



**THE  
AMERICAN  
LEGION**

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

# Advance

Vol. XX

August, 1977

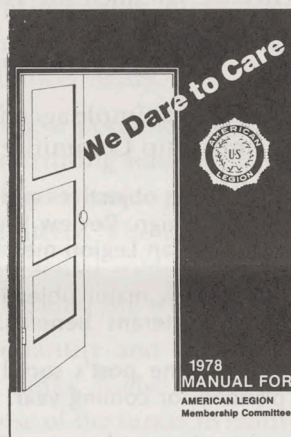
No. 8

## Membership Theme: 'We Dare to Care'

# Challenges Face Commanders

**A**N ENORMOUS LEADERSHIP task faces newly elected 1978 American Legion Post Commanders. Rallying around the membership theme for the coming year — "We Dare to Care" — Post Commanders will be challenged to help The American Legion overcome benign neglect of community, state, national, and even international concerns.

As a newly elected Post Commander, you perhaps wonder what is expected of you or what you can do to help the Legion meet this exciting challenge. Throughout the year you undoubtedly will hear of the need for increased membership. At times it will seem that membership is the answer to any and every problem — don't be misled.



*This is the design of the cover of the membership planning manual for 1978. The manuals were shipped to departments for post distribution.*

### Membership Measures Effectiveness

Membership is only a gauge by which the organization measures its effectiveness. An increase in your post's membership shows that your programs are ef-

fective, that you are serving the needs of veterans, their families, your community, state, and nation.

If you are to have a significant membership increase, you need to understand the greater challenges facing America and her veterans, and to care enough about them to take action.

As America enters her third century, she faces the challenge of an energy crisis. It is conceivable that a sustained embargo on crude oil by the producing nations could cause more than 20 million Americans to be unemployed. The effect on our national security would be disastrous.

### Be Energy Conscious

It is time for The American Legion to stand above the crowd and proclaim, "We Dare to Care" about the energy problem. You, as Post Commander, can help by keeping current on American Legion energy policies and by helping with your input into the formation of those policies. You can help by making certain that your post is energy conscious.

The crisis areas of the Far East, the Middle East, South America, and the Panama Canal are constant reminders that The American Legion must remain ever vigilant in its concern for an adequate defense posture for our nation.

### Threat to Veterans' Benefits

Along with these major challenges, another confronts us. After every war there is a move to cut back on one of war's costs — veterans' benefits. This post-war period is no exception. Many veterans' programs, both state and national, are threatened by anti-veteran groups which would put veterans in a class with welfare recipients.

As an example, some groups have recommended that the VA's medical services and facilities be incorporated into a general health care delivery system. In addition, increasing pressures are being exerted on the Congress to move veterans' compensation and pension programs into our nation's public welfare system.

You and your post need to care about this challenge to the very structure of the veterans' benefits program. You can show that you "dare to care" by being

*(Continued on next page)*

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# COMMANDER'S CALENDAR

## August

- 5 13th anniversary of Gulf of Tonkin Incident, changing role of U. S. involvement in Vietnam.
- 19-25 59th National Convention of The American Legion, Denver, Colo.
- 24-28 Regional Tournaments, American Legion Baseball.

## September

- 1-5 National Finals, World Series of American Legion Baseball, Manchester, N. H. (Note: Site was listed in error in July **ADVANCE**.)
- 5 Labor Day.
- 10-11 District Commander Seminars at Orlando, Fla.; New Orleans, La.; Chicopee, Mass.; and Salt Lake City, Utah. Seminars open also to Post Commanders and others desiring leadership training. Check with your department adjutant for details.
- 17 Citizenship Day.
- 17-18 17th annual National Baseball Conference, Indianapolis, Ind.
- 24-25 8th annual National Oratorical Conference, Indianapolis, Ind.


