THE AMERICAN LEGION

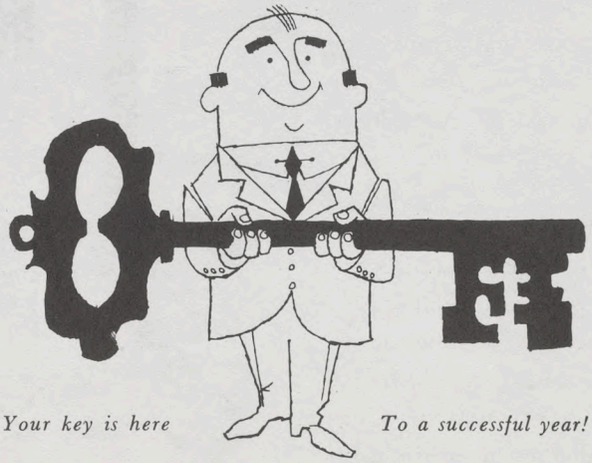
ADVANCE

A National Headquarters Monthly Publication for Post Commanders

Vol. V | July, 1962 | No. 7

Planning + Work = Success

AS NEW OFFICERS PREPARE to take over their duties in American Legion Posts all over the United States and in some 28 foreign lands as well, the ADVANCE offers its own answer to the question: "What makes a successful American Legion year?"



Your key is here *To a successful year!*

For the past six months, consultants of the National Membership and Post Activities Section at National Headquarters have been making on the spot analyses of American Legion posts and their community standing in widely scattered cities—Corpus Christi, Tex.; Greene County, Mo.; Lehigh and Northampton Counties, Pa.; Lexington, Ky.; Tucson, Ariz.; Winston-Salem, N. C.; Jefferson Parrish, La.; Oklahoma City; Salt Lake City; and Wichita, Kan.

These surveys of what makes The American Legion tick (or fail to tick) have been used by the National Headquarters in drawing up its 1963 membership plan.

Talks with post officers, Legionnaires, and community leaders all over the country have confirmed some long-held theories—and have also kicked others into a cocked hat.

Two Basic Truths

Here are two basic facts on which the National Membership and Post Activities Committee is basing its 1963 program:

1. Essential to membership success is a full calendar of well-organized and competently operated post activities, including both community service and social events.

2. Even with excellent activities, membership success doesn't just happen by itself. It is the result of sound, timely planning which is put into operation with hard work.

The "1963 Membership Planning Guide," which your post has probably already received or will soon be getting from Department Headquarters, is built around these two principles — good post activities and planned membership work. These are the keys to a successful year for every Post Commander.

Membership Bogeymen

Some posts have been scared away from aggressive membership campaigns in the past by what might be called membership bogeymen — myths of "why we can't get more members." Experience on the scene has proved that many of these monsters simply don't exist.

For example, did you ever hear it said, "The paper is anti-Legion. We can't get any publicity at all"? Sure, there are newspapers which are editorially opposed to some American Legion policies and activities. But we haven't yet found one that won't carry legitimate Legion news, if you get it to them, and the great majority are sympathetic to fundamental American Legion objectives.

Or have you heard, "There's so much jealousy and rivalry among posts that we can't get together on anything"? In Corpus Christi, one post provided the manpower and equipment to help another post move a building for a post home and the next week helped to get a new post chartered in another part of the city. Posts will work together and even cooperate on membership drives if they are given a chance.

How often have you assumed that because so-and-so doesn't belong to The American Legion he doesn't want to belong? The experience to date is that, if you take the time to extend a personal invitation and explain what the Legion is all about, 50 per cent of those asked will join.

Here are some more membership myths which the new Post Commander will do well not to accept: The schools won't cooperate on Americanism projects. (Just

(Continued on Page 2)

Planning, Work . . .

(Continued from Page 1)

send the right man to explain Boys State, the Oratorical Contest, "Need a Lift?", Legion participation in Education Week, etc.) Our members won't pay their dues before January 1. (Have you asked for them?) Our members won't pay their dues until so-and-so comes around and collects. (A lot of posts are collecting 50 per cent of their renewals by mail.) Everybody thinks the Legion is just a drinking club. (In every community where the National Headquarters has surveyed, The American Legion as a national organization enjoys the respect of community leaders. If your own post's reputation isn't what it should be, it could be that it's the post's own fault—and only you can correct that.)

