THE AMERICAN LEGION

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NATIONAL NEWSLETTER

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GREATEST ANNIVERSARY!

The 40th anniversary of the birth of The American Legion, March 15 to 17, 1959, will be its greatest because it will mark the completion of 40 years of service rendered by millions of Legionnaires to their communities, states and the nation.

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The National Organization has been busy with 1959 birthday promotion plans which include bringing the story of The American Legion to a TV audience of more than 40,000,000 through showings of the new film, "We Who Serve." It will also include a special birthday salute featuring National Commander Preston J. Moore on Frances Langford's hour-long color spectacular over the NBC-TV Network, 10:00 to 11:00 p.m., EST, Sunday, March 15.

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But all this national promotion will be only icing on the cake. For the myriad activities of thousands of posts in crossroad hamlets and teeming cities will be the core of the 40th anniversary celebration.

Post Opportunity

Every post should organize immediately for a bang-up birthday celebration during March. The 1959 anniversary is a membership milestone.

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A special birthday publicity clipsheet has been prepared by the Nat'l. Public Relations Division in Indianapolis and has been mailed to all post adjutants. It includes suggested birthday feature stories, news releases, an editorial, a model proclamation, announcement of special membership awards, and promotion ideas and stunts. Every post should make the fullest use of this clipsheet material in its local birthday publicity.

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The issue also includes the reproduction of a 5-column 1959 American Legion birthday cooperative ad. This is available without cost in matrix form in 3 and 5-column sizes to all posts. It is designed for sponsorship in hometown newspapers by local business firms. These mats may be obtained upon request to Nat'l. Membership Dir. George Rulon, P. O. Box 1055, Indianapolis 6, Ind. All posts as the first step should talk with the advertising managers of their community newspapers about this cooperative ad.

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Birthday Thought: A great post is only the lengthened shadow of a good commander!

Suggested Activities

Invite all eligible veterans in your community to your birthday party. Ask their wives too.

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Get your mayor to issue the suggested birthday proclamation as included in the clipsheet. Publicize his proclamation with stories and pictures.

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Give advance publicity in the press and on the radio to your birthday party.

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Request the free birthday news mat shown in the clipsheet and get your hometown editors to use them.

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Rewrite the Page 1 story of the clipsheet under the heading of "Labor of Legion Had Impact on USA Welfare and Security," put your commander's by-line over it and submit it to your hometown editor as a local birthday feature. It is a 40-year summary of American Legion accomplishments.

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Have your Auxiliary Unit bake a cake, put 40 candles on it, cut it at your party and publicize it with pictures and on the air.

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Have a ceremonial induction of new members at your party.

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Award 40-year cards to those of your members entitled to them.

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Honor your living charter members at the party.

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Organize a viewing and listening party to see and hear Nat'l. Comdr. Moore on the Frances Langford NBC-TV color spectacular on Sunday night, March 15.

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Report your birthday activity to your department adjutant. You must have a birthday observance in addition to a March 15, 1959, enrollment or your entire 1958 membership or more, to qualify for the handsome picture of our 40 past national commanders, suitable for framing and hanging in a post home.

New Legion Film Clicking with Posts

Hundreds of bookings by posts for use during March of the new American Legion 28-minute, 16mm, black and white sound film, "We Who Serve," have been received by the Nat'l. Public Relations Division in Indianapolis.

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More than 125 orders for the purchase of this film at the low cost of $30.00 have been received also from departments and posts. It makes an ideal ritual movie for the indoctrination of new members. The movie dramatizes with warmth, the interests and good fellowship that veterans can find in The American Legion. Hollywood-produced, the film features Tom Brown and Marjorie Reynolds, well-known TV and movie stars. It is an inspiring vehicle for telling the story of The American Legion to outside groups as well. It has high entertainment value.

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AMERICANISM ACTIVITIES

What American Legion Post was the first to dedicate the new 49-star U. S. Flag?

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An American Legion Auxiliary Unit currently lays claim to this honor. The Henderson-Smith-Edmonds Auxiliary Unit 86 at Rockville, Md., had an official dedication of its new flag with Asst. Nat'l. Americanism Dir. Lee Pennington as the speaker.

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The name of the Keystone Boys Camp has been changed officially beginning with 1959 to the Keystone Boys State by its Board of Directors to conform with the practice of all other departments in this youth-training program. Pennsylvania had previously been prevented from taking this action because of a legal obstacle which recently was remedied.