## October

- 1-2 42nd annual Boys State Conference, Indianapolis, Ind.
- 2-8 National Employ the Handicapped Week.
- 10 Columbus Day.
- 20 Dues now payable for 1978.
- 24 Veterans Day. (Note: This is the last observance of the fourth Monday in October as Veterans Day. Starting next year, the holiday, by federal law, will be observed on Nov. 11.)
- 27-29 Midwestern Area Conference on Children & Youth, Midland, Mich.
- 31 Halloween.

The  
American  
Legion


## ADVANCE

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MEMBER

AMERICAN LEGION  
PRESS  
ASSOCIATION



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## 'Dare to Care' . . .

(Continued from preceding page)

prepared to contact your Senators and Representatives to express your personal views in this matter.

There are many other issues of national interest which will be addressed by The American Legion during your year as Post Commander. As a leader of The American Legion, you should be familiar with these issues and make every effort to make sure your members are also aware of them.

Veterans of your community will be looking to you as their spokesman. Your post is expected to be active in civic affairs as well as in such major Legion programs as Americanism and Children & Youth. All of these factors will have significant effects on your 1978 membership drive.

You will probably delegate much of the responsibilities for membership to your vice commander. However, you will need to provide your membership workers with the necessary tools and inspiration to make them effective salesmen for The American Legion.

### Membership Meeting Agenda

Here is a simple agenda for a 2-hour meeting of your Membership Committee:

1. Discuss objectives and timetable for the 1978 membership campaign. Review *We Dare to Care*, the 1978 manual for American Legion membership committees.
2. Review major objectives of The American Legion regarding veterans' benefits.
3. Outline post's social activities and list major events planned for coming year.
4. List hours when your Post Service Officer is available to assist veterans and their families.
5. Review post's community service role.
6. Review your post's involvement in the formation of state and national American Legion policies and positions. Be sure the committee is aware of major Legion policies and positions.
7. Prepare a list of your post's accomplishments and future objectives. Consider listing these items in a special membership promotion brochure. (National Headquarters has available a brochure, *It's Great to Belong*. The reverse side of this sheet is blank to permit the post to list its achievements and other reasons for joining.)
8. Consider the use of a promotion booth where a lot of people converge — shopping center malls, county fairs, civic festivals, etc. These booths not only help recruit new members, but also can serve as a focal point for veterans seeking assistance in matters related to benefits for them and their families. (See your Emblem Catalog for further details on a special kit of booth materials.)

The responsibilities of a Post Commander present you with a challenge. Only through your leadership will your community know that The American Legion "Dares to Care."

*The ADVANCE, August, 1977*



# Area C & Y Conferences Open to All

**T**HE DOOR WILL BE wide open and the welcome mat will be out in front for anyone who wishes to attend The American Legion's Area Conferences on Children & Youth which are scheduled for five strategic locations from October to January as follows:

## Army Filmstrip Offers 'Report to the People'

**A**N INFORMATIVE MEETING awaits those American Legion Posts which utilize a short filmstrip presentation available from the U.S. Army.

"Report to the People" is a 10-minute, professionally narrated filmstrip presentation which deals with the formative years of the volunteer Army.

Produced to be shown using a portable projector available at every U.S. Army recruiting station, the report considers the successive steps taken to provide the nation with an Army of volunteers. The individuals portrayed in the filmstrip are actual soldiers photographed at work at locations around the world.

The report discusses the quantity and quality of people required to fill Army ranks. It also covers the steps currently needed and those of the future to maintain an Army of qualified and motivated young people.

Showings of "Report to the People" can be arranged by calling your local Army recruiter.

**This filmstrip is not available through the National Headquarters Film Library of The American Legion.**

### May We Ask A Favor?

Much of this issue will be of interest and assistance to the newly elected Post Commander and Post Adjutant. Therefore, will you do us the favor of passing this and any succeeding issues to your successor as soon as possible? We try to update our mailing list as soon as possible after receipt of notification, but, under the best of circumstances, there is a lag of one issue or two before the change can be made. So, if you will pass this and future issues to your successor you will be doing us a big favor. Thanks!

