PROGRAMMING FOR LEGION LEADERS

Vol. 2 July 1954 No. 7

SUPPORT YOUR LEGION JUNIOR BASEBALL TEAMS!!

An active American Legion Post is one that sponsors an American Legion Junior Baseball team. This is a fine project for any Post to take on and generally elicits commendation from local press, radio and the sports-minded community.

"Sponsoring a team is a fine gesture but just as vital as the Legionnaires support of the team is their attendance at the games." Lou Brissie, American Legion Junior Baseball Commissioner, pointed this out today, underscoring the fact that such support is necessary to keep the program functioning.

"If you don't have a team in the field, support your neighboring Junior Baseball team and attend the Department and National Tournaments," Brissie said, announcing a list of National Tournaments, as follows: (as of this date)

Regional No.1- Togus, Maine, Aug.16-20

Regional No.4- Dept.Champion's-Aug.16-20, Home Town, No.Carolina.

Regional No.3-Parkersburg, W.V., Aug.15-19.

Regional No.5-Greenwood, S. C., Aug.16-20

Regional No.8-Altus, Oklahoma, Aug. 14-18.

Regional No.9-Bismarck, N. D., Aug.15-19

Regional No.10- Grand Junction, Colo., Aug.15-19

Regional No.11- Billings, Montana, Aug.15-19

Regional No.12- McGill, Nevada, Aug. 15-19

Sectional "B"- Ponchatoula, La., Aug. 23-26

Sectional "C"- Bloomington, Ill., Aug. 23-26

Sectional "D"- Hastings, Nebr., Aug. 22-26

National Finals- Yakima, Washington, Sept.1-5.

SING SEPTEMBER SONG OF SAFETY NOW!

Short summer - wasn't it? Actually, most of the summer is yet to come, but in just two short months children, all over the country, will be returning to school. Make sure they get there and back home safely. Plan now to make September "child safety" month.

If there is a local Safety Council, or some such local committee, in your community arrange to meet with the Chairman and discuss ways and means in which your Post can co-operate to insure the safety of school children during the coming year. If no such Council exists in your community, then take the initiative and arrange for a conference with school officials, the Mayor and/or the Chief of Police, and other local veteran, civic and fraternal organizations, to formulate a community-wide program for the coming school year. Don't forget your local newspaper - they will probably be pleased to co-operate and will have some helpful suggestions.

No doubt several worthwhile projects will occur to you, or will be suggested by other groups in the community; but here are a few which you might consider:

(1) Arrange with your local newspaper to publish an open letter to the people of the community from your local Safety Council, or Post Commander. The letter should include a statement of the purpose of the "child safety" program and should be directed particularly to drivers and parents. The letter might suggest a few simple precautions for motorists to take and at the same time urge parents to instruct children in good pedestrian habits.

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(2) Offer assistance to school officials in organizing or supporting "school boy patrols".

(3) Arrange to post Legion Safety signs at one or more places in the vicinity of schools. In smaller communities it might also be advisable to post signs on the main highway entrances to the city.

(4) Suggest to school officials that at least one hour during the first week of school be devoted to instructing the children in proper pedestrian habits.

A DYNAMIC COUNTER-SUBVERSIVE PROGRAM:-

Post Commanders and Post Americanism Officers should build an action packed counter-subversive program for their Legion Post based on documentary education.

1. Hold a counter-subversive seminar to which will be invited in addition to Legionnaires, representatives of law enforcement agencies, patriotic organizations, the teaching profession, labor unions and religious groups.

2. See that both the Americanism Chairman and members of your Post subscribe to the Firing Line, the Legion publication for combatting Communism and subversio

3. Purchase anti-Communist books from the Memorial Book Plan. List and place them in every public library. (Write National Headquarters for list.)

P. R. CLIPSHEET BIG HELP:-

One of the most important aids to any Post Commander is the printed NEWS SERVICE "clipsheet", distributed by the National Public Relations Division to all Post Adjutants. As a Post Commander it is part of your job to keep your Post out front in community activities. This "clipsheet"which is mailed to your Post Adjutant regularly, provides Legion angles which point up the importance of The American Legion in the community, state and nation.

News Service... National Public Relations Division... The American Legion... Indianapolis 6, Indiana
No. 256 POST ADJUTANT: Please display on Post Bulletin Board at once.

Legion Asks American-Powered United Front in Far East

National Convention for 1955 Awarded to Miami-Miami Beach

Miami and Miami Beach, Fla., have been awarded the 37th national convention of The American Legion for the period of October 8 to 13, 1955.

