PROGRAMMING

FOR AMERICAN LEGION LEADERS

PREPARED AND DISTRIBUTED BY MEMBERSHIP AND POST ACTIVITIES,
NATIONAL HEADQUARTERS, THE AMERICAN LEGION, INDIANAPOLIS, INDIANA

Vol. 4 July 1956 No. 7

TELLING IS SELLING!

Millions of veterans don't know "It's GREAT To Be An American Legionnaire!" Because they haven't been told The American Legion story. What a story it is--written by the men and women of America serving in three wars--still serving "For God and Country".

MAKES THE LEGION TICK!

It's a story of unselfish service; a story of making home towns better places to live in.

A heart warming story of building the future of America through great youth activities.

A story of child welfare which tugs at your heartstrings; a story of building the defense of this land of ours.

A gripping story of practical comradeship through rehabilitation;

A story of our never ending fight against "red" propaganda;

A story of legislative achievement bringing rights and benefits to veterans and their dependents.

It's a story that would fill volumes. Telling it to veterans will bring them into The American Legion, for after all--TELLING is SELLING.

Remember this: MEMBERSHIP IS WHAT MAKES THE AMERICAN LEGION TICK.!

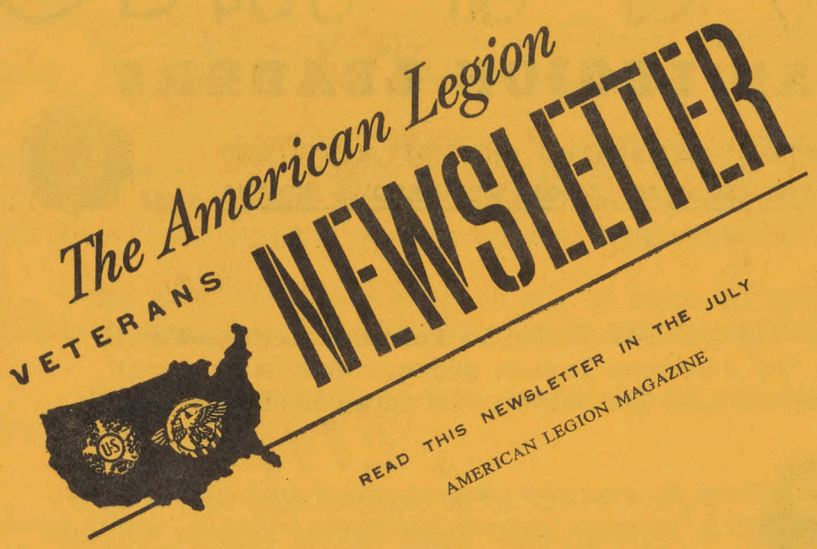
It's the motor that makes the wheels of this organization go round. It makes possible all of the programs and all of the activities.

It furnishes the manpower and the woman-power and the finances so vitally necessary to discharge our obligations set forth in The Preamble to our American Legion Constitution and the mandates handed down by national conventions.

It makes The American Legion the world's greatest veterans organization. It makes you proud to say: "It's GREAT To Be An American Legionnaire!"

MORE AMMUNITION - JULY MAGAZINE:-

If you're looking for effective membership ammunition to convince eligibles that they should belong to The American Legion and join without any further delay, you will find just that kind of information in the lead story of the News Letter section of The American Legion Magazine for July.



It tells a dramatic story of the fight now being waged against veterans rights and benefits. It sums the situation up as follows:

"Most Legionnaires believe in the decency of the present veterans program, don't get benefits themselves....How about the millions of veterans who aren't in the Legion?

"All of them stand to lose rights that some of them may desperately need in the future....Many of them include men and women who are now drawing needed benefits.

"They are the target....They cannot afford to stay on the sidelines.

"For their own good, American Legion Posts should sign them up in the Legion or the Auxiliary, where they can be counted in support of their own interests.

"Their absence from the Legion is already being cited as 'proof' that the Legion's resistance to the attack on their benefits should be ignored....It is said that the Legion doesn't speak for them!"

Legionnaires everywhere should use this story in the July Magazine and spread the facts to all veterans in all communities.

VERY IMPORTANT FOR V.I.P.s:-

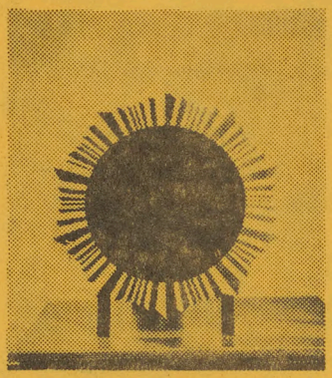
Officers of a post of The American Legion are Very Important People. There's a lot of important letters, bulletins, pamphlets and 'what have you' which your Department Adjutant wants, and wants very badly, to mail out to the post officers. But they can't be sent out to you and the other officers unless he has the names and addresses.

