



Curtain Up On Busy Legion Season

WITH THE CLOSING of the summer vacation season, the curtain is rising on the busiest and most eventful portion of The American Legion Year. Mr. Post Commander, are you and your Post ready for it?

Your year as Post Commander can be more successful if you can register effective participation by your Post in the activities and programs scheduled for the next several weeks. By identifying your Post as an active participant in these autumn activities, you will do much to enhance its prestige in your community.

Schools are opening throughout the nation, so it shouldn't be too long before preliminary arrangements are made for participation in the National High School Oratorical Contest. (See the August 1961 issue of the ADVANCE).

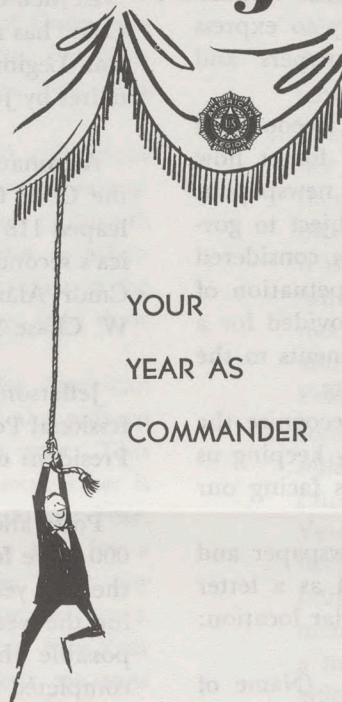
Extension Institute

THE OPENING of schools should also remind you to have your Post represented in the enrollment for the 16th annual American Legion Extension Institute. (See Pages 5 through 8 in this issue of the ADVANCE.)

You can help cement better relations with your local newspaper during the observance of National Newspaper Week, Oct. 15-21. Your newspaper probably is planning now for this event. You might be able to arrange an interesting program as a tie-in with this observance for your Post meeting during this period. Perhaps you can have a Post dinner honoring your local newspaper editor(s) and publisher(s). If you are unable to do anything else, your local paper will appreciate a letter such as is suggested on Page 2 of this issue of the ADVANCE.

AL (American Legion) Weeks

FOLLOWING NATIONAL NEWSPAPER WEEK are AL (American Legion) Weeks, Oct. 20 through Nov. 11, which should climax your Post's membership drive for 1962. This three-weeks' period can mark the difference between a highly successful year and a poor year for your Post and you as Post



YOUR
YEAR AS
COMMANDER

Commander, according to the planning you give it NOW. (See the replica of the co-op ad mat for AL Weeks on Page 11 of this issue of the ADVANCE.)

Coinciding with the last seven days of AL Weeks is The American Legion's 41st observance of American Education Week, Nov. 5-11. Here is another way your Post can perform a valuable service to your community. (See Pages 9 and 10 of this issue of the ADVANCE.)

Veterans Day

THE EYES OF YOUR community will be focused on your Post on Veterans Day, Nov. 11, a national holiday honoring all war veterans. Your observance, or lack of it, on this day which is readily identifiable with The American Legion will be an indication to your community of the degree of pride your membership has for service performed

in the defense of our nation in time of war.

The weeks just ahead are going to be busy ones.

TIME TABLE 1962 Membership Drive

Sept. 1

By now you should have made a list of all "drop-outs" (Elmers) of the past three years. Organize personal contact teams who will visit each former member on your list.

Mail "first dues notices" to each member.

Oct. 20 (beginning of AL Weeks)

Mail "second dues notices" to members who have not yet enrolled.

Nov. 1

Organize teams to call on members during 1961 who haven't responded to the "first and second dues notices."

Dec. 1

Mail "final dues notices."

Jan. 1, 1962

By this date urge every member of your Post to "sign up" at least one new member.

THE AMERICAN LEGION

ADVANCE

Published monthly by National Headquarters, The American Legion, P. O. Box 1055, Indianapolis 6, Ind.—for American Legion Post Commanders



(Formerly The American Legion National Newsletter)

September 1961

Vol. IV, No. 9

Newspaper Rates Your Salute

During National Newspaper Week, October 15-21, 1961, American Legion Posts, Districts, and Departments will have an excellent opportunity to express their appreciation to their local newspapers and editors.

