PROGRAMMING FOR LEGION LEADERS

Vol. 2 May 1954 No. 5

NEW LEGION BUMPER STRIPS:-

The new Legion bumper strips illustrated as front page news in "PROGRAMMING FOR LEGION LEADERS" are available through National Emblem Sales Division of The American Legion, National Headquarters, P.O.Box 1055, Indianapolis 6, Indiana. (2 x 8" actual size shown here).

Here is an attractive fluorescent advertisement in three different sizes that can be used on windshields, store windows and other means of public display. As a Post Commander, you should talk up the idea of using these strips to plug membership.

Every Legionnaire motorist in your Post should have at least one of these bumper strips on his car. Your Post should order an ample supply of these strips for resale to members at a profit or to distribute to members at prices listed. Get the whole town to know we want more eligible veterans to join The American Legion for God and Country.

Prices for the strips are:

3"x 14½" ..15¢ each
2"x 8" .. 8¢ each
3¼"x 3" .. 4¢ each
(Minimum order 25 strips).

Mail your orders to National Emblem Sales Division, c/o "PROGRAMMING FOR LEGION LEADERS".

Transport lines and local trucking companies may also display them for you.

Right now Legionnaires should be thinking about delegate strength at the National Convention, to be held in Washington, D. C., Aug.30-Sept. 2. Your Department gets more delegates as it enrolls more members. With 30 days before convention time as the deadline, it is pretty nearly the last chance to gain additional delegates as well as additional members.

Day by day in every possible way continue to promote Legion membership. The red, white and blue bumper strip is just another way of 'selling' the Legion.

HELP BOLSTER NATIONAL DEFENSE:-

The month of May presents several outstanding opportunities for Posts to serve the cause of National Security and to associate The American Legion more closely with our National Defense. National Commander Connell has urged all Legionnaires to join in local celebrations, and in the promotion of these programs:

Armed Forces Day—May 15

"Power for peace is our goal. As veterans who believe in a strong and adequate preparedness program, we can help achieve that goal by assuring our Service personnel that the entire American community appreciates and values their personal contribution to national security." — Arthur J. Connell, National Commander

May 1 to 31st . . .American Legion Recruiting Assistance Program is designed to encourage young men and women to follow careers as specialists in the U.S.Army and Air Force. Kits have been mailed to all Posts and Units containing detailed information on the program, together with letters from the National Commander and National President.

May 15th . . .Armed Forces Day . . .marks the fifth anniversary of the unification of the separate services. All Americans, particularly Legionnaires, are urged to organize and join local celebrations commemorating this occasion under the banner "Power For Peace".

May 22nd . . . National Maritime Day . . . a day set aside to pay tribute to the importance of the American Merchant Marine. "Our Fourth Arm" of defense in war.

Promotional material for use on these programs may be obtained by writing to the National Security Division, National Headquarters, The American Legion.

DIG THOSE DELINQUENTS:-

Right now, Comrade Post Commander, you and your membership committee have a job of research on your hands that can be most interesting and profitable to the post.

Get the gang to go through post membership records and dig out the names of onetime Legionnaires who have failed to pay their 1954 Legion dues. Get those names and invite them back to the Legion fold.

It's as easy as asking them in most cases. And sometimes you don't have to dig very hard. They are right in front of your face.

Here's a good illustration: One of the best membership workers we know was a bear for asking every veteran on Main Street to join the Legion. He made it a point to really cover the town for eligibles and was rightly proud of his record in getting them to join The American Legion.

After riding down to work on the bus for nine years the bus driver asked him: "Say, Mr. SoandSo, I see you're wearing a Legion button, just how do you go about joining The American Legion?

Seems the bus driver, the man he had paid his fare to for nine years, was a veteran and formerly a member of The American Legion in another town.

MORAL: Talk membership. Don't overlook anyone. The veteran you ask may become a real active Legionnaire——if he's given an invitation to join.

NEWS of the LEGION

REPRINTED from THE AMERICAN LEGION MAGAZINE • MAY, 1954 • and Veterans' Affairs

MAY 1954

National Commander Asks Legion For Record Membership in '54

By ARTHUR J. CONNELL
National Commander, The American Legion

Your American Legion is in a fight. It's a real battle with several objectives.

First, the AMA has challenged your American Legion on its stand in behalf of disabled veterans and their dependents. A record membership is necessary to meet this challenge.

Second, if we are going to intensify our positive efforts for a better America and if we are going to effectively battle the inroads of Communism, we must attract thousands of additional veterans to our organization.

A look at the table in the adjoining column will indicate the potential in your state. We thought these figures would rightfully shock you and that you would constitute yourself a one-man crusade to invite your friends who are veterans to join our ranks for further service to God and Country.