Membership Timetable

Now is when each post should be setting up its calendar for the entire year. Basic to that calendar is your membership timetable. No timetable is going to fit every post or even every department. But following is how the National Membership and Post Activities Committee recommends that the 1963 membership campaign may be laid out. Adapt and change the schedule to fit your own situation—but be sure that all phases of the 1963 drive are included.

By Aug. 1: Make a list of every drop-out of former years.

By Aug. 15: Organize contact teams to call on the drop-outs and bring them back into the Legion.

During September (or earlier): Mail first dues notices to all 1962 members.

By October 20: Mail second dues notice to all members not yet paid for 1963.

By Nov. 1: Set up teams to call on last year's members who didn't respond to the first and second dues notices and to re-work your drop-outs of former years.

By Dec. 1: Mail final dues notices to 1962 members not yet paid for 1963.

By Jan. 1 (or sooner if you have the manpower): Set up a program to bring new members into your post.

Four Keys

These are the four keys to a successful year for any post commander: (1) A full schedule of post activities; (2) Efficient re-enrollment of your current membership; (3) Reinstatement of drop-outs; (4) The recruitment of qualified new members, which every post must have if it is to avoid a decline in membership.

Watch the ADVANCE. During the coming months, you will find in it many ideas for constructive post activities of many kinds and further suggestions to aid in your membership campaign.

THE AMERICAN LEGION
ADVANCE
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MEMBER
AMERICAN LEGION PRESS ASSOCIATION
(Formerly The American Legion National Newsletter)
June, 1962 Vol. V, No. 7

RECON REPORT

The American Legion's membership incentive goal for 1963 will be 2,614,747, based on computations for the 58 Departments under the same formula as used in 1962, the National Membership and Post Activities Section has announced.

"Wanted — A Master Key!"

"Mr. District Commander" of The American Legion for 1962 is 12th District Commander **Ernest Nuanes** of Albuquerque, N. M., whose district enrolled the greatest percentage of its previous all-time membership high for the current year as of May 1.

"Wanted — A Master Key!"

For the ninth consecutive year, The American Legion participated with the National Institute of Dry Cleaning in the **"New Glory for Old Glory"** program to remind Americans to display a flag of presentable appearance on appropriate occasions.

"Wanted — A Master Key!"

Stan Musial, of the St. Louis Cardinals, has been named **The American Legion Baseball Graduate of the Year for 1961.** This honor is presented to the major league player who has come up through the ranks of American Legion Baseball and who best exemplifies the spirit of the sport.

"Wanted — A Master Key!"

The American Legion of Alaska, by attaining 103.88 per cent of its previous four-year membership average, has earned the "pole position" in the big parade of the 44th National Convention, Oct. 8, in Las Vegas, Nev.

"Wanted — A Master Key!"

Speaking to the graduating class of the 69th session of the FBI Academy, **National Commander Charles L. Bacon** has declared that "in communist eyes America stands as a giant obstacle in the path of communist conquest," and that "it is our task, as individuals, to make sure that this obstacle is not removed."

INTRODUCING . . .

The 1963 Membership Card

AS THIS ISSUE OF THE ADVANCE goes to press, the shipment of membership cards for 1963 to 58 department headquarters is being completed. In some areas, many posts will have received their cards for the new year by the time this issue of the ADVANCE is mailed.

Post adjutants and membership workers who used the 1962 membership card, which was completely revised from former years, will notice that the 1963 card is basically in the same format as last year.

Ten years of work, study, research, and field trials went into the development of the new card form, which was used throughout the organization for the first time last year. A great amount of this effort was aimed at lightening the load of the post adjutant and those volunteers who assist him in filling out the membership cards each year. At the same time, some new features were designed into the forms to facilitate record-keeping at Department Headquarters and in the Circulation Department of **The American Legion Magazine.**

Department Tests Cards

Before any decision was made to accept the new card forms, they were tested for one year (1961) in the Department of Ohio. The Ohio experience brought suggestions for changes which were incorporated in the 1962 forms, used by the more than 16,000 posts of The American Legion.

