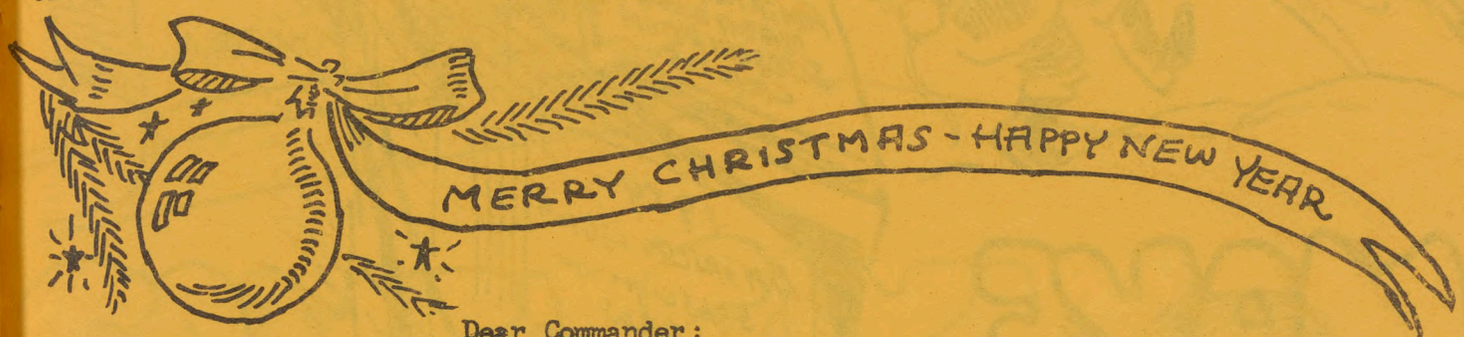
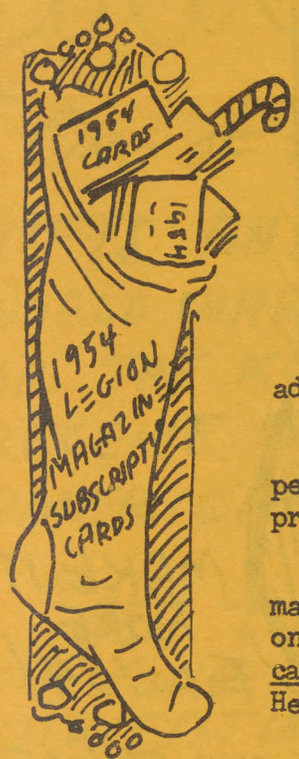
PROGRAMMING FOR LEGION LEADERS

Vol. 1 December 1953 No. 12



Dear Commander:

There's only a few shopping days left before Christmas. But there's still time to do your 1954 American Legion membership 'shopping'.



One of the most practical gifts National Commander Arthur J. Connell could receive would be a membership for '54 far in excess of any previous record. It would certainly be a demonstration that the Post Commanders are following through and doing everything possible to make '54 the best year in the history of the organization.

Here's what YOU can do:

1 - Immediately inaugurate a Christmas Drive to present additional '54 memberships to National Commander Connell.

2 - Get your working Legionnaires to visit member prospects - to call them on the phone - to use every method to get prospects signed on the dotted line by Christmas time.