Here's What You Can Do:

1. If you haven't yet paid your 1954 dues, do it without delay.

2. Invite your neighbor—the man next door and those in your block if they are veterans—to sign up in your Post.

3. Urge the people in your plant or office or store, wherever you work, if they are veterans, to join The American Legion.

4. Attend your Post meetings and acquaint yourself with the programs of The American Legion so that you will be better equipped to inform prospective members of the organization's work.

Voices out of the past from Chateau Thierry, Iwo Jima, The Bulge and Heartbreak Ridge echoing through three wars, cry out for our continued vigilance for all veterans, their widows and their orphans. "To you we throw the torch," they say. "Be yours to hold it high."

Whether you are an active Legionnaire or a card-carrying member, you can help pay your own individual debt to the dependents of those who gave their all and to those who still suffer the wounds of battle by crusading for a stronger American Legion.

Do these things now; and you will have the everlasting thanks of your National Commander. Your Post and Department Commander will salute you.

These Figures Tell the Membership Story in Your State

	1954 MBSHP AT NAT'L HQ. 3-25-54	NO. OF VETERANS
Alabama	32,261	338,000
Arizona	13,699	100,000
Arkansas	27,202	213,000
California	122,776	1,630,000
Colorado	24,867	192,000
Connecticut	28,477	299,000
Delaware	3,846	43,000
D. of C.	13,605	138,000
Florida	33,883	394,000
Georgia	48,120	376,000
Idaho	7,899	77,000
Illinois	187,192	1,243,000
Indiana	98,427	528,000
Iowa	92,455	312,000
Kansas	53,309	253,000
Kentucky	29,280	330,000
Louisiana	45,875	312,000
Maine	17,310	114,000
Maryland	27,509	313,000
Massachusetts	65,893	692,000
Michigan	63,013	901,000
Minnesota	77,783	406,000
Mississippi	22,387	219,000
Missouri	61,643	530,000
Montana	13,547	78,000
Nebraska	41,511	163,000
Nevada	2,680	23,000
New Hampshire	13,822	77,000
New Jersey	61,387	731,000
New Mexico	9,182	90,000
New York	136,829	2,055,000
N. Carolina	41,786	448,000
N. Dakota	24,785	63,000
Ohio	116,285	1,105,000
Oklahoma	41,525	304,000
Oregon	24,901	231,000
Pennsylvania	226,192	1,502,000
Rhode Island	8,927	126,000
S. Carolina	20,905	216,000
S. Dakota	21,428	82,000
Tennessee	53,549	392,000
Texas	69,377	1,044,000
Utah	5,619	96,000
Vermont	10,617	45,000
Virginia	28,292	398,000
Washington	37,217	331,000
W. Virginia	26,302	225,000
Wisconsin	74,817	429,000
Wyoming	8,323	41,000
Territories & Possessions	12,892	136,000
Foreign	6,484	44,000
TOTAL	2,337,892	20,458,000

READ THIS ARTICLE BY OUR NATIONAL COMMANDER. MAKE IT THE SUBJECT OF YOUR NEXT LEGION MEETING. This is a Challenge!

LET'S HAVE A "NECKTIE" PARTY:-

Here's an idea that has worked wonders as an attendance booster--A Necktie Party! It's a natural for your Post meeting nights.

Prizes should be offered for the loudest, the funniest and the best looking! Allan F. Daily, Jr., Commander of Glendale (Cal.) Post No. 123 says: "We have worked this idea with great success.

"Basically the idea --whether it be a necktie night, a sports shirt night, a wild stocking night or a night shirt night--is to award prizes for outstanding apparel -- plus packing them in!"

Arrange your nights with an eye to the weather --if it's going to be hot, then sports shirtsmight be in order instead of neckties. Either event is guaranteed for a lot of laughs and goodnatured fun.

SUGGESTIONS FOR POST PROGRAMS WELCOME: ADDRESS LETTERS TO PROGRAMMING FOR LEGION LEADERS, c/o NATIONAL HEADQUARTERS, 700 N. PENNSYLVANIA STREET, INDIANAPOLIS, INDIANA. SEE TO IT THAT PROGRAMMING IDEAS ARE MENTIONED AT YOUR POST MEETING.

PROGRAMMING FOR LEGION LEADERS
THE AMERICAN LEGION
NATIONAL HEADQUARTERS
P. O. BOX 1055
INDIANAPOLIS 6, IND.

Sec. 34.65e, P.L.&R.
U. S. POSTAGE
PAID
Permit No. 719
Indianapolis, Ind.

Don't Forget To Buy A Poppy!

Form 3547 requested