After careful analysis of comments and criticisms concerning the new card form during its first year throughout the organization, slight revisions were made in the cards for 1963, as follows:

1. The card forms, in gangs of four, are numbered from the bottom up to permit one complete card to be filled out and torn away from the other three without danger of loss of the other three forms.

2. The Post Record Card and Official Membership Card are of heavier paper stock.

3. The carbon paper is an improved type.

Adjutant Urged to Study Cards

Post adjutants are urged to take one sheet of the card forms and study it to see how the forms can be used to their greatest advantage. At the same time, it is imperative that they also study any instructions issued by Department Headquarters concerning the handling of the membership cards.

Post adjutants and others who will be filling out the 1963 membership cards are urged to follow closely these instructions:

1. Fill out for each individual member when he pays his dues the original (Subscription) card, the two carbon copies (Department and Post Records), and the Official Membership Card, **bearing the same serial number.**

2. Use a typewriter, if available. If you do not have access to a typewriter, use a BALL-POINT PEN with the triplicate card form placed against a HARD, SMOOTH SURFACE. PRESS DOWN FIRMLY to assure clear copies for your Post Record cards. PLEASE PRINT CLEARLY ALL INFORMATION.

3. In filling out the Subscription Card, you will automatically duplicate the information onto the Department and Post Record Cards, which are beneath it. IT IS IMPORTANT THAT THE MEMBER'S CURRENT MAILING ADDRESS BE GIVEN. Be sure that the member's name appears on the 1963 card **exactly** as it did on the 1962 form to assure accurate continuation of the member's subscription to **The Amer-**

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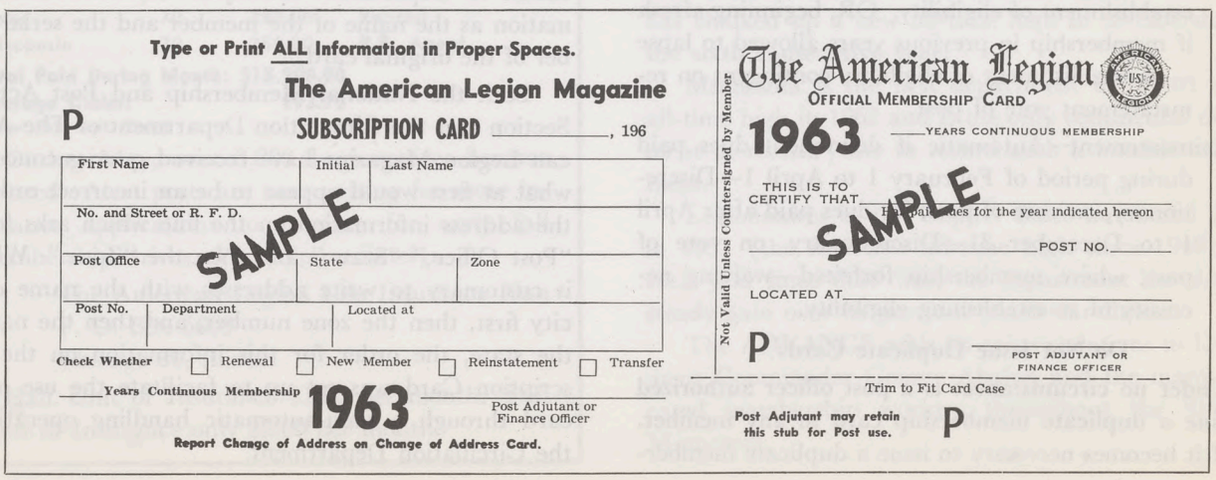


1963 Card . . .

(Continued from Page 3)

ican Legion Magazine. (Should the member be reporting a **new** address at the time he pays his dues, be sure to file also a CHANGE OF ADDRESS form which is available from Department Headquarters.)

Separate! Separate! Separate!