This action was taken by the National Executive Committee of The American Legion at its opening session in Indianapolis, May 2, on the recommendation of the National Convention Commission headed by Chairman Harry L. Foster of San Diego, Cal.

It will be the fourth time that the Miami-Miami Beach Area will have entertained a national American Legion convention. The popular resort area was host to the conventions of 1943, 1949 and 1951.

Future Conventions

Progress of the long-range planning for future American Legion conventions was revealed by Chairman Foster's report to the NEC. Sites for 1956 were already being secured up to 1959.

The future national convention places now stake up as follows, according to Chairman Foster:

1956—Washington, D. C., August 20 to September 2, 1956.
1957—Miami and Miami Beach, Fla., October 8 to 13, 1957.
1958—Los Angeles, Philadelphia and Chicago bidding.
1959—Atlantic City bidding.
1960—Boston and New Orleans interested.
1960—Joint bid from Minneapolis and St. Paul, Minn.

HARRY L. FOSTER

North Dakota Will Lead Big Legion Parade in Washington

North Dakota—only department to set an all-time high membership for 1954 thus far—has won the coveted pole position in the Grand Parade of The American Legion at the 36th national convention in Washington, D. C., on August 31.

In addition to earning the honor of leading all the continental departments in what is expected to be the most spectacular pageant in the history of the national capital, the Flickertail State Legionnaires also qualified for first choice in the seating of delegates in the national convention hall.

Louisiana was second place in parade position and convention hall seating. Third place went to Minnesota, fourth to Georgia, fifth to Wisconsin and sixth to New Mexico.

The 1954 Grand Parade of The American Legion down Pennsylvania Avenue in Washington, will extend nine hours in time of march. National Convention Chairman Harry L. Foster of San Diego, Cal., predicted in his report to the National Executive Committee at its May 2 to 4 meeting in Indianapolis.

The annual national convention parade positions and delegate seatings are based on the current enrollment as of May 2 as compared percentage-wise with the previous American Legion membership.

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Plan 2nd 1954 Legion College

A second 1954 term of THE AMERICAN LEGION COLLEGE—a training course in leadership for young and old Legionnaires—has been announced by National Commander Arthur J. Connell.

It will be held at National Headquarters in Indianapolis, Ind., AUGUST 1 TO 7.

A total of 34 "students" from 47 departments attended the first 1954 term of THE AMERICAN LEGION COLLEGE. These graduates were enthusiastic over the value of the intensive course in Legionism.

Commander Connell said the national organization would pay the transportation, housing, tuition and feeding costs for one student from each continental department. In turn, the national commander urged each department to send another student to the College at its own expense, making the arrangements through National Membership Director O. M. Wilson.

The National Commander will serve as the president of the second term of the 1954 American Legion College.

The College training course includes instruction in American Legion history, law, internal organization, finances, program activities, past accomplishments, future objectives, membership work, public relations, publicity and public speaking.

Directors of the various divisions serve as members of the College faculty.

Highlights of NEC Meeting

1. Endorsement of American policy to prevent further Communist aggression in Indo-China and the Far East through an immediate U. S.-led development of a collective security organization of free nations in that area backed by mutual military and economic aid.

2. Award of the 37th national convention to Miami and Miami Beach, Florida, for the period of October 8 to 13, 1955.

3. Approval of the final steps in the creation of the oil rights-endowed new American Legion Child Welfare Foundation.

4. Authorization of a 40 & 8 Section in the 1954 American Legion national convention parade in Washington, D. C., August 31.

5. Adoption of a number of forceful Americanism resolutions to intensify American Legion opposition to all subversion.

6. Approval of a new American Legion employment program based on the economic rights of veterans; and demand for improved administration of the principle of veterans' preference in Civil Service.

7. Call for more VA Hospital facilities for NP patients.

8. Plea for amendment of the Atomic Energy Act of 1946 to allow private industry to acquire, own, develop and operate atomic energy facilities and equipment and to produce and dispose of nuclear fuels and fission products.

9. Recommendation to the Department of Defense to create a "Korean Repeated Service Award" of a ribbon or medal to give recognition to World War II Reservists recalled for active duty in the Korean War.

10. Demand that the United States Government take immediate action by every available means to bring about the release of American servicemen still held prisoners by Communist forces.