AREA	SITE	DATE
Midwestern	Midland, Mich. (Ramada Inn)	Oct. 27-29, 1977
Western	Albuquerque, N. M. (Albuquerque Inn)	Nov. 17-19, 1977
Southern	Oklahoma City, Okla. (Hilton Inn-West)	Dec. 8-10, 1977
New England	Chicopee, Mass. (Highpoint Motor Inn)	Jan. 12-14, 1978
Middle Atlantic	Newark, N. J. (Holiday Inn of Newark)	Jan. 26-28, 1978

There is no registration fee. No pre-registration is necessary. *Everyone is welcome!*

Now, let's turn the calendar back nearly 50 years for some thoughts expressed as the Legion prepared to establish these area meetings. In Paris, France, during the 1927 National Convention, Emma Puschner, first National Child Welfare Director, said:

"In the near future, The American Legion Area Chairman will call meetings of the Child Welfare representatives of the states of their areas. . . All states in this way through their representatives on the National Child Welfare Committee, have an opportunity to discuss and consider the National Child Welfare Program and to join in the recommendations for the further development of the work."

The first of these area conferences was April 25, 1928, in North Hampton, Mass., conducted by the first New England Area Chairman, John D. Crowley of Cambridge, Mass.

Although many changes have taken place after nearly 50 years of these area meetings, one significant factor remains: Those who attend care about all children; they gather at these area conferences to discuss ways for improvement of conditions for all children.

If you are heading for your first area conference this year, you will hear some interesting speakers covering certain subjects affecting our youth today. There may be a film or two on the agenda to explain further a problem area. You'll have time to ask questions or exchange ideas and program plans with delegates from other communities and states.

There is a lot more we could tell you about these meetings, but we want you to find out for yourself some of satisfaction of three days of learning, sharing, and caring, not to mention the fun side of the event.

There is no restriction on attendance. You don't have to be a member of any certain committee in your post or district. Would you like to attend one of these conferences? Well, then, come on! Do you have some friends interested in the areas of concern of children and youth? Bring 'em along! We'll look forward to seeing you there!



# The American Legion



For God and Country

★ NATIONAL HEADQUARTERS ★ 222 NORTH DEARBORN STREET ★  
★ INSURANCE DEPARTMENT ★ CHICAGO, ILLINOIS 60601 ★ 312-FI 6-9300 ★

OFFICE OF THE  
ADMINISTRATOR

THE ONLY APPROVED INSURANCE PLAN IN ALL STATES FOR LEGIONNAIRES

August 1, 1977

Dear Commander:

Congratulations on your election to the office of Post Commander. Without a doubt, one of your upmost interests will be the membership program. There are millions of Vietnam Veterans and many willing to join if asked. When your Post invites a veteran to become a member, we suggest you call their attention to The American Legion Life Insurance Plan available to members.

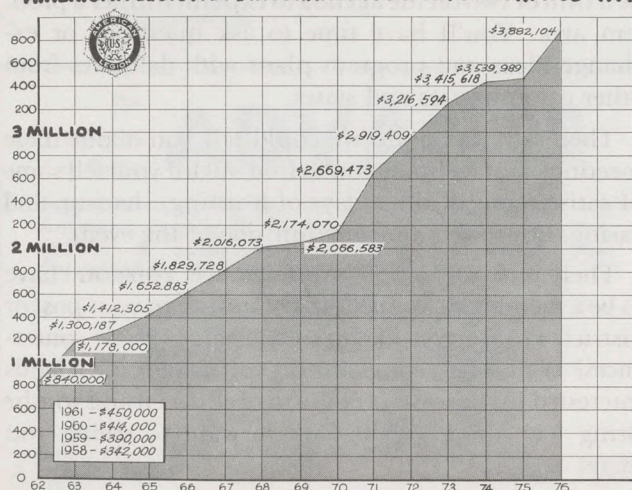
American Legion Life Insurance is a decreasing term plan, designed exclusively for Legionnaires. Vietnam veterans, under age 30 (26 in Ohio) can apply for the maximum of \$60,000 insurance coverage. The Insurance Division is also very pleased to advise that for the eighth time in the 20 year history of the Insurance Program, an increase in benefits, amounting to 10%, became effective January 1, 1977 and continues through calendar year 1977. This increase applies "across-the-board" and is provided without additional cost. Therefore, the \$60,000 insurance protection is upped to \$66,000. The \$10,000 coverage becomes \$11,000. We hope this BONUS will be extended into 1978..... More on this later!!!