As is often the case where the unique freedoms of Americans are concerned, we sometimes forget how fortunate we are to have the services of newspapers, whether large or small, which are not subject to governmental control. Our nation's founders considered freedom of the press so vital to the perpetuation of their newly acquired liberty that they provided for a free press in the first of the ten Amendments to the Constitution known as the Bill of Rights.

We of The American Legion should recognize the all-important role our newspapers play by keeping us well-informed and alerted to the dangers facing our American way of life.

If you wish to recognize your local newspaper and its editor, the following text is suggested as a letter which may be revised to suit your particular location: Dear..... (Editor or Publisher's Name)

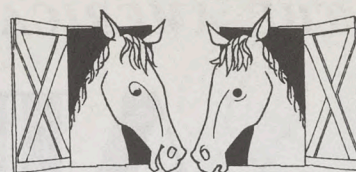
On behalf of the members of (Name of Post) Post No. of The American Legion here in (Community), I wish to take this opportunity during the observance of National Newspaper Week, October 15-21, 1961, to express our appreciation for the great service which The (Newspaper) has performed for our community.

We of The American Legion—men and women who have served in the uniform of our country during the three wars of the Twentieth Century—are well aware of the vital role a free press has in the perpetuation of our American ideal. This nation has come to its greatness on the foundation of a citizenry well-informed through newspapers free of governmental control and written and edited by courageously patriotic individuals.

The principles and goals of the nation's press and The American Legion are inseparable. Therefore, we extend not only our greetings and commendations on this occasion of National Newspaper Week 1961 but also our sincere wish for success of your continued endeavors in behalf of our community, state, and nation.

..... (Post Commander's Signature)

From the Horse's Mouth



The American Legion's Distinguished Service Medal will be presented to John Fitzgerald Kennedy, President of the United States. Presentation of the award will be made Sept. 12, during the 43rd National Convention in Denver, Colo.



Leyden-Chiles-Wickersham Post No. 1, Denver, Colo., has retained its title as the world's largest American Legion Post in 1961 by signing up 8,859 Legionnaires by June 30.



Astronaut Virgil I. (Gus) Grissom, a member of the Cecil C. Martin Post No. 250 at Mitchell, Ind., leaped 118 miles into the sky July 21, to become America's second spaceman. America's first spaceman, Navy Cmdr. Alan B. Shepard, Jr., is a member of the Lester W. Chase Post No. 9 at Derry, N. H.



Jefferson James Jarvis, sponsored by Business-Professional Post No. 14 at Fort Worth, Tex., is the 1961 President of Boys Nation.



Posts and Departments spent approximately \$800,000 more for child welfare and youth activities during the past year. A grand total of \$7,778,715.61 was spent for the year ending May 31. The report was made possible through the cooperation of the posts that completed the child welfare report form printed in the May ADVANCE.



In his address before the Minnesota Department Convention, National Commander William R. Burke called "for the mobilization of a million men now to prevent a nuclear war."



The House Veterans Affairs Committee, meeting in executive session has voted to table pending bills to reopen the National Service Life Insurance program until the second session of Congress when it will give the proposal further consideration.



The Oregon Legionnaire has been declared the best all-around publication for 1960-61 in The American Legion Press Association's annual competition. The Darius-Girenas Post Bulletin, Chicago, Ill., won the Wally Plaque, awarded to the best publication edited by a post of less than 2,000 members. The Bell Telephone Post Bugler, Milwaukee, Wis., took top honors for the Jack R. C. Cann plaque, awarded to the best Legion paper produced by mimeograph or other duplicating process.

Attention, Mr. Commander!

This Membership Plan Works!

An American Legion Post with no membership problems? It does exist! Lake Region Post 703, Fox Lake, Ill., has a membership plan which has paid off for 18 consecutive years of attaining 100 per cent or better of its enrollment goal. Frank M. Hartigan, membership adjutant of Post 703, reports his post's enrollment operations are made up of Early Collections, Multiple-Years Dues, Distribution of Collection Responsibility, and Orderly Increase in Post Membership. The membership operation of Post 703 is as follows:

*"Early Collections—*We try to make all collections of renewals during the summer in order to get recreation money instead of money needed for children's clothing, books, and tuition, and fuel. Our membership men gather on one Sunday, have breakfast at the Post home and then scatter in teams of two into their assigned zones."