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All posts should now start planning their school medal awards for June, the Nat'l. Americanism Commission advises. Every post should engage in this fine activity. The Commission expects the 1959 school medal awards to set a new high.

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March 30 is the deadline for the certification of department oratorical contest winners to the Nat'l. Americanism Commission. Reports indicate the 25th annual contest this year will be tops again in increased participation by high school students. The national oratorical finals this year will be at Lodi, Cal., on April 20. This year's finals may be covered live by television under a change of rules. Archie M. Closson of the Nat'l. Americanism Commission is in charge of all contest arrangements at Lodi.

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The four sectional semi-finals will be in Baltimore, Md., for Section A on April 13; at Greenville, S. C., for Section B on April 14; at Bartlesville, Okla., for Section C on April 16, and in Salt Lake City, Utah, for Section D on April 16.

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Lawyers affiliated with American Legion Posts should be the spearheads in their profession in supporting The American Bar Association in disbarment proceedings against attorneys who are found to be members of the Communist Party or who invoke the 5th Amendment regarding their Red affiliation.

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The Nat'l. Americanism Commission invites attention to the Feb. 16, 1959, report of the House Committee on Un-American Activities which charges that Communist lawyers rank as part of an elite corps within the Red Fifth Column in the United States today. The report of the committee is entitled "Communist Legal Subversion."

★

Now is the time that all posts should be moving to implement their plans for a banner American Legion Junior Baseball season for 1959. The spring training season for 1959 baseball is almost here. Junior Baseball is an ideal American Legion Post activity. Is your post sponsoring a team? If not, why not bring it up at your next post meeting? Your local Ford dealers will be glad to cooperate. But don't pass the buck to them. Keep it a post activity run by an effective chairman and committee! The new American Legion Junior Baseball Handbook is now available to every post. It is a complete guide to this fine activity.

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The 1959 Boys State Season is approaching. Is your post sponsoring one or more boys? Have you contacted other civic groups in your community to get them to sponsor boys? Now is the time to lay the accent on this splendid "learning by doing" civic training program.

AMERICAN LEGION INSURANCE

More and more posts are beginning to realize the membership appeal and enrollment stabilizing values of The American Legion's dollar-a-month group life insurance program.

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Applications for this insurance continue to reach the Insurance Division at Nat'l. Hdqtrs. in Indianapolis at the rate of 100 a day.

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More and more posts -- hundreds of them -- are requesting the free 1, 2, 3, 4 and 5-column mats for advertising this insurance plan in their hometown newspapers or in their own publications. If your post has not yet asked for these mats, it is missing a good bet. They can be had by writing to the Nat'l. Insurance Division, The American Legion, P. O. Box 1055, Indianapolis 6, Ind. One of these mats has a coupon application which interested eligible veterans can clip and fill in and send to the Insurance Division for further information and application forms.

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As of mid-February almost $80,000,000 worth of these insurance policies were held by Legionnaires. Death benefits already paid under this plan already approach $100,000.

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No post has yet achieved an enrollment of 75 per cent of its membership in this insurance bargain plan. This is something every post should shoot at!

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Mailing has just been completed of policies complying with their respective state insurance laws to Legionnaires in Illinois, New Jersey and Wisconsin.

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In the case of death of a covered Legionnaire, his post should immediately notify the Nat'l. Insurance Division in Indianapolis. The notification should furnish the name and address of the beneficiary and always include the certificate or policy number. If the insurance is found to be in force, the claim forms will be sent immediately to the beneficiary. The completed claim form, a certified copy of the death certificate and the original insurance policy are all that are needed for prompt payment, usually within a matter of hours.

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Less than 2,000 Legionnaires have thus far been denied this insurance or have been placed in a status under which they may be covered if 75 per cent of their post membership is enrolled in the group plan.

MARCH ALSO REHAB MONTH

Day-to-day problems arising from cases handled by the vast army of post service officers will provide the grist for the mill of the 36th annual National Rehabilitation Conference of The American Legion in Washington, D.C., March 3 to 6. March is also the rehabilitation month!

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Hundreds of rehabilitation directors and service officers will be at the conference. They will flank Nat'l. Comdr. Moore on March 3 when he presents The American Legion's 1959 legislative program to the House Veteran Affairs Committee at a public hearing on Capitol Hill.