4. The key word is "SEPARATE!" Separate the Subscription Cards by tearing the **individual cards** along the perforations, throw away the carbons, and mail the Subscription Cards promptly. **Separate the individual Subscription Cards! Do not roll—fold—or mutilate the cards!**

5. Mail the **separated** Department Record Cards, accompanied by Department and National per capita dues, to your Department Headquarters with **regularity and in accordance with specific instructions from your Department Adjutant** pertaining to periodical remittances. Department and National per capita dues must be mailed to Department Headquarters, and cannot be used for any other purposes.

6. Retain the **separated** Post Record Cards for your post files. When the Department and National dues are forwarded to Department Headquarters, the date of such forwarding, together with the number of the check or voucher for that remittance, may be noted in the place provided. The back of the card provides space for pertinent information which may be used by the post if desired. It is suggested that these cards be filed alphabetically by last name for easy reference.

7. Be sure that the members of your post receive their Official Membership Cards promptly. Such promptness indicates a well-organized and efficiently operated post.

Types of Membership

For the purpose of clarifying the terms "renewal," "new member," and "reinstatement," appearing on the cards, the National Judge Advocate gives the following interpretation:

Renewal—Connotes yearly continuity.

New Member—Not previously a member; requiring establishment of eligibility. OR, beginning afresh if membership in previous years allowed to lapse —re-establishment of eligibility contingent on reinstatement vote of post.

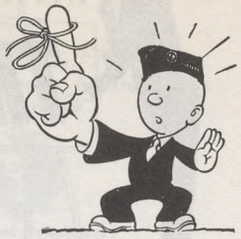
Reinstatement—Automatic if delinquent dues paid during period of February 1 to April 1—Discretionary, on vote of post, for dues paid after April 1 to December 31—Discretionary, on vote of post, where membership forfeited—waiving necessity of re-establishing eligibility.

Do Not Issue Duplicate Cards

Under no circumstances is a post officer authorized to issue a duplicate membership card to any member. If it becomes necessary to issue a duplicate membership card to any member because of loss or mutilation, such duplicate card may be obtained **only** upon application to Department Headquarters, with such information as the name of the member and the serial number of the original card.

Both the National Membership and Post Activities Section and the Circulation Department of The American Legion Magazine have received queries concerning what at first would appear to be an incorrect order for the address information on the line which asks for the "Post Office," "State," and then the "Zone." While it is customary to write addresses with the name of the city first, then the zone number, and then the name of the state, the order for this information on the Subscription Card was set up to facilitate the use of this card through a semi-automatic handling operation in the Circulation Department.

DATES to Remember



July

4	Independence Day. Be sure to collect documentary evidence (newspaper clippings, photographs, correspondence, etc.) of your Post's activities for the Outstanding Patriotic Holiday Observance Contest (See the May 1962 ADVANCE).
20-27	Boys Nation, Washington, D. C.

August

4	Deadline for scrapbook entries in Outstanding Patriotic Holiday Contest.
28-Sept. 2	Finals, "Little World Series," American Legion Baseball, Bismarck, N. D.

September

3	Labor Day.
6	Deadline for entries of uniformed groups in the national contests during the 44th National Convention of The American Legion, Oct. 6 and 7, Las Vegas, Nev.

October

5-11	44th National Convention, Las Vegas, Nev.
20-Nov. 11	AL (American Legion) Weeks. These are the three big weeks to sew up your early membership campaign for 1963.

Official Forms Required For Publishing Life Member Names

THE AMERICAN LEGION MAGAZINE now provides officers of American Legion Posts with an official form on which to submit names of **life members** for publication.

These official forms may be obtained by sending a stamped, addressed return envelope to: L. M. Form, The American Legion Magazine, 720 Fifth Ave., New York 19, N. Y. On a corner of the stamped, addressed return envelope, write the **number** of names of life members you wish to report, and you will receive sufficient forms to report that number to the magazine.

Effective July 1, 1962, names of life members will be accepted for publication by **The American Legion Magazine** ONLY when submitted on the official form by the **commander, adjutant,** or **finance officer** of the post which **awarded** the life membership.

Only those life memberships which are **given** to members **by their posts** are published.