*"Multiple-Years Dues—*We feel that The American Legion has, for too many years, followed the pattern of trying to contact each member each year. This means a lot of unnecessary work and in some cases is a source of annoyance. Our dues are \$4.00 per year. However, only a member renewing may pay for a single year. A new member or a transfer must pay either \$10.00 for three years or \$16.00 for five years. More than one-half of our members carry Five-Year Gold Cards. The most advanced payment we now have includes the year 1968.

*"Distribution of Collection Responsibility—*Our Membership Committee is under the chairmanship of the senior vice-commander and is composed of four other members including the membership adjutant who serves as secretary of the committee. This committee is charged with planning and examination of evidence of eligibility. Every new member, even a transfer, must submit such evidence. We have found in some instances that ineligible have been accepted into membership by some Posts. In addition to the Membership Committee, we have 14 zone captains and their assistants, appointed by the membership adjutant, who are responsible for their assigned areas.

*"Orderly Increase—*We set a quota of our own which takes into account probable losses through moving to distant points or known losses because of death. We then add ten to the previous year's total and go out to get them. We don't elect a senior vice-commander and tell him, Membership is your baby; go out and take care of it.

Three Reasons for Membership Drop

"We believe that there are three basic reasons why

American Legion membership drops off:

- "1. Some Posts make a desperation drive for their quotas in the spring. Then, when the new year starts in the fall, the new senior vice commander approaches these new members for additional dues and they are apt to feel that two collections so close together are an imposition. We close our membership on January 31st, but do accept dues of new members for the subsequent year.
- "2. It is too common an experience of a new member to be accepted for Legion membership and then not be recognized if he attends the next meeting and his sponsor is absent. In Post 703, it is the responsibility of the membership adjutant to see that this mistake does not occur. We meet them—we know them—and we recognize and introduce them to other members of the Post.
- "3. Some persons join The American Legion for selfish reasons. Frequently, a prospect joins because he wants assistance in dealing with the Veterans Administration. Once his request has been acted upon, whether favorably or not, he immediately loses interest. For this reason, new members in our Post are required to join for a minimum of three years, and most have decided to stay.

"Obviously a successful Post must be active in Legion programs. In addition to our participation in these activities, we also strive to make some community service contribution to the village or police or fire departments each year. Thus we maintain a continuing active role in our community.

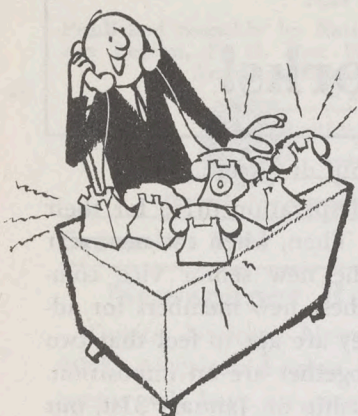
"Our membership plan and our Post activities program has resulted in a continuous enrollment increase which will see us with 500 members in 1962, one full year ahead of the schedule we had outlined five years ago.

"We feel that The American Legion is the greatest veterans' organization and we are the greatest Post. We don't mind having this statement challenged. In fact, if enough Posts challenge us, the National, Department, and District records will go sky high.

"Here's hoping!"

(Editor's Note: The ADVANCE is grateful to Membership Adjutant Hartigan for his detailed outline of Post 703's unique enrollment program. Mr. Post Commander, we'll appreciate any comments you or your Post's membership might have concerning this article.)

Post Commanders' Exchange



(EDITOR'S NOTE: This feature of the *ADVANCE* this month is devoted to the response which the new 1962 membership card forms have received in some quarters. The following letters are representative of the mail which has been received by the Department and

Post Membership Activities Section at National Headquarters in Indianapolis, Ind.)

* * *

SOUTH JACKSONVILLE, FLA.

I have always had my cards unpadding, overprinted with all information except the member's name and address, including an offset copy of my own signature. I haven't yet figured out how to overprint these so will probably use a lot of rubber stamps. I was not able to impress my signature heavily enough to register at all on the third card . . . the carbon paper is not of very good quality . . . left both copies smudged and dirty. When I finished this batch, my hands looked as though I had been shoveling coal and it took me almost as long to separate the cards as it did to type them.