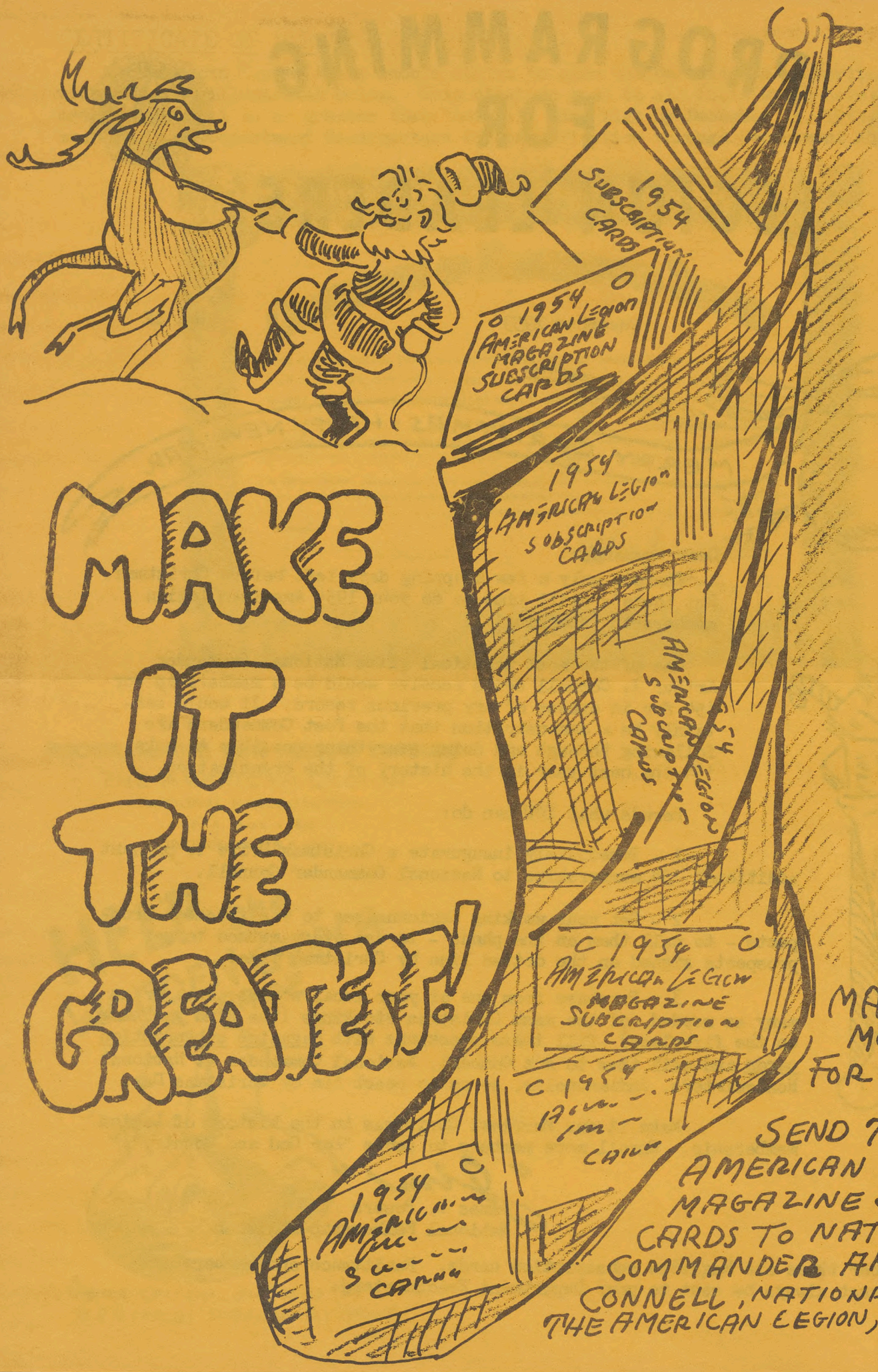
3 - Purchase from one of your local stores, one, or as many as needed, of the mesh Christmas stockings (the kind you hang on the fireplace) -fill these stockings with Magazine subscription cards and mail them to Art Connell, National Commander at National Headquarters, Indianapolis, so as to reach him by Christmas Day.

Make it our Merriest Christmas in the history of Legion membership. Enroll more members to serve "For God and Country".

"Jim"