An information sheet will be enclosed with each mailing of official forms which answers most questions about life memberships and their publication.

Since first regular publication of names of life members began in 1956, **The American Legion Magazine** has reported the awarding of more than 6,500 life memberships.

CLAIMS PAID

The American Legion Life Insurance Plan

Paid to January 1, 1962: $658,955.00

1962 Claims—Paid to June 1, 1962: $75,170.00

Recent Claims:

Department	Post	Amount	Employment
Iowa	227	$8,000.00*	Farmer
Massachusetts	251	250.00	Installer
Nebraska	11	250.00	Retired (R.R.)
New Hampshire	41	2,250.00	Steward
Ohio	15	370.00	Insurance Agent
Texas	70	280.00	Retired
Wisconsin	70	250.00	R.R. Agent

Total Paid During Month: $15,900.00

Average Claim: 993.75

*New Full Unit Claim

During May, over 3,000 Legionnaires became insured. Alert posts are now writing for more insurance applications to prepare for early fall membership drives. Write immediately:

The American Legion Life Insurance Plan
P. O. Box 5609
Chicago 80, Illinois

Half Unit of Insurance $1.00 per month. Full Unit of Insurance only $2.00 per month.

ADVANCE Applauds

North Eastern Shore District
Department of Maryland

THIS OUTSTANDING DISTRICT has attained an all-time high in membership for the seventh consecutive year, which is believed to be a possible national record.

Any Legionnaire knowing of a district which has equaled or surpassed this achievement is asked to write to Senior Vice Commander Oliver A. Watkins, The Maryland American Legion, 1302 Belvedere Ave., Baltimore 12, Md., and send a copy of the letter to National Membership and Post Activities Section, P. O. Box 1055, Indianapolis 6, Ind.

Eastwood Post 1276
Syracuse, N. Y.

EASTWOOD POST 1276 HAS ESTABLISHED the Col. John Glenn Scholarship for Science or Engineering to be awarded annually to a graduate of Eastwood High School. First preference among qualified recipients will go to a son or daughter of a member of Eastwood Post.

The establishment of this scholarship recognizes the importance of maintaining technological superiority over the communist world and the necessity of allowing talented high school graduates who are interested in science or engineering to attend college.

Naming the scholarship for Col. Glenn is further tribute to the first Legionnaire to orbit the earth.

Department of Minnesota

UTILIZING PROVEN RE-ENROLLMENT PRACTICES, The American Legion of Minnesota has chalked up a new all-time high in membership **for the sixth consecutive year!**

Minnesota is the first department to report a new all-time high in 1962 and is the only continental department in recent years to record such a notable achievement.

Legionnaires in the Gopher State numbered 91,244 in 1957 (the first new all-time high since 1946), and each year since that time, the department has shown a steady gain over its previous year's enrollment.

The ADVANCE adds its congratulations to Department Commander George Abalan and the many dedicated membership workers throughout the State of Minnesota.

The American Legion ADVANCE

National Headquarters

Indianapolis 6, Indiana

TO: ALL NEWLY ELECTED POST COMMANDERS
SUBJECT: A SUCCESSFUL, REWARDING YEAR IN OFFICE

MR. POST COMMANDER, please accept the congratulations of The American Legion ADVANCE on your election to office. Your fellow Legionnaires have not only granted you a high honor but also have entrusted you with the responsibility of directing the programs and activities of that all-important mainstay of this giant of organizations—the post.

The strength of The American Legion stems from the understanding which the Legionnaire has grasped of its ideals, purposes, and procedure and from the teamwork which must be transmitted from the individual member to his post, from his post to the department, and from the department to the national organization.

No one belongs to the national organization of The American Legion—he must belong to an American Legion Post, either yours or one very much like it. Therefore, The American Legion depends on the esteem with which your community regards your post—or one of nearly 17,000 throughout the nation and in several foreign lands—for its continued success as a spokesman for the veterans of the three wars of the Twentieth Century and for the strength necessary to initiate and support its various nationwide services.

Tremendous Responsibility

So, you see, as Post Commander you have a tremendous responsibility not only to your post and your home community, but also to provide your necessary portion of the teamwork which contributes to the success of American Legion programs in the eyes of your state and nation.