POST 88

MAYNARD C. BURREL, ADJ'T.

* * *

WAUKEGAN, ILL.

Congratulations on attempt to revise the membership cards, but have heard nothing but grumblings about the cheapness of the membership card the member carries . . .

POST 281

RUSSELL W. MARSH, ADJ'T.

* * *

FAIRMONT, MINN.

As you know, many of the Posts have club rooms, and, under the rules and regulations, in order to gain admission one must be a member or associate member of the club room. Has your group given consideration to using magnetic ink (to operate the lock on the club room door) on your membership cards? As far as the additional cost is concerned . . . it is very little and you would not only be saving each Post the additional cost of making cards, but the magnetic ink could be used to qualify with each Post as it already does on the checks of different banks.

POST 36

JOHN H. HAECKEL, 2ND VICE CMDR.

MIAMI, FLA.

We have just received from our printer the 1962 membership cards with the imprint of our Post name and number, city, department, and signature of Post Adjutant, as we have been doing for many years. The printer's bill for this job (that has to be done by hand) cost this Post 20 per cent more than previously. The time saved on typing was lost in separating. We have not yet issued the membership cards to members, but we are certain the light-weight membership card will be criticized. If this new type card is continued we suggest that the last sheet, "Post Record" and membership card, be made of heavier stock.

POST 29

JOSEPH A. FRIEDMAN, ADJ'T.

* * *

DAVENPORT, IOWA

I have begun to use the 1962 cards. The idea of putting them up this new way is fine except the new card for Post record use is only 4½ inches long. All card files are slotted for 5-inch cards, and these short cards will not stay in place. Perhaps this could be corrected next year.

POST 26

CHARLES F. EGGERT, ADJ'T.

* * *

SAN ANTONIO, TEX.

The new membership cards should be numbered from the bottom up. Then, when you type up one member at a time you would not have to take it all apart, and take a chance of misplacing some loose card forms.

POST 336

FRANK W. ADAMSON, ADJ'T.

* * *

DECORAH, IOWA

The new cards for membership are really a time saver for the adjutants, but the cards should be numbered from the bottom of the sheet.

POST 163

O. DEAN ORWALL, ADJ'T.

Mr. Post Commander: The comments, criticisms and suggestions by you, your Post Adjutant, or any of your members concerning the new membership cards and records will be appreciated. Mail them to: Department and Post Membership Activities Section, The American Legion, P. O. Box 1055, Indianapolis 6, Ind.

Here Is Your Application for

The American Legion Extension Institute

THE AMERICAN LEGION EXTENSION INSTITUTE is a home study plan designed to give a complete course of instruction in the programs and services of The American Legion.

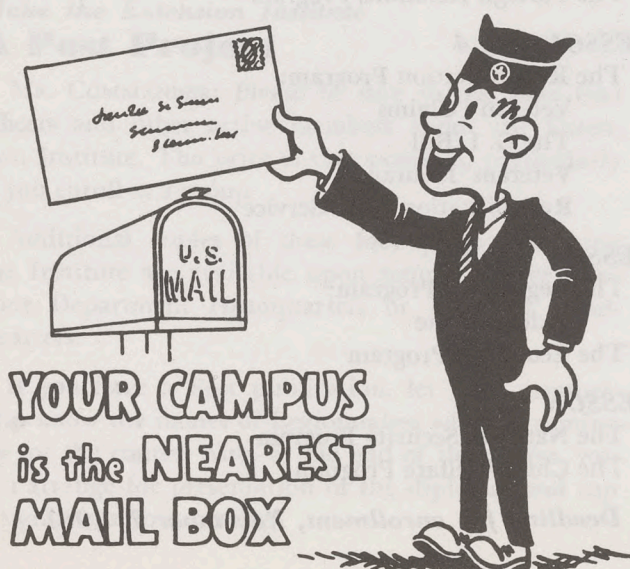
Students will receive monthly lessons. They check their own progress by a series of questions at the end of each lesson.

Upon successful completion of a final examination submitted to National Headquarters, they receive a handsome graduation certificate. Close to 53,000 veterans have participated in The American Legion Extension Institute. They are the Legion men of distinction. Many of them hold trusted positions of leadership throughout The American Legion. A growing number of Auxiliary members is enrolling each year.