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They will hear Administrator of Veteran Affairs Sumner G. Whittier, other top VA officials, members of the Congress and key government executives in panel discussions of veteran problems. The conference sessions will be presided

(Continued on page 4)

NATIONAL SECURITY ACCENT

The blueprint for vocal American Legion Post views on putting national security ahead of dollars in this age of intercontinental missiles has been laid down by Nat'l. Comdr. Moore.

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"No responsible citizen can deny that we must make whatever sacrifices may be needed to defend America against the Communist enemy," Comdr. Moore says. "Yet there are many in our land who are perfectly willing to accept our present defense program as entirely adequate. The second-best hand never wins the pot!"

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Citing the fact that recognized authorities concede that the United States is at least two or three years behind Soviet Russia in missile development, the Nat'l. Comdr. says he finds no encouragement in the thought that ultimately we will close the gap.

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"Ultimately could be 10 years from now," he hammers home. "And 10 years could be 120 months too late!"

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The Commander's views on national security reflect the report of the National Security Commission of The American Legion at its recent meeting in Washington, D.C. It declared:

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"It is the studied opinion of the National Security Commission of The American Legion that present world tensions demand ever-increasing diligence and personal sacrifice on the part of individual American citizens if we are to maintain our present free way of life.

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"The commission believes a realistic appraisal of our military needs should be based on the nature of the threat which faces our nation. To that end we believe our military forces including reserves should not be reduced below their present status in personnel budget!"

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Taken as a whole, the commission report and its statement of policy advocate a strong defense posture in aeronautics and space, in the American Merchant Marine, in military and naval affairs, in law and order and in increased efforts in the field of psychological warfare.

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All posts are directed by the 40th National Convention of The American Legion in Chicago last fall to support actively the Civil Air Patrol as part of their national security activities.

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In order that posts may implement this resolution, the National Newsletter herewith lists the area conferences of the Civil Air Patrol which American Legion department, district and post officials are urged to attend:

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Southeastern Region -- April 16 to 19 at Fort Lauderdale, Fla. The contact is Lt. Col. Robert E. Whaley, Department of Commerce Bldg., Berry Field, Nashville 10, Tenn.

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Pacific Region -- May 8 to 10 at Las Vegas, Nev. The contact is Lt. Col. Lawrence T. Gordon, Bldg. T-235, Presidio of San Francisco, Cal.

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Middle Eastern Region -- May 22 to 24 in Washington, D.C. The contact is Lt. Col. Jack D. Dieckman, Shaw Air Force Base, Sumter, S. C.

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Rocky Mountain Region -- June 12 to 14 in Salt Lake City, Utah. The contact is Lt. Col. Edward G. Kelley, Bldg. 471, Lowry Air Force Base, Colo.

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North Central Region -- September 25 to 27 in Minneapolis, Minn. The contact is Lt. Col. Walter P. Williams, Bldg. P-4, Minneapolis-St. Paul International Airport. Minneapolis 50, Minn.

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Great Lakes Region -- September 25 to 27 in Cincinnati, Ohio. Contact is Lt. Col. Albert W. Roby, Old Administration Bldg., Detroit Metropolitan-Wayne County Airport, Inkster, Mich.

★

Southwestern Region -- October 9 to 11 in New Orleans, La. Contact is Lt. Col. Walter D. Lasly, 102 Walnut Hill Village, Dallas 20, Texas.

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Northeastern Region -- October 16 to 18 at Hartford, Conn. Contact is Lt. Col. Thomas C. Hoffman, Box 105, Mitchel Air Force Base, N. Y.

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Each of these conferences will deal with the specific problem of the Civil Air Patrol programs in the respective regions. American Legion officials will find the CAP is doing an outstanding job but like so many other worth while projects needs active community support. Posts can steam up such support. This is a job for hard-hitting post committees everywhere.

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American Legion Posts can strengthen their own local public relations by offering local CAP units their facilities for meetings, sponsoring banquets honoring the local CAP personnel and by sponsoring a teacher to an aviation education workshop which the CAP holds during the summer months around the nation.

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The teacher sponsorship is especially a fruitful post public relations field. Rarely will the cost exceed $175.00 as the Air Force is planning to fly the teachers to workshop sites. Picture possibilities of such post sponsorship are numerous, such as Legionnaires escorting their local teacher to an Air Force plane and the welcome back.