Since the Plan's inception (1958) well over 23 million dollars has been paid in claims to more than 15,000 designated beneficiaries of former Legionnaires. We urge all Posts to appoint an Insurance Officer. The Insurance Officer should then notify the Director of the Insurance Plan, Gene L. Fattig, at 222 North Dearborn Street, Chicago, IL 60601 of his appointment. The Director will then keep the Officer fully informed of all pertinent developments, as well as supply him with appropriate brochures AUTOMATICALLY.

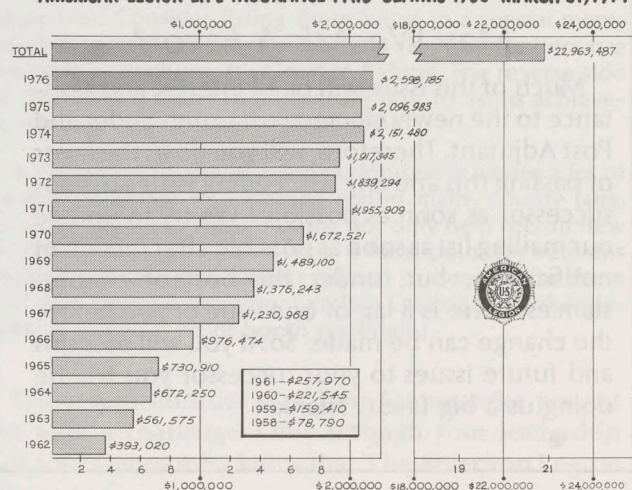
*Albert V. LaBiche*

Albert V. LaBiche, Chairman  
The American Legion Life Insurance  
and Trust Committee

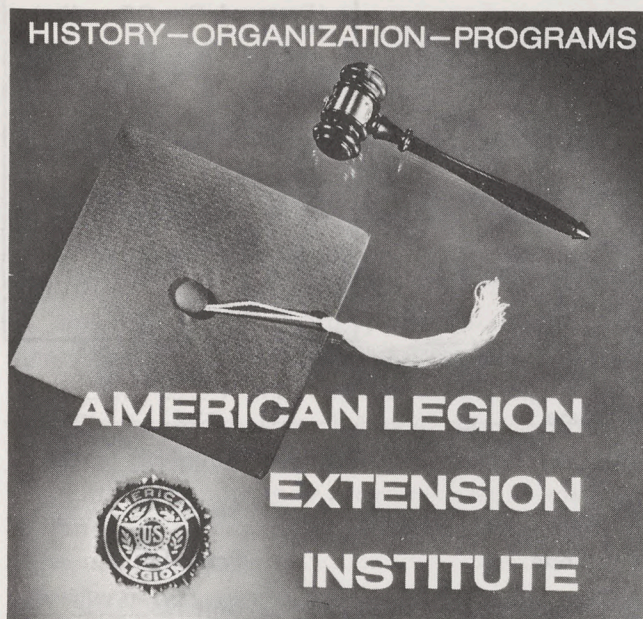
AMERICAN LEGION LIFE INSURANCE PREMIUM GROWTH 1958-1977



AMERICAN LEGION LIFE INSURANCE PAID CLAIMS 1958-MARCH 31, 1977







## 32nd Term

**T**HE 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.

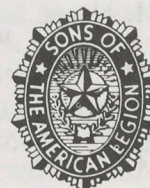
The American Legion Extension Institute will give this basic knowledge of our organization. A home study plan, the course consists of six monthly lessons. Students check their own progress by a series of questions at the end of each lesson.