*Here is a course which instills a pride
of belonging to The American Legion*

APPLY NOW!

**Deadline . . . FOR ENROLLMENT
NOVEMBER 1, 1961**



OBJECTIVE OF THE AMERICAN LEGION EXTENSION INSTITUTE

By
E. A. BLACKMORE,
National Adjutant

The purpose of the Extension Institute is:

"To increase knowledge and appreciation on the part of our future leaders of The American Legion for our American way of life and our Constitutional form of government; along with a sound understanding of the contributions to these basic philosophies by the programs of The American Legion."

This purpose was established with the first Institute right after WW II, and is just as sound now as then. The American Legion is dependent upon a new generation for leadership. In charting our course for the future these Legion-leaders must be mindful of the great accomplishments of the past. They must come to know and understand The American Legion—its history, its structure, its programs and its achievements. In that way they can share the spirit of the founders of The American Legion who composed the immortal Preamble to its Constitution, and who have given devoted service "For God and Country" through the years.

The American Legion Extension Institute will give this basic knowledge of our organization. In addition, there are provided sound, practical ideas for further development so necessary to continue the contributions of The American Legion in a troubled world.

This is a correspondence course for Legion leaders. The course is tailor-made for newly elected and appointed Legion officers. Officers and members of The American Legion Auxiliary are cordially invited to enroll in the Institute. The objectives of The American Legion are those of the Auxiliary. Practical implementing ideas will work in either group.

All members of The American Legion or the American Legion Auxiliary are eligible. AN INFORMED LEGIONNAIRE IS A GOOD LEGIONNAIRE.

Tuition Fee

NO ONE CAN estimate the dividends which training in The American Legion Extension Institute will pay in the years to come. While we would like to make this training course available to all Legionnaires and Auxiliary free of charge, it is necessary to set the following tuition fees for The American Legion Extension Institute:

1 to 4 enrollments from a post, county or district	\$6.00 each
5 to 9 enrollments from a post, county or district	4.00 each
10 or more enrollments from a post, county or district	3.00 each

Remittances should be made payable to the National Treasurer of The American Legion. Mail the enclosed application and your remittance to:

The American Legion Extension Institute
700 N. Pennsylvania, P. O. Box 1055
Indianapolis 6, Indiana

What Some of Our Students Say:

"A very fruitful and worthwhile adventure. Most inspiring to learn the basic and fundamental principles of The American Legion in relation to the organization and to our American way of life.

"The inherent philosophy of these lessons will be valuable to me in all phases of everyday living. Their application can further any good cause."

711 S. 41st Street
Des Moines, Iowa

VICTOR J. MURRY
Argonne Post No. 60

"Proud of my Certificate of Graduation.

"As 9th District President of the American Legion Auxiliary, have used much of the knowledge obtained and found it most gratifying to take the course."

P. O. Box 44
Brookville, Indiana

MRS. HELEN MOORE

"Have learned many things which will help me in future American Legion activities. Every word in the six lesson course was interesting."

St. Thomas, Pennsylvania

CHARLES C. HARRISON
Detrich-Brechbill Post No. 612

"Very happy to state that the course has greatly increased my knowledge and understanding of The American Legion.

"Congratulations to you in the preparation of the six lessons which are most comprehensive and inspiring."

28 Assumption Road
Baguio City, P. I.

JUAN L. FONTANILLA
Gen. Fidel V. Segundo Post No. 13

The Course of Study

The content of the course of study for the sixteenth term of the Extension Institute consists of two basic units on the internal organization of The American Legion and four units on the programs and objectives of The American Legion.

Students will not be required to submit monthly tests to the National Headquarters. They may grade themselves at the end of each monthly lesson. For example, the correct answers to the tests in Lesson One will be mailed to all enrollees with Lesson Two, and the same plan will follow through until the conclusion of the six months' course—at which time the final examination will be prepared and mailed to all students. Students are requested to submit this final examination to the National Organization.

