THE AMERICAN LEGION

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1960 GOAL: 2,701,087 PAID-UP LEGIONNAIRES!

Howdy, Podnuh! It's round-up time for The American Legion at some 17,200 corrals (posts) throughout the United States and overseas. That's a lot of range to cover, but with enough riders (dedicated membership specialists) there should be 2,701,087 eligible veterans carrying 1960 Legion cards by the end of the drive.

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This year's campaign for enrollment in The American Legion has taken on a "Western" flavor as the membership planning booklet carries the theme "Ride the Range for your Reward," and pictures The American Legion emblem as "A 'brand' they're all proud to wear!

Department Goal

The membership incentive goals for 1960 have been assigned to the various Departments as follows:

Alabama	35,974	Montana	15,539
Alaska	2,763	Nebraska	43,027
Arizona	15,548	Nevada	3,756
Arkansas	26,542	New Hampshire	17,915
California	141,671	New Jersey	73,146
Canada	369	New Mexico	14,132
Colorado	25,130	New York	218,423
Connecticut	30,868	North Carolina	41,489
Delaware	4,472	North Dakota	18,061
D. of C.	13,446	Ohio	122,609
Florida	45,256	Oklahoma	46,220
France	1,675	Oregon	25,762
Georgia	52,450	Panama, C. Z.	935
Hawaii	3,669	Pennsylvania	264,736
Idaho	10,395	Philippines	2,367
Illinois	220,422	Puerto Rico	13,171
Indiana	110,689	Rhode Island	11,930
Iowa	80,742	South Carolina	22,163
Italy	3,702	South Dakota	21,514
Kansas	59,439	Tennessee	54,723
Kentucky	34,869	Texas	78,740
Louisiana	50,682	Utah	6,845
Maine	21,978	Vermont	11,577
Maryland	36,418	Virginia	30,779
Massachusetts	87,565	Washington	42,785
Mexico	737	West Virginia	30,056
Michigan	70,936	Wisconsin	78,260
Minnesota	91,728	Wyoming	10,183
Mississippi	26,729	Outlying Posts	4,314
Missouri	69,156		
		TOTAL	2,701,087

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These goals are assigned to the departments on the basis of a two percent increase over the memberships they recorded as of Dec. 31, 1958. However, those departments which reached an all-time high in enrollment in 1958 have been assigned a 1960 goal equal to that record figure. Departments which enrolled two times the national average or more in percentage of eligibles in 1958 have an assigned membership goal for 1960 equal to twice the national average in percentage of eligibles.

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Your department can only meet its goal if your post pulls its share of the load. What was your membership on Dec. 31, 1958? Add two per cent of that figure to it and you've got a good idea of what your own post should have as a membership goal for 1960.

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Summer and vacation time will soon be over. It's not too early to be mapping out your own campaign. The success of your year is dependent upon the outcome of your membership drive.

Enrollment Aids

Confused? Bewildered? Take your enrollment problems to either your Department or National Headquarters. Both are eager to assist you with advice, membership supplies and other recruiting aids.

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"We Who Serve", the new American Legion movie, has received tremendous audience response since its release early this year. Because of the flood of requests for the film since its release, especially during the period of The American Legion's 40th anniversary celebration, many bookings could not be filled.

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However, bookings for "We Who Serve" are now available for showings anywhere in the United States. Only one dollar is charged, to cover the cost of handling and mailing. The film is available in 35-millimeter, as well as 16, making it possible to show the movie at your local theater. The 35-mm film is available in either 10-minute or 28-minute length. For the first 50 bookings for one-week theater showings of the 35-mm prints of "We Who Serve", an attractive set of desk flags will be presented to the theater manager and to the post responsible for the booking. The flag sets will be presented from National American Legion Headquarters on receipt of an audience report card on the film.

Tells Legion Story

Here's a chance to get The American Legion story to the eligible veterans of your area as well as help build a better understanding of American Legion programs within your community.

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The 16-mm prints of the movie may be obtained for a limited period showing for the one dollar fee or posts and de-

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1960 GOAL

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partments can purchase the complete film for only $30.00. Copies of the movie have been purchased and presented to posts, libraries, and schools as memorials to departed comrades.