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.

**T**HIS 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 Sons 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

<b>1 to 3 enrollments</b>	<b>\$5.00 each</b>
<b>4 or more enrollments</b> <b>(on one application)</b>	<b>\$4.00 each</b>

## 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 thirty-second term of the Extension Institute through November 1, 1977.



Application Submitted by:

Name .....

Street .....

City .....

State .....

Zip Code .....

Post No. .... Unit No. ....

# AMERICAN LEGION EXTENSION INSTITUTE

P. O. Box 1055

Indianapolis, Indiana 46206

APPLICATION — 32nd Term

(Please Type or Print)

IMPORTANT! Please Include Membership Card No. 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. ....



## Alcohol, Drug Abuse Treatment Available Through VA Centers

**P**OST SERVICE OFFICERS are able to assist veterans with alcohol or drug problems through treatment available at any Veterans Administration health care facility. The VA has operated alcohol dependence treatment programs since 1967 and drug dependence treatment programs since 1970.

For many veterans, these programs have meant a new start in life — a chance to utilize benefits and programs previously overlooked.

A veteran may apply for alcohol or drug dependence treatment at any VA health care facility. After hospitalization, the veteran may become eligible for VA follow-up outpatient care.

While patients may be admitted to any VA hospital, there are 78 specialized alcohol dependence treatment programs and 53 drug dependence treatment programs throughout the country. Services provided to the alcohol or drug dependent veteran include medical detoxification, group therapy, antabuse, methadone maintenance, social and vocational rehabilitation, personal counseling, and family therapy.

Thousands of veterans have been successfully rehabilitated in the alcohol or drug dependence treatment programs. In fiscal year 1976, VA facilities admitted some 96,000 for alcoholism treatment and 26,000 for drug abuse treatment. Many of these are now free of dependence upon alcohol or other drugs of abuse.

The VA goals for treatment go beyond the primary ones: That the veteran not use drugs in a manner that is (1) illegal; (2) damaging to physical health, family, or job adjustment; and (3) threatening to personal safety. The VA goals also strive to have the veteran (1) free of as much pain, illness, and disability that current medical practice can achieve; (2) be able to interact with others in a way that is not seriously stressful; (3) be as self-supporting as is possible; and (4) obtain satisfaction from work, relationships with family and friends, and leisure time activities.

Information on the location of VA special treatment programs for the alcohol and drug dependent may be obtained from the department service officer or the nearest VA office.

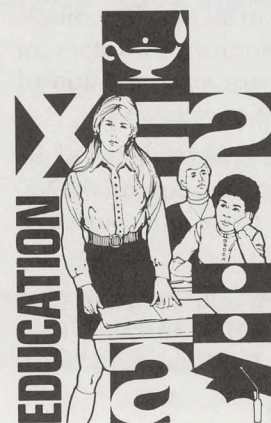
The American Legion has continuously supported the VA's programs for alcohol and drug abuse treatment. Our current mandate on this subject is expressed in Resolution 21, National Executive Committee, Oct. 6-7, 1976.

*The ADVANCE, August, 1977*

## 'Working Together' Theme for Ed. Week

**G**UIDING THE 57th annual observance of American Education Week, Nov. 13-19, will be the theme — "Working Together for Education."

Post Commanders are urged to take an active role in helping assure the success of this observance within their respective communities. One of the first steps in your Legion Post's leadership role would be to call together interested groups and individuals to support community schools.



The American Legion in cooperation with the National Education Association initiated this observance in 1921. The recently concluded World War I had brought to light through draft board records that 25 per cent of American men of draft age were illiterate and 29 per cent were physically unfit.

In order to overcome this alarming situation, community attention needed to be focused on local education program. Thus, American Education Week was born.

Though the problems have changed since that initial observance, they have been replaced by others. Vandalism and terrorism are problems in many areas. And inflation poses a problem to all schools as they find it increasingly difficult to finance their total operation.