The six monthly lessons are as follows:

LESSON No. 1

The Internal Organization of The American Legion:
Origin and Birth
Legion Law
Legion Finance

LESSON No. 2

The Internal Organization of The American Legion:
Dept. & Post Membership Activities
Public Relations
Subsidiary Groups
Emblems
Publications

LESSON No. 3

The Americanism Program:
Youth Activities
Educational Activities
Community Service
Subversive Activities
The Foreign Relations Program

LESSON No. 4

The Rehabilitation Program:
Veteran's Claims
The G. I. Bill
Veterans' Insurance
Rehabilitation Field Service

LESSON No. 5

The Legislative Program:
Federal, State
The Economic Program

LESSON No. 6

The National Security Program
The Child Welfare Program

Deadline for enrollment, November 1, 1961



USE THE application form on the reverse side of this page to enroll in The American Legion Extension Institute. National Headquarters will accept applications for the sixteenth term of the Institute until November 1, 1961.

Legionnaires or Auxiliary members may sign up individually or posts and units may enroll several of their members and form study groups or seminars to learn together.

Remember, it is important that application forms be filled out completely and mailed NOW so that you will receive Lesson No. 1 promptly.

Opposite is a miniature copy of The American Legion Extension Institute Certificate of Graduation. You'll also get one wallet-size that you can carry with you.

A patch for your Legion cap is also awarded. Graduates of this course can identify a member of the alumni by this colorful mortarboard in blue and gold.

The American Legion Extension
Institute Gives New Meaning to
Your Membership in . . .
THE AMERICAN LEGION or
THE AMERICAN LEGION AUXILIARY

Make the Extension Institute A Post Project

MR. COMMANDER: Please be sure to tell your Post officers and other active members about the Extension Institute. The price is very nominal, particularly if you enroll as a group.

Additional copies of these four pages describing the Institute are available upon request, either from your Department Headquarters or National Headquarters.

If you have a Post publication, let your membership know the names of Legionnaires who are signing up for the course. Also, at the end of the course, you can arrange for presentation of the diplomas and cap insignia at a Post meeting.

THE AMERICAN LEGION EXTENSION INSTITUTE



The American Legion, on the recommendation of the Faculty and by virtue of the authority vested in them by the National Executive Committee, has conferred on

Joe Legionnaire

This

Certificate of Graduation

in recognition of having satisfactorily completed the required course of study of The American Legion Extension Institute.

Given in the City of Indianapolis, State of Indiana, United States of America in the year of Our Lord, one thousand nine hundred and sixty-one.

KNOW YOUR AMERICAN LEGION . . .

LEARN THROUGH THE MAIL!

Enroll in the 16th Term

OF

**THE AMERICAN LEGION
EXTENSION INSTITUTE**

It's a course for leaders



THE AMERICAN LEGION EXTENSION INSTITUTE

700 North Pennsylvania Street
Indianapolis 6, Indiana

— APPLICATION — Sixteenth Term

RESERVED FOR OFFICE
USE

No.
Post or Unit
Remittance
No. of
Applications

RESERVED FOR OFFICE
USE

Full Name
(Last) (First) (Middle)

Street Address

City State

Card No. Post or Unit No.

Full Name
(Last) (First) (Middle)

Street Address

City State

Card No. Post or Unit No.

Full Name
(Last) (First) (Middle)

Street Address

City State

Card No. Post or Unit No.

Full Name
(Last) (First) (Middle)

Street Address

City State

Card No. Post or Unit No.

Full Name
(Last) (First) (Middle)

Street Address

City State

Card No. Post or Unit No.

Full Name
(Last) (First) (Middle)

Street Address

City State

Card No. Post or Unit No.

Full Name
(Last) (First) (Middle)

Street Address

City State

Card No. Post or Unit No.

Full Name
(Last) (First) (Middle)

Street Address

City State

Card No. Post or Unit No.

Full Name
(Last) (First) (Middle)

Street Address

City State

Card No. Post or Unit No.

Full Name
(Last) (First) (Middle)

Street Address

City State

Card No. Post or Unit No.

Date Check Money Order Currency for enrollees.