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If your post wishes to obtain the film for a limited period showing, please contact: Films, American Legion National Headquarters, P. O. Box 1055, Indianapolis 6, Ind. Because of the increased demand, now evident, for the film after the first of September, posts should request the movie between 30 and 60 days prior to the date they plan to show it.

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A colorful brochure on "We Who Serve", which will assist you in setting up a theater showing of the film, may also be obtained by writing to the above address.

Do You Need Supplies?

Memo to all post commanders: Do you and your fellow post officers have the necessary supplies and materials necessary for performing capably the duties of your respective positions? The following are "musts" in every post:

Post Handbook of The American Legion
Manual of Ceremonies
American Legion Emblem Catalog

Extra copies of the Post Handbook and the Manual of Ceremonies are 25 cents each. The Emblem Catalog is available free of charge. All may be obtained by writing to: Emblem Division, American Legion National Headquarters, P. O. Box 1055, Indianapolis 6, Indiana.

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At the start of this new year in your post, how about a campaign to increase interest in your post's activities by encouraging your members to wear The American Legion button at all times and the American Legion cap to post meetings and other functions of the organization?

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Coming up: A circular concerning official American Legion bowling shirts for all of you pin-knockers will be distributed soon from the Emblem Division at National Headquarters.

New Selling Point

If you're having a hard time convincing that guy he ought to belong to The American Legion, don't forget the newest selling tool in your membership kit: The American Legion Life Insurance Program.

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This family protection plan, while yet in its infancy, is growing in its acceptance by Legionnaires in all departments. Now just a little more than one year old, The American Legion Insurance Program has nearly $90 million of coverage in force and has paid more than $100,000 in claims.

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This protection plan is available only to Legionnaires, provides coverage at a minimal cost per year, offers benefits up to as much as $4,000 (depending on the age of the insured), and is available to members up to age 70.

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Complete details on this program may be obtained by writing: Insurance, The American Legion, P. O. Box 1055, Indianapolis 6, Indiana.

LEGISLATIVE

In response to an organized request by The American Legion and the Auxiliary, the Senate Finance Committee conducted a two-day hearing on H. R. 7650, the Veterans' Pension Act for 1959, on July 28 and 29. Among those testifying during the hearings were National Commander Preston J. Moore, National Rehabilitation Chairman Robert M. McCurdy, and, in a precedent-establishing appearance, Mrs. Charles W. Gunn, national president of the Auxiliary.

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In urging the Senate committee to report the bill favorably in its present form, Commander Moore pointed out, "The bill is admittedly a compromise measure ... the present provisions of H. R. 7650 represent the minimum acceptable plan. Any restrictive amendments such as a further lowering of the rates would necessarily result in withdrawal of The American Legion's support."

'Forgotten Man'

National Rehab Chairman McCurdy told the committee, "It would appear that at this time the forgotten man is the totally disabled and unemployable veteran who is seeking a disability pension. He is in a class that Congress alone can take care of, and he is the man who, since 1954, has stood alone as the one overlooked."

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Mrs. Gunn, national Auxiliary president, declared that her organization "stands unified in support of the provisions of the pending legislation that includes death pension parity for the widows and orphaned children of veterans of World War II and Korea."

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Veteran observers on Capitol Hill indicate that the chances are very good that H. R. 7650 will gain Congressional approval and the signature of the President.

Senate Vets' Group Okayed

Another step toward the achievement of a long-sought American Legion objective has been taken by a Senate subcommittee investigating the creation of a Senate Veterans Affairs Committee.

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The special subcommittee has reported favorably on the proposal to the full Senate Committee on Rules and Administration which must now consider the establishment of such a permanent committee.

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Chairman of the Senate Committee on Rules and Administration is Sen. Thomas C. Hennings (D-Mo.). The subcommittee investigating the proposal consisted of Sens. Howard W. Cannon (D-Nev.) and Kenneth B. Keating (R-N. Y.).