FLAGS CLEANED FREE FOR JUNE 14 DISPLAY

In Cooperation with the American Legion
AMERICAN FLAGS
Cleaned Without Charge
for FLAG DAY, JUNE 14
...If you will display your American Flag on Flag Day, we'll clean it free of charge. Let's all show our true colors June 14 with the biggest Flag Day ever! What better way to show our patriotism for this beautiful country of the free.
SPEAK UP FOR AMERICA! INSURE "NEW GLORY FOR OLD GLORY"
A Service by the Dry-Cleaning Industry in the Interest of a United America

The above poster displayed by a local dry cleaner will be proof of his cooperation with The American Legion in its nationwide campaign to add "NEW GLORY FOR OLD GLORY" to a record display of the Stars and Stripes on Flag Day, June 14.

The Nation's organized dry cleaners, 35,000 strong, have been asked to work with The American Legion in its 1954 Flag display program—by offering to clean for free American Flags which individual citizens and community organizations will produce to fly on June 14. Cleaners displaying the above window poster will make no charge for dry cleaning American Flags brought to their establishments between June 1 and 12.

The American Legion is hopeful that this joint project also will help to make Americans of Flags of all State Streets in the United States on Independence Day and other national holidays.

Announcements of this free Flag-cleaning service can be made by American Legion Posts in news releases and through radio broadcasts. Suggested news releases and radio announcements have been sent to Legion Posts for their use in this connection. To date, this project has been warmly received by cleaners whose trade have been approached on it. Such cooperation means volumes and advertisements are indicated in a special publicity kit which is being sent to all American Legion Posts and their Auxiliary Units. This kit also contains window posters, streamers and radio spot announcements.

Posts are asked to assist all dry cleaners to give a voluntary assist to The American Legion in its effort to bring about display of Old Glory from every home. Voluntary assistance and public relations on Flag Day was made by the Drycleaning Corporation of Detroit, Mich. It manufactures dry-cleaning equipment.

The Detroit Corporation not only made the initial contacts with the dry cleaners, but also at its own expense furnished the promotion kits to all American Legion Posts and their Auxiliary Units.

The joint American Legion-dry cleaning industry Flag Day program has received also widespread support from newspapers, radio and television stations on the national level.

Endorses Collective Security Force to Stop Red Aggression

United States military participation in a collective security force of Far Eastern nations—similar to NATO—to save Southeast Asia from Communist aggression now threatening to spread from Indo-China carries the official indorsement of The American Legion today.

It was put there with a resolute punch by the National Executive Committee during its annual three-day spring meeting in Indianapolis, Ind., May 2 to 4.

The NEC, by a unanimous vote, adopted a forceful 12-point resolution which originated with the Foreign Relations Committee headed by Chairman Rogers Kelley of Effingham, Texas. It took the view that stopping the world-wide advance of Communism lay in a system of collective security and not in unilateral action by the United States. It called for "retaliation by such collective security forces with weapons of our choice, if further aggression does occur," and added, "such retaliation might be aimed at the heart of the enemy who has created such aggression."

ROGERS KELLEY

View on Indo-China

Indo-China must be the test as to whether or not the Free World will stay the march of Communism in the Far East, the governing body of The American Legion warned. It added, "The Far East is the area where World Communism is on the march. In the Communist program, it is this area which must be subverted first, so that eventually Western Europe might be separated into subunits. Then destruction of the United States, the true goal of World Communism, might be accomplished."

Continuing, the NEC declared:

"The situation in Indo-China is serious and most explosive. The aggressive attitude of Red China, in its increased support of the Vietminh, should not and cannot be tolerated by the free nations of the world who are determined to stop any further advance of World Communism.

"We approve the program of military and economic support to Viet-Nam, and other nations of this area.

The NEC urged France to offer full independence to Viet-Nam so that "the people of Viet-Nam will make even greater efforts to join with the forces of Commonwealth."

Red China cannot and must not be recognized, the NEC stressed. It urged a ban on trade of any

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CABINET RANK FOR CIVIL DEFENSE UP FOR LEGION STUDY

SEATON COLLINS, JR.

Consideration by the 1954 national convention of American Legion support of the proposal to raise the Federal Civil Defense Administration to Cabinet rank is recommended to the National Executive Committee by Seaborn P. Collins, Jr., of Los Cruces, New Mexico, chairman of the National Security Commission.

In a realistic eight-page report to the NEC dealing with new concepts and problems of local preparedness everywhere, asked by the development of the Hydrogen Bomb, Chairman Collins said he was polling members of the Civil Defense Committee of The American Legion on starting a thorough study of the proposal of Cabinet rank for the FCDA.