Mr. Post Commander:

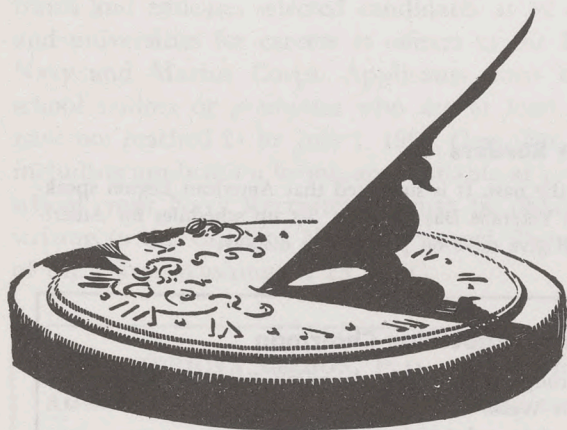
On this page and the reverse side you will find suggestions for American Education Week observance. Remove from ADVANCE and be sure your Post Education Chairman has his copy.

41ST OBSERVANCE

American Education Week

November 5-11, 1961

TIME for a PROGRESS REPORT



Sunday, Nov. 5—Test Your Convictions

Monday, Nov. 6—Decide on Essentials

Tuesday, Nov. 7—Work Together

Wednesday, Nov. 8—Explore New Ideas

Thursday, Nov. 9—Salute Good Teachers

Friday, Nov. 10—The Price for Excellence

Saturday, Nov. 11—Look Outside Our Borders

Since 1921 The American Legion has
Sponsored American Education Week

**National Sponsors of American
Education Week:**

The American Legion

National Education Association

**National Congress of Parents
and Teachers**

United States Office of Education

Sunday, November 5

Time To Test Your Convictions

Several weeks in advance of November 6, contact local clergymen of all faiths and ask them if they will devote their sermons to the obligation of parents to provide for the religious training of their children.

Monday, November 6

Time To Decide On Essentials

American Education Week provides an occasion for your Post to reappraise the educational programs and youth activities which you conduct. Can these programs be expanded to serve more of the young people of your community?

Tuesday, November 7

Time To Work Together

Prepare radio and television spot announcements paying tribute to your local teachers. Contact stations early. Select one school in your community and invite the principal and teachers to a banquet in their honor, preferably at the Post home. Defray the expense of the banquet by ticket sales to Post members.

Wednesday, November 8

Time To Explore New Ideas

Arrange a panel discussion for radio and television on the future of the curriculum — standing still or moving forward.

Thursday, November 9

Time To Salute Good Teachers

Urge members of your Post and of the Auxiliary to visit their schools during the week and as often as possible throughout the year. Stimulate interest throughout the community in attending school Open House.

Friday, November 10

Time To Pay The Price For Excellence

Arrange an open discussion with sufficient publicity and promotion on professional-lay cooperation; quality teachers and top salary brackets; lower turnover in staff.

Saturday, November 11

Time To Look Outside Our Borders

Arrange a suitable public observance for Veterans Day, as in the past. It is suggested that American Legion speakers make prominent mention of American Education Week in Veterans Day speeches. Set up schedules for American Legion speakers to visit the schools during the week and give talks on proper flag display.

Duties Of Post Americanism Chairman Or Post Education Chairman

Contact local P.T.A. Presidents, school officials, teachers and other groups interested in American Education Week.
Secure proclamation by mayor on observance of American Education Week.
Work out a cooperative program with local churches, service clubs, civic and social organizations.
Arrange for an outstanding Veterans Day Program.
Arrange for school visitations by American Legion and Auxiliary members.
Arrange radio and television programs and advertise a time schedule of programs.
Arrange with local papers and business firms to carry newsworthy features and releases.
Arrange for banquets, dinners and rallies.
Promote attendance of Open-House and other scheduled School Observance events.
Distribute Americanism literature.

Time To Get Moving



September

- 4 Labor Day.
- 9-14 43rd National Convention, Denver, Colo.
- 17 Constitution Day—Citizenship Day.

October

- 2-8 National Employ The Physically Handicapped Week.
- 12 Columbus Day.
- 15-21 National Newspaper Week. *Give your local editor a public "pat on the back."*
- 20 AL (American Legion Weeks. *These are the three big weeks to sew up your early membership drive for 1962.*
- to
- Nov. 11

November

- 5-11 American Education Week.
- 11 Veterans Day, *an occasion to honor the veterans of all of America's wars.*
- 23 Thanksgiving Day.