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National Legislative Chairman Jerome Duggan and National Legislative Director Miles Kennedy have expressed their thanks to the many members of The American Legion and Auxiliary who helped obtain a hearing on the pension bill in the Senate, and for the support given to the proposals in the Senate which would create a Veterans Affairs Committee in the Upper House.

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(Note to you membership campaigners: This legislative information might assist you in selling that reluctant prospect on the idea of belonging to The American Legion!)

CHILD WELFARE

The National Child Welfare Division reports that The American Legion and its affiliated organizations (the Auxiliary, the Forty and Eight, and the Eight and Forty) spent more than $8 million on child welfare during the year ending May 31, 1959.

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The tabulation of reports from 53 American Legion Departments and 53 Departments of the Auxiliary showed that $8,162,966.25 was spent on behalf of children and youth. The reports accounted for expenditures by 7,154 (or 43 per cent) posts and 11,131 (or 83 per cent) units.

Expenditures Breakdown

American Legion Posts and departments accounted for slightly more than one-half of the funds spent with $4,092,855.55. American Legion Auxiliary Units and departments reported $2,305,363.52 spent for children and youth. The Forty and Eight, with 40 Grand Voitures reporting, showed an expenditure of $1,489,690.02. The Eight and Forty, with 44 departmentaux submitting reports, spent $225,751.92.

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However, National Child Welfare Chairman Arthur Wilkie points out that the magnitude of The American Legion's Child Welfare Program cannot be measured completely in dollars and cents. For instance, The American Legion has been active in securing favorable legislation, both state and federal, for children during the past year.

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Child welfare is a big operation in The American Legion and, although the total expenditures each year do not reflect many of the program's accomplishments, such a report is the only tangible method of checking its progress. The size of this annual report is sound evidence of The American Legion's continuing concern for the well-being of America's children.

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The National Child Welfare Commission and Division wish to express their sincere appreciation to everyone whose efforts contributed to this tremendous 1959 showing.

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(Is that eligible veteran still hesitant about becoming a Legionnaire? Don't burden him with a lot of statistics, but you might mention that The American Legion, since 1925, has spent $156 million on child welfare.)

DATES TO REMEMBER!

Aug. 22	1959 Junior Baseball Regional Tournaments Begin
Aug. 25	1959 Junior Baseball Sectional Tournaments Begin
Sept. 1	Department Americanism and Post Activity Reports due at National Headquarters
Sept. 6-10	American Legion Junior Baseball National Finals, Hastings, Nebraska
Sept. 7	Labor Day*
Sept. 17	Constitution Day*
Sept. 17-23	Constitution Week
Sept. 21-27	Junior Baseball Sponsor Appreciation Week

* Flag Display

AMERICANISM

National Americanism Director C. A. Tesch has issued a reminder to post officials that Americanism and Post Activity Reports for 1958-59 are now due and should be rushed to Department Headquarters for transmittal to National Headquarters in Indianapolis. The annual citation awards provided by the National Americanism Commission are based on these reports.

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Department Headquarters are required to transmit their Post Report forms to National Headquarters not later than Sept. 1. Citations will not be issued if forms arrive after this deadline. Departments cannot comply with this deadline unless posts get their report forms in promptly.

Oratorical Contest Pamphlet

The 1960 National High School Oratorical Contest pamphlet, including rules, has been sent in quantities to Department Headquarters for redistribution to posts. School terms will be opening soon, and posts should have this material available to pass on to high school officials early in their school year.

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If your post has not received a supply sufficient for the high schools in your area, be sure to request your department to furnish them to you as quickly as possible. Your high school officials will appreciate early attention to the oratorical contest program in order to coordinate it with other activities and assure proper preparation by students for the competition.

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The publication of all department (state) winners' orations, with pictures and brief biographies of the winners, is now available by writing: Americanism Division, American Legion National Headquarters, P. O. Box 1055, Indianapolis 6, Ind. Cost of this publication, which should be in every high school library, is one dollar per copy. A convenient order blank is attached to each 1960 contest rules pamphlet.