He pointed out that civil defense and military defense cannot

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BILLBOARD NETWORK AMERICANISM PLAN

J. ADDINGTON WAGNER

Plans for a nationwide network of billboards to increase public familiarity with the U. S. Constitution as the only known fight to sustained American freedom are being drafted by the National

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National Executive Committee of Legion in Session, May 2 to 4, 1954

The Legion clipsheet" mentioned above is a valuable tool when placed in the hands of a competent Post Publicity Officer. If you don't have a Publicity Officer, by all means appoint one immediately. He should be a man with some writing ability, a keen perspective, knowledge of Legion activities, and have access to the newspapers, radio and television contacts of your community.

Get together with your Post Publicity Officer and make full use of the Post Publicity Officer's Page contained in each issue of the "clipsheet". On this page appear suggested news releases that may be easily adapted to your own Post activities. Suggested editorials and occasionally radio spot announcements are part of the "clipsheet".

Another working tool your Post should have is a Post Publicity Officer's Manual. You can get one through the National Emblem Sales at 15¢ a copy. If you put this to good use, you will find it filled with useful information and ideas for publicizing the programs of your Post. The "clipsheet" and the Publicity Manual are valuable accessories to build your Post in membership, in usefulness, plus public prestige. (If your Post Adjutant is not getting the "clipsheet", write to "PROGRAMMING" immediately).

DOLLAR FOR A SCHOLAR:-

"PROGRAMMING" salutes the Willard E. Hensley Post No.102, of Morristown, Indiana, for coming up with a new idea in sponsoring a scholarship program. Edward Wieland, Assistant Director of the Child Welfare Division, in charge of scholarships, thinks so well of the idea he has asked "PROGRAMMING" to pass it along to you.

It is a program designed to attract and encourage participation by the public, arousing interest to a pitch similar to an athletic contest or school election. For 8 years this Indiana Legion Post has successfully sponsored a program of cash scholarship awards. Eligible high school students nominated by the faculty from the upper bracket of the graduating class, have their names printed on ballots, which are sold by the children themselves to anyone in the community who wishes to buy them at $1.00 each.

DOLLAR FOR A SCHOLAR (Continued):-

In Morristown, the Union State Bank operates as the headquarters and the purchaser votes there, marking the ballot for one of the candidates. Ballots are deposited in the official ballot box from April 19 to May 15. The contest is limited to outstanding boy and girl students who need assistance. The objective is to do the greatest good for the greatest number of students. The cash awards must be used for educational purposes.

There are "no holds barred" in the selling of the ballots. Sales methods are left entirely up to the imagination and initiative of the candidates. (They can enlist family or friends to help, etc.)

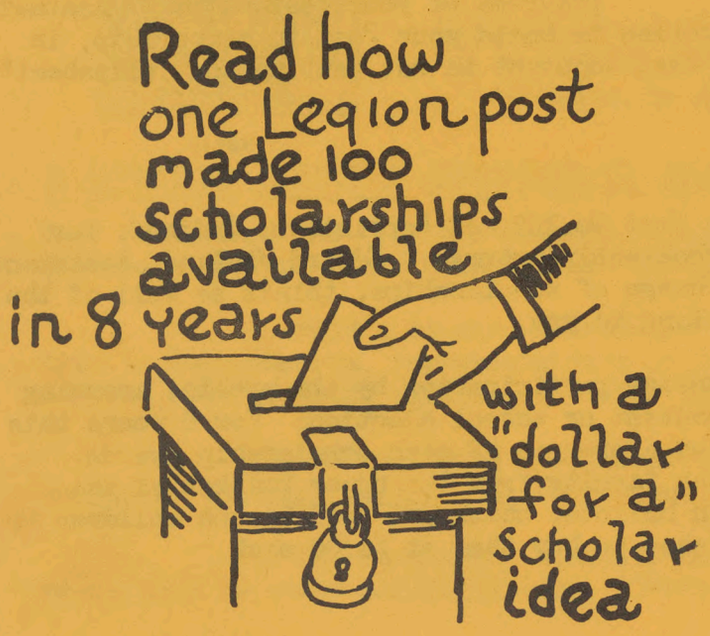
This plan which was conceived by Paul H. Wolf, World War I veteran Legionnaire and retired canner of Morristown, is spearheaded annually by the Legion donating the first $350 to start off the program. The cash awards range from first place - $350, second place - $250, third place - $150, to each succeeding award of $100, depending on the number of ballots sold.

A complete kit of this scholarship plan has been prepared by the Child Welfare Division and can be had upon request. Write to Scholarship Information Service, The American Legion, P.O.Box 1055, Indianapolis, Indiana.

Your Legion Post should plan now or very early in the school year if you want to get such a scholarship program under way.

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.



Form 3547 requested