Ahoy, there! Perhaps members of your Post or their neighbors have sons eligible and interested in the Regular Naval Reserve Officers Training Corps (NROTC). Application forms for entering the program in the fall of 1962 are now available, and must be mailed by Nov. 17, 1961, for participation in the qualifying exam on Dec. 9, 1961. Regular NROTC trains and educates selected candidates at 52 colleges and universities for careers as officers in the Regular Navy and Marine Corps. Applicants must be high school seniors or graduates who are at least 17 but have not reached 21 by July 1, 1962. Complete details, including application forms, are available at your high school, your Navy Recruiter, or may be obtained by writing to the Chief of Naval Personnel, Department of the Navy, Washington 25, D. C.

"AL Weeks" Co-op Ad Materials

A SALUTE TO AMERICA'S VETERANS



Parade on first anniversary of Armistice Day, November 11, 1919, at the First National Convention of The American Legion in Minneapolis.

By Act of Congress, the Armistice Day of World War I has been changed to Veterans Day—a time when the nation pays its respect to all veterans.

There is no better way to do this than through each citizen's personal commitment to uphold those American values and principles for which veterans have fought.

On this Veterans Day, November 11, 1961, the sponsors of this ad join with the publisher in a salute to all those who have worn the uniform of the United States of America in time of war.

This advertisement sponsored by

in cooperation with



October 20 to November 11 are American Legion weeks. During this period veterans who served honorably in World War I, World War II, or the Korean Conflict are extended a special invitation to become members of The American Legion. For further information write your local American Legion Post at the address shown above.

Insert following "in cooperation with"..... Post No.....,

The American Legion,

THE AMERICAN LEGION, P. O. Box 1055, Indianapolis 6, Indiana

Attention: Department & Post Membership Activities Section

Please send me the co-op advertising mats for AL WEEKS 1961 in the quantity specified:

_____ 2-column _____ 3-column _____ 5-column

NAME _____ TITLE _____

ADDRESS _____ CITY _____ ZONE _____ STATE _____

These materials will be used by _____ Post No. _____

Suggested News Release

Legion Invites Local Student Orators To Participate in Nation-Wide Contest

High school students in..... (Name of Community)..... have been invited to participate in the 25th annual American Legion National High School Oratorical Contest, it was announced today by Commander (Full Name)..... of (Name of Post)..... Post No..... here.

"By participating in this competition, our local youngsters will gain a deeper understanding of our nation's Constitution and at the same time they will have the opportunity of winning national recognition and a valuable university scholarship," Commander..... (Last Name)..... declared.

The National High School Oratorical Contest, which has had the approval of the National Association of Secondary School Principals since 1943, consists of a series of competitions from the local through the state, regional, and sectional divisions. These contests eliminate all but four students who will vie in the finals on April 12, 1962, in Salt Lake City, Utah.

The American Legion will pay the travel expenses of state winners as they progress in the national competition, Commander (Last Name)..... explained.

Prizes of the national contests are university scholarships valued at \$4,000, \$2,500, \$1,000, and \$500 for first through fourth places, respectively.

High school students in (Community)..... who are interested in competing may find complete rules and contest information at (List locations—your Post, high school office, Americanism chairman, high school speech instructor, etc.).....

THE AMERICAN LEGION

ADVANCE

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South Dakota American Legion Proves Value of New Membership Card Form

The time-saving value of the new and improved membership card forms for 1962 has been successfully tested by the South Dakota American Legion, a department which has a proud record of being consistently among the pace-setters for the national organization.

Shortly after receiving its membership card forms for the coming year, the Department of South Dakota extended an invitation to all its Posts to come to Department Headquarters, pick up and fill out their membership cards, and thus be among the first to turn in completed cards to the Department.

Five Posts accepted the offer.

American Legion Post officials from Astoria, Castlewood, Clear Lake, Estelline, and Gary arrived at Department Headquarters with their receipts, filled out the new and simplified membership forms, and turned in their completed cards.

All five Posts turned in their enrollment quota or better for 1962.

(EDITOR'S NOTE: This is quite an accomplishment. Can anyone top it?)



Another "Go-Getter" Post: On July 20, just eight days after the Oklahoma American Legion shipped the cards for 1962, Post 195 at Jay, Okla., had enrolled 110 members almost double its assigned goal of 62, for 1962.



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FORM 3547 REQUESTED