Non-Member Subscriptions Growing

American Legion Posts and Auxiliary Units are showing great interest in the sale of non-member subscriptions to The American Legion Magazine.

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In addition to making some money for your post or unit treasury, you can build some good will for your organization by donating subscriptions to your local library or high school. Some posts are helping promote wider public interest in American Legion activities and programs by donating a subscription to their respective Boys State graduates.

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A post commander in Michigan not only found good response to his non-member magazine sales pitch but also that he could use the magazine as a "door-opener" to membership. Out of 15 contacts at the place where he works, this commander sold 12 non-member subscriptions and one membership in The American Legion.

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Non-member subscriptions are $1.50 per year. Your post or unit retains 50 cents of each subscription sold. Regular subscription sales forms, which include a receipt to be presented to the purchaser, may be obtained free of any cost by posts or units by writing: Circulation Department, The American Legion Magazine, P. O. Box 1055, Indianapolis 6, Indiana.

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THE AMERICAN LEGION NATIONAL NEWSLETTER

REHAB: POLICY CHANGE IN 5 VA HOSPITALS

Deputy Administrator Bradford Morse of the Veterans Administration has advised National Rehabilitation Director John J. Corcoran of a significant application of a recently announced policy change in management to five VA hospitals.

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Hospitals affected by the announcement are those at Fort Bayard, N. M.; Tucson, Ariz.; Walla Walla, Wash.; Whipple, Ariz.; and Batavia, N. Y. These hospitals, operated previously for treatment of tubercular veterans, are now designated as general medical and surgical hospitals.

125,000 Beds Authorized

Under the Presidential policy which was announced Feb. 26, the VA is to operate a system of hospitals with an announced patient capacity of 125,000 authorized beds. This was the first occasion of acceptance by the Administration of the idea that the maximum bed capacity, minus the number needed for care of the service-connected cases, would be maintained and operated for the so-called non-service-connected cases.

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Under this general policy, the announcement by Morse concerning the five VA hospitals mentioned above complies with another phase of the President's February announcement which provided for the shifting of beds from one type of use to another.

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In his letter to Corcoran, the deputy administrator stated: "All of these hospitals have actively participated in the cooperative study in the chemotherapy of tuberculosis, which was American medicine's first large scale effort to study with precision the effects of the variables of treatment in tuberculosis. New treatment methods, pioneered largely by VA research, have shortened the stay for tuberculosis patients."

Assures Maximum Hospital Use

Pointing out that the number of tuberculosis patients at the five affected hospitals has declined steadily in recent years, Morse added, "The redesignation will assure maximum use of the hospitals for current day needs of veterans and will enable the hospitals to care for more patients since the turnover rate of beds is higher for patients with general medical and surgical conditions than for those with tuberculosis."

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The initial announcement of designation change of these hospitals carried no details as to personnel changes, number of beds operated, or other such material. The April 1959 VA field station summary carried the following information on number and types of patients at the hospitals named (average daily patient load):

Fort Bayard -- 44 tuberculosis, 4 neurological, 140 general medical and surgical.

Tucson -- 19 psychiatric, 167 tuberculosis, 194 general medical and surgical.

Walla Walla -- 3 psychiatric, 94 tuberculosis, 19 neurological, 209 general medical and surgical.

Whipple -- 5 psychiatric, 115 tuberculosis, 7 neurological, 183 general medical and surgical.

Batavia -- 74 tuberculosis, 1 neurological, 144 general medical and surgical.

1960 Membership Calendar

Oct. 1, 1959 -- Mail first statement of dues.

Oct. 20, 1959 -- Dues become payable.

Nov. 11, 1959 -- Veterans Day - First Target Date.

Dec. 31, 1959 -- Second Target Date.

March 15, 1960 - 41st Anniversary of The American Legion -- FINAL TARGET DATE.

March 31, 1960 - National Convention Housing Determination.

May 1, 1960 -- National Convention Parade and Seating Determination.

The House Veterans Affairs Committee has approved a bill which would extend the application deadline for the World War II GI loan program for two more years from the present July 25, 1960, cut-off date to July 25, 1962.