fully informed on legislative activities. A report should be made at each post meeting so that your members will know the issues affecting them and their families.

These are difficult and challenging times for The American Legion. Now, as never before, aggressive, informed leadership is needed in support of our legislative program.

It is time to "Be Counted Again"—to become involved. Veterans can no longer afford to sit on the sidelines when there are things that need to be done. They must get in the ball game.

The best way for a post and its members to keep abreast of the Legion's legislative activities is through the *National Legislative News Bulletin*. The *News Bulletin* provides its readers with current information on veterans legislation and other matters of concern to them. This publication has the kind of information every post needs in order to keep abreast of our legislative program.

It is especially valuable to you Post Commanders and your officers as a source of material for speeches, articles, and reports to your post membership. With timely and accurate information you will find it easier to convince the younger veterans that the Legion is working in their best interests.

Through action taken by the National Convention, each post is encouraged to subscribe to the *News Bulletin*. The cost is only \$4 per year to cover the expense of printing and mailing. By subscribing now you will receive the *News Bulletin* through December 1974. Use the handy order form below . . . Join the National Legislative Team for 1973-74 . . . "Be Counted Again."

National Legislative News Bulletin

The American Legion, 1608 K St., N. W.
Washington, D.C. 20006

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By action of the Department Executive Committee, **The American Legion of the Philippines**, an invitation has been extended to Legionnaires and their families to visit the Philippines, especially those landmarks of special significance to the veterans of World War II. The resolution also asks any Legionnaires contemplating such a visit to contact in advance The American Legion, Department of the Philippines, P. O. Box 556, Manila, Philippines D-406.

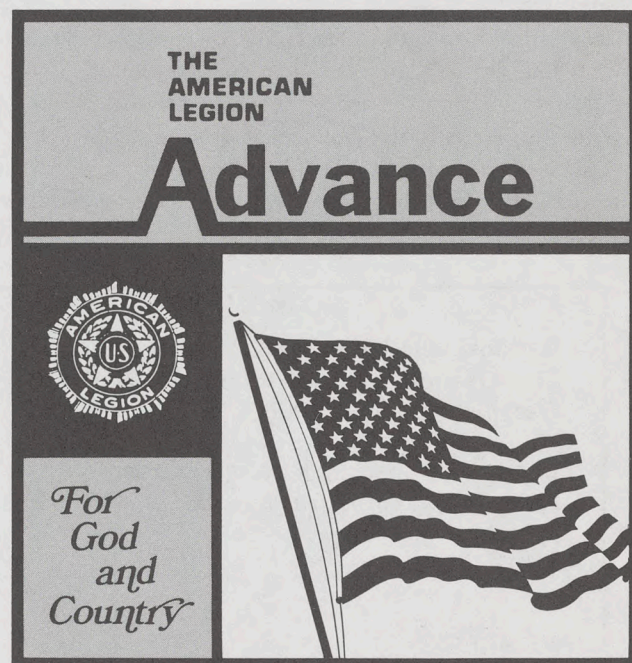


In a policy statement recently issued by the **American Cemetery Association**, the organization has pledged its full and cooperative compliance with the National Cemeteries Act of 1973, **that the veterans of the United States may be honorably served**. The statement further stipulates, "Abuse of the law will not be condoned by the Association and a member may be expelled if found to be using any scheme to exploit veterans and their families by advertising and promotion connected with the benefits under the law."

Clifton, Kan., Post 227 is the winner of The American Legion's 1973 One-Year Post History Contest, National Historian R. Robert Filter has reported. **The winner received a citation and \$150.** Second place citation and \$100 went to Orley S. Scherer Post 493, Jackson Center, Ohio. Remaining results were as follows: Third—USS Jacob Jones Post 2, Washington, D.C. (citation and \$75); fourth—Blackfox-Hartness Post 135, Tahlequah, Okla. (citation and \$50); and fifth—Carbondale, Colo., Post 100 (citation and \$25). As indicated by the name of the competition, the one-year history contest covers the period from the time the post officers are installed until the end of their year in office. Further information about the contest for 1974 may be obtained by writing: National Historian, The American Legion, P. O. Box 1055, Indianapolis, Ind. 46206.



Changes in American Legion **uniformed group contest rules** were approved by the National Executive Committee at its Oct. 17-18 meeting. Legion rules and score sheets for drum and bugle corps will parallel those of Drum Corps International for junior groups and Drum Corps Associates for seniors. National contests for senior color guard, firing squad, and senior drill team are now open to units composed of SAL members over 21. Senior guard and drill team contests are also open to units composed of Auxiliary members over 21.



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