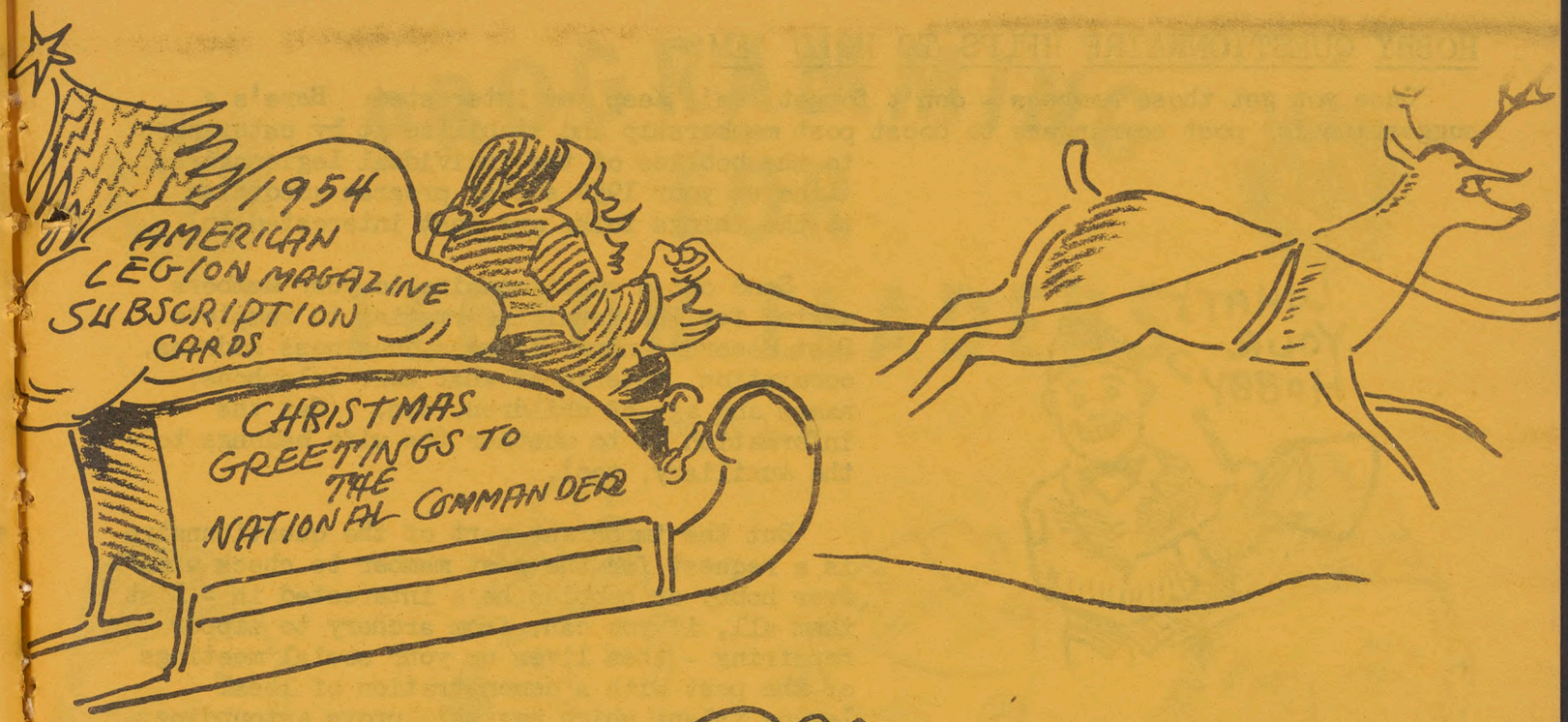
James E. Powers
National Membership Chairman

NOTE: Remember these are Magazine subscription cards. Remittance and membership card must always be sent to your Department Headquarters.



MAKE IT MORE FOR '54!

SEND THOSE AMERICAN LEGION MAGAZINE SUBSCRIPTION CARDS TO NATIONAL COMMANDER ARTHUR J. CONNELL, NATIONAL HDQTRS, THE AMERICAN LEGION, INDIANAPOLIS, INDIANA



SANTA SAYS

"ONE OF THE GREATEST GIFTS ANY VETERAN OF WORLD WAR I, WORLD WAR II, OR THE KOREAN WAR CAN RECEIVE IS A 1954 AMERICAN LEGION MEMBERSHIP CARD!

"SEE TO IT THAT EVERY ELIGIBLE VETERAN IN YOUR COMMUNITY GETS A PERSONAL INVITATION TO JOIN THE AMERICAN LEGION. IF HE IS NOT A MEMBER, IT'S A GOOD GIFT SUGGESTION FOR HIS FAMILY TO CONSIDER.

"LEGION MEMBERSHIP IS THE BEST INSURANCE POLICY FOR OUR AMERICAN WAY OF LIFE.

— YOUR PAL SANTA"

HOBBY QUESTIONNAIRE HELPS TO HOLD 'EM:-

Once you get those members - don't forget 'em! Keep 'em interested. Here's a suggestion for post commanders to boost post membership and stabilize it by catering to the hobbies of the individual Legionnaires. (Line up your 1954 social program according to the things folks are most interested in).

Send out a questionnaire to your members asking for the usual information to complete Post records; name, address, business address, occupation, veteran of what war, telephone, names and age of children, etc. (Get the information as to whether the wife belongs to the Auxiliary, too).

But the important part of the questionnaire is a request for the post member to check whatever hobby or hobbies he's interested in - List them all, if you can, from archery to zipper repairing - then liven up your social meetings of the post with a demonstration of local Legion talent which may well prove astounding.

Another interesting development of getting to know the hobbies of your post members could be the promotion of a Hobby Show for entertainment of the public. Another way to raise funds!

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National Commander's Christmas Message:- National Commander Arthur J. Connell will broadcast a Christmas Message to the veterans of America over the Columbia Broadcasting System radio network Monday, December 21, 11:15 to 11:30 P.M., EST. Contact your local CBS outlet to request that this message be carried by them.

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