PROGRAMMING

FOR AMERICAN LEGION LEADERS

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BE A VERY IMPORTANT LEGIONNAIRE AT ATLANTIC CITY

ALL EXPENSE TRIP TO NATIONAL CONVENTION CAN BE YOURS:-
FIVE DESERVING AMERICAN LEGION MEMBERSHIP WORKERS will be the guests of National Commander Dan Daniel at the 39th annual National Convention of The American Legion at Atlantic City, New Jersey, September 16-19-- all expenses paid.

You can be one of these Very Important Legionnaires. The National Commander announced these awards in a March 27 letter to all Department Commanders. There will be one winner from each of the National Vice-Commanders' areas. He will come from the Department which on June 15, 1957 has the greatest percentage of Posts which by that date have surpassed their 1956 membership as of December 31, 1956.

National Headquarters will announce the five winning Departments, but actual selection of the five winning Legionnaires is left to Department officials. This means that ground rules for the contest will be set up in advance by each Department. Watch for futher information from your Department Headquarters.

SEE YOU ON THE BOARDWALK!

HERE ARE SOME ANSWERS TO QUESTIONS ABOUT THIS CONTEST:-

As Post Commander you will have some questions on just how the winners of the National Commander's special membership awards contest will be determined.

Here are a few pertinent facts:

1. Before a Legionnaire from your Department can become a potential winner of a trip to the Atlantic City National Convention, your Department must have the highest percentage of the Posts surpassing their 1956 membership total (that's the December 31 total) for 1957 by June 15, of all the Departments in your National Vice-Commander's area. See page 4 of this issue of "PROGRAMMING" for the listing of Departments in the five National Vice-Commanders' areas. (PARTICIPATION IN THIS CONTEST IS LIMITED TO DEPARTMENTS WITHIN THE CONTINENTAL LIMITS OF THE UNITED STATES).

2. Here's what your Post can do to help your Department reach that plateau. Example, perhaps your Post as of this date needs 5, 10, 20 or more members to beat its last year's total. Then the important task is to again get your membership teams to work on the job of signing up enough members to get the number needed to go ahead of your last year's total. One sure fire prospect list is to check your membership roster of previous years to find and sign up those members who have not re-upped for 1957.

3. How will the winning Department in each of the National Vice-Commanders' areas be determined? Department officials are now sending to National Headquarters a listing of their Posts showing their December 31, 1956 total membership. Then at the conclusion of the contest June 15 department officials will send in another listing showing the Posts 1957 total on that date. Accountants in the office of the National Treasurer will then strike the national percentages for the Departments and thus the winning Department will be determined and announced by the National Commander.

4. Now to the big question. How will the winning Legionnaire from the winning Department be determined? The National Commander in his letter to Department Commanders announcing the contest said this: "THE OFFICIALS OF THE WINNING DEPARTMENTS IN EACH OF THE FIVE NATIONAL VICE-COMMANDERS' AREAS WILL SELECT THE LEGIONNAIRE TO RECEIVE THE AWARD AND THEIR SELECTION WILL BE FINAL."

In other words, the ground rules for the selection of the winning Legionnaire are to be set by department officials. Be on the look-out for these ground rules from your Department Headquarters.

5. What will the five winners receive as awards? The winners will receive free trips to the National Convention in Atlantic City--roundtrip by air or first class Pullman and four days in Atlantic City. They will be special guests of the National Commander at his dinner for distinguished guests. They will have seats in the distinguished guests reviewing stand for the parade and will rate number one priority for other convention events.

SEE YOU ON THE BOARDWALK!

NATIONAL COMMANDER DAN DANIEL SAYS:-

"A greater American Legion Membership is yours for the asking!"

" - If you ask enough eligible veterans between now and June 15th."

THIS IS MY CONTEST TO REWARD OUR VERY IMPORTANT LEGIONNAIRES THE MEMBERSHIP WORKERS!

Five American Legionnaires who have proved their mettle as membership workers will be my special guests at the 39th National Convention in Atlantic City, New Jersey, September 16-19, with all expenses paid. They will be winners selected by their Department officials in our final membership effort of the 1957 campaign. Deadline for this drive to wrap up the year's enrollment will be June 15, 1957.

In my letter to Department Commanders on March 27, I emphasized that "ONLY VOLUNTEER WORKERS WILL BE CONSIDERED and special consideration should be given to Legionnaires making outstanding contributions to the 1957 membership work during the entire membership campaign, beginning with the time the 1957 membership cards were received by the posts."

I asked that one winner of this contest be from each of the five National Vice-Commanders' areas. He will be selected from that Department which on June 15 has then highest percentage of posts whose membership on that date exceeds the total 1956 membership of the post as of last December 31.

Every American Legionnaire should look upon this final membership effort for 1957 as an opportunity to wind up the membership year in a blaze of glory. A greater American Legion membership is yours for the asking. If you ask every eligible veteran between now and June 15, you could be one of the lucky Legionnaires to win a trip to our National Convention and reap the honors every hard working membership getter deserves.

DEPARTMENTS IN NATIONAL VICE-COMMANDERS' AREA:-

National Vice-Commander John F. Stay: Ohio, Connecticut, New Hampshire, Rhode Island, New Jersey, Pennsylvania, Maine, Massachusetts, New York, Vermont.

National Vice-Commander Carl R. Moser: Idaho, Nevada, California, Oregon, New Mexico, Utah, Montana, Wyoming, Washington, Colorado, Arizona.

National Vice-Commander J. Edward Walter: Delaware, Maryland, Virginia, Kentucky, South Carolina, North Carolina, West Virginia, D. of C.

National Vice-Commander Gaylor M. Brown: North Dakota, Iowa, South Dakota. Nebraska, Minnesota, Indiana, Illinois, Wisconsin, Michigan, Kansas, Missouri.

National Vice-Commander George T. Lewis, Jr.: Louisiana, Alabama, Tennessee, Mississippi, Georgia, Oklahoma, Arkansas, Florida, Texas.

SEE YOU ON THE BOARDWALK!

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FOR AMERICAN LEGION LEADERS

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YOU CAN BE 1 OF 5 WHO WILL WIN

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