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Aviation education is recognized by The American Legion as vital to our national security. CAP provides the pilots of the future. Working together, the CAP-Legion can do a great service to the nation as well as in solidifying public support for this project.

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Despite the increasing peril of Communist aggression, the Armed Forces program of cutbacks continued during last December. Based on preliminary reports, the strength of the Armed Forces as of December 31 was 2,565,531. This represented a decrease of 24,555 from November 30, 1958!

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A corrugated metal structure is being tested by the Army for troop use in future combat atomic warfare. The underground shelter can withstand pressures up to 60 pounds per square inch. The shelter is 68 feet long and 10 feet wide.

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For Additional Information On All Programs Write To National Public Relations Division
P. O. BOX 1055 • INDIANAPOLIS 6, INDIANA

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FORM 3547 REQUESTED

NOTE TO EDITORS: PERMISSION GRANTED TO USE OR REPRINT ALL NATIONAL NEWSLETTER ITEMS.

GREATEST ANNIVERSARY!

(Continued from page 1)

The rental on the film is $1.00, payable in advance with a request for a given date. Because of the demand, posts should list at least two alternate dates. You should request this film at least 30 days in advance of a scheduled showing.

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A partial list of the scores of TV stations which have booked "We Who Serve" for their air waves during American Legion Birthday Week, March 15 to 21, appears in the clipsheet.

Frances Langford's NBC-TV Birthday Salute

If anyone qualifies for the designation of "GI Sweetheart" of World War II it is Frances Langford, who endeared herself to American fighting men and women on six action fronts with her morale-boosting entertainments.

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The March 15 NBC-TV color spectacular from 10:00 to 11:00 p.m. EST marks the return of Frances Langford to show business. The show will be entitled "Frances Langford Presents." She will present Nat'l. Comdr. Moore in a salute to The American Legion on its 40th birthday anniversary.

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This TV program will be carried by time zones as follows:

Eastern Standard Time ---	10:00 to 11:00 P.M.
Central Standard Time --	9:00 to 10:00 P.M.
Mountain Standard Time -	8:00 to 9:00 P.M.
Pacific Standard Time ---	7:00 to 8:00 P.M.

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Don't miss seeing and hearing your old favorite!

REHAB MONTH *(Continued from page 3)*

over by Robert M. McCurdy of Pasadena, Cal., chairman of the Nat'l. Rehab Commission, annual sponsor of meeting.

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Various discussion panels will take up such matters as VA medical and hospital services, claim procedures, appeals, insurance, Social Security disability benefits, the VA voluntary hospital services and other activities. Sponsored by the Nat'l. Economic Commission of The American Legion will be panel discussions of veteran preference rights, employment and housing.

CHILD WELFARE FRONT

All posts should now start planning for their accent on observance of April as Child Welfare Month.

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The Nat'l. Child Welfare Division, The American Legion, P.O. Box 1055, Indianapolis 6, Ind., has available for distribution a revised new booklet entitled "April is Child Welfare Month."

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This is a valuable guide for posts and their units for their April activities. It is filled with suggestions for special child welfare meetings during April. It contains ideas for year-round community child welfare projects. This booklet is a gold mine for smart post publicity officers.

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What are your post and unit doing to rid your community news stands of obscene, pornographic and other debasing literature, including objectionable comic books? This is an excellent project for every post and unit for April! Mobilize other civic organizations, religious groups and community leaders for a united crusade against printed smut and filth in your hometown. A good way to start is to organize a mass meeting of citizens for the coordinated effort to protect the youth of your community. Don't forget to enlist your hometown newspapers and radio stations in support of such a crusade.

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Senator George A. Smathers of Florida has introduced SB-105 to implement a major American Legion child welfare objective in the present session of the Congress. It would establish a Veterans' Children Scholarship Program to be financed from the earnings of the investment of $100,000,000 of enemy alien properties now held by the U. S. Government. Approximately $600,000,000 of such enemy alien assets are still held by our government. It is estimated the earnings from such a $100,000,000 investment would provide 2,000 scholarships annually for students interested in pursuing career training in science, technology and engineering as well as preparation for teaching in these fields. Senate Bill 105 provides that the Nat'l. Science Foundation would administer the scholarship plan. The award of such scholarships would be based on the student's demonstrated ability in these areas with priority in awards given to children of veterans of World Wars I and II and the Korean War.