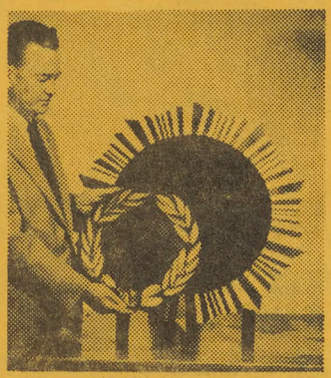
All of this adds up to just one thing--it's important, vitally important--that you send the names of your new post officers for the coming year to your Department Headquarters without delay. Make this a number one priority on your list of things to do.

AMERICAN LEGION EMBLEM SLIDES:-

Visual demonstration of parts of the emblem make for an educational film strip especially effective for initiation of new members. Each of the basic parts, plus the complete emblem stand out in color on series of six 2 x 2 color slides. Per set of six slides No. 713136 $5.00 through National Emblem Sales, P. O. Box 1055, Indianapolis, Indiana. Any American Legionnaire can act as narrator, using Chaplain's remarks on Page 19 of Manual of Ceremonies, or explanation as illustrated in "PROGRAMMING". Slide projectors are usually available through local car dealers, or may be rented.

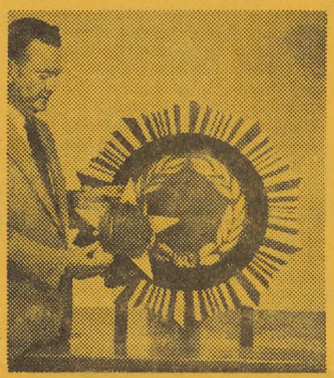
MEANING OF AMERICAN LEGION EMBLEM





1. THE RAYS OF THE SUN form the background of our proud Emblem, and suggest that the Legion's principles will dispel the darkness of violence and evil.

2. THE WREATH forms the center, in loving memory of those brave comrades who gave their lives in the service of the United States, that liberty might endure.



3. THE STAR, victory symbol of WWI, signalizes as well honor, glory and constancy. The letters U. S. leave no doubt as to the brightest star in the Legion's sky.

4. TWO LARGE RINGS. The outer one stands for the rehabilitation of our sick and disabled buddies. The inner one denotes the welfare of America's children.

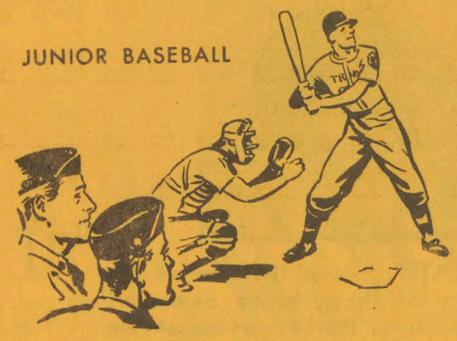
5. TWO SMALL RINGS set upon the star. The outer pledges loyalty and Americanism. The inner is for service to our communities, our states and the nation.

6. The words AMERICAN LEGION tie the whole together for truth, remembrance, constancy, honor, service, rehabilitation, child welfare, loyalty, Americanism.

Every part of The American Legion Emblem has a meaning, a rich symbolism that a glance does not reveal. The Emblem is laid upon the rays of the sun, giver of life, warmth and courage; foe of the cold, of the darkness, of fear, of apprehension. In turn, each of the Emblem's many parts signifies a meaning which no American Legionnaire who wears the Emblem should take lightly, and which he should know from the first moment that he puts his Emblem on. Why does the star signify constancy of purpose? Because the stars are fixed in the heavens, while the planets, the moon and the sun wander. As the stars do not wander, so should The American Legion not wander from its fixed purposes. Here, in pictures, the meanings of all the symbols of The American Legion Emblem are indicated.

SOMETHING TO CHEER ABOUT!

Put on your Legion cap and join the loyal American Legionnaires rooting for American Legion Junior Baseball teams all over America. Give our boys the support they deserve.



SUPPORT YOUR TEAM!

Here's some Regional dates decided to date: No. 1 - Togus, Maine Aug. 16-20; No. 4 - Home Town of North Carolina Department Champion Aug. 14-18; No. 5 - Greenville, South Carolina Aug. 14-18; No. 6 - Ponchatoula, Louisiana Aug. 14-18; No. 8 - Oklahoma City, Oklahoma Aug. 18-22; No. 10 - York, Nebraska Aug. 18-22; No. 11 - Yakima, Washington Aug. 17-21; No. 12 - Winslow, Arizona Aug. 18-22.

Sectionals are: "A"- Togus, Maine Aug. 24-28; "B" - Gastonia, North Carolina Aug. 22-25 & 27; "C" - Bloomington, Illinois Aug. 25-29; "D" - Billings, Montana Aug. 25-29.

The National Finals will be held at Bismarck, North Dakota September 2-6.

GUIDE READY:-

A comprehensive memorandum, setting forth all the 1956 National Musical and Drill Contests arrangements and instructions has been recently forwarded to all Department and Competing Units of The American Legion, by the National Contests Supervisory Committee. Posts needing this important information are urged to request it immediately, from the National Contests Secretary, at National Headquarters.

PROGRAMMING

FOR AMERICAN LEGION LEADERS

NATIONAL HEADQUARTERS

P. O. BOX 1055

INDIANAPOLIS 6, IND.

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OF

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