The schools need your support. Someone must assume the organizational work necessary to call public attention to both their problems and their achievements.

Soon after the first of September, set a meeting date and invite other organizations to be represented. Select a chairman. Review past observances and discuss plans for 1977 activities. Include methods of financing the observance. Establish a calendar of events and start recruitment of necessary manpower and accumulation of the materials you will need.

Remember, this is a community activity and should be treated as such. Its basic function is to keep the community informed about its schools. Therefore, an effective public relations operation is essential.

American Education Week information kits have been forwarded to departments. These kits contain a brochure on American Education Week, radio and tv spot announcements, suggested newspaper promotional material — proclamation, news release, and editorial, plus a list of other available materials to promote this observance. Make sure you request such materials from your department headquarters.



## Employ Handicapped Week Set Oct. 2-8

**T**O HELP ELIMINATE discrimination in employment for handicapped persons, The American Legion will, for the 31st consecutive year, join in participation and sponsorship of National Employ the Handicapped Week, Oct. 2-8, in conjunction with the President's Committee on the Employment of the Handicapped.

Post Commanders can find participation by their respective posts in this program to be a richly rewarding experience. All your post need do to take part is nominate an employer from your community who does an outstanding job in the employment and retention of handicapped workers, especially war veterans.

Just submit the nominee with a brief summary of the employer's records to department headquarters. National citations are presented to those with outstanding records.

According to the affirmative Action Program (Sec. 503 of the Rehabilitation Act of 1973), anyone with a physical or mental disability which substantially limits a major life activity is handicapped.

For further information and nomination forms, write National Employment Committee, The American Legion, 1608 K St., N. W., Washington, D.C. 20006.

## Special Bottle Honors National Convention

**I**N HONOR OF THE 59th National Convention of The American Legion, Aug. 19-25, Denver, Colo., the Ezra Brooks Distilling Co. will issue a commemorative bottle for the occasion.

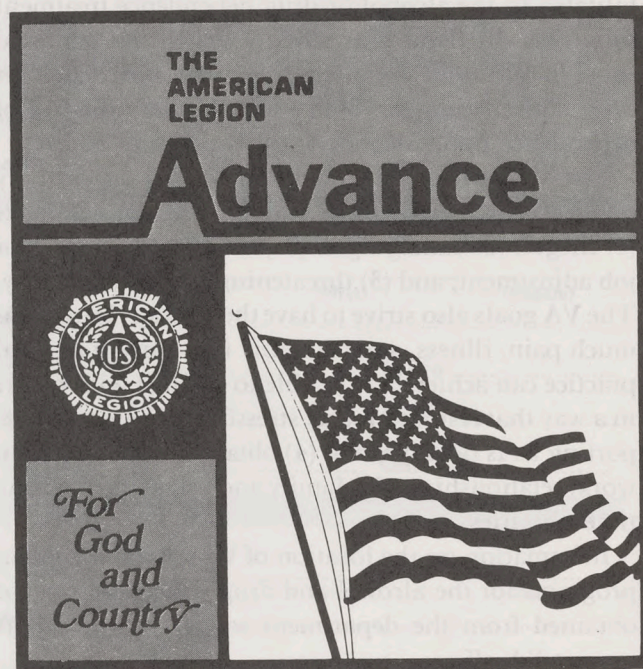
The decanter, designed by C. Clay Davis, past commander of The American Legion of Colorado, is genuine Heritage porcelain emblazoned with 24 carat gold and filled with a limited stock of 101-month-old Ezra Brooks bourbon.



The face of the decanter portrays the snow capped majestic peaks of the Rocky Mountains overlooking the mile high City of Denver.

The mountains, sculpted in high relief, are encircled by a rim of gold and the base reflects the legend, "American Legion — 59th National Convention," in gold.

The reverse side of the decanter carries out the official insignia of The American Legion in bold relief.



Litho in U.S.A.

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