While your newly acquired responsibilities are of great proportions, do not let the thought of their demands dismay you. You have at your command a wide variety of "helping hands" to assist you during your year in office.

As soon as possible, study thoroughly the **Post Commander's Guide, 1962-1963,** containing the revised **Post Handbook,** the **Manual of Ceremonies,** plus a great amount of other information necessary to the successful administration of a post.

Included in this publication is a suggested 12-month plan of post activities. Study carefully pages 12 and 13 and see if there are some suggested activities or programs which could be adopted by your post during your year as commander.

Worthwhile post activities and programs dedicated to community service are the life blood of your post. The work you do for the betterment of your community will not go unnoticed, and your post's membership record will cast an accurate reflection of the activities and programs of The American Legion where you reside.

Each month while you are in office you will receive a copy of **The American Legion ADVANCE** which is designed primarily to give you first announcement of any nationwide program in which your post might wish to participate, news of what other posts are doing, and other "working tools" and suggestions toward making your year more successful.

Consider Your 'Annual Report

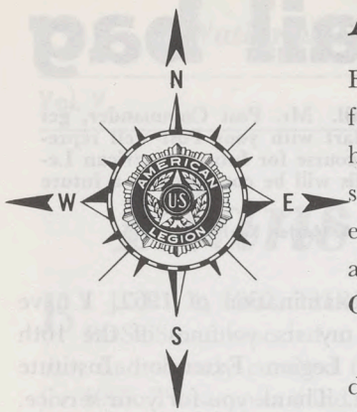
While it is yet early in your year as commander, think of the type of "annual report" you'd like to make at the last post meeting over which you preside before relinquishing the gavel to your successor. The amount of planning you complete now will determine the degree of pride you can take in that "annual report" a year from now.

In the meantime, each monthly copy of the ADVANCE will strive to keep you aware of the timetable necessary to permit adequate planning and preparation for your post's participation in many of the activities which will help identify it as a top-notch outfit.

If you need further advice or assistance, feel free to consult your past post officers, your district officers, your Department Headquarters, or National Headquarters. If your post has a unique program or you have a suggestion which might be of benefit to other posts, tell us all about it in a letter to the ADVANCE, P. O. Box 1055, Indianapolis 6, Ind. We'll be glad to relay your information through the columns of a future issue.

Please accept our best wishes for a highly successful year as Post Commander. If we can be of any assistance to you during the year, please feel free to write us a line or two and let us know what's on your mind.

New Manual for Commanders Ready for Post Distribution



AMERICAN LEGION POST COMMANDERS who are taking office for the 1962-63 term will have as one of their best sources of information on effective post operation the all-new **Post Commander's Guide.**

This publication has been designed to assist the Post Commander to organize, conduct, and administer an American Legion Post, regardless of size.

The 174-page manual is divided into three sections as follows:

1. A revised Post Handbook, furnishing guide lines for the organization of a post, selection of qualified committee chairmen, and assignment of duties.

2. Manual of Ceremonies, describing rituals of impressive meetings and ceremonies.

3. An Appendix consisting of additional information necessary to the successful administration of a post but not used in day-to-day operations.

An initial allocation of the **Post Commander's Guide** is being made to departments for distribution to the posts. Additional copies may be obtained for 50 cents each by writing: National Emblem Sales, The American Legion, P. O. Box 1055, Indianapolis 6, Ind. (Orders amounting to less than $3.00 require a 25 cents postage and handling charge.)

"Wanted — A Master Key!"

Subversive Activities Facts: Is your post a subscriber to the National Americanism Commission's **Firing Line?** This monthly newsletter reports on subversive individuals, organizations, and publications in the U. S. Thoroughly documented from accredited sources, the **Firing Line** is an indispensable publication which will keep the members of your post abreast of significant activities of Communist and other subversive groups and individuals throughout the nation. Single subscriptions are $3.00 each or $1.00 each under the bulk subscription plan for 20 or more subscriptions mailed to the **same address.** Mail your subscriptions to: National Americanism Commission, The American Legion, P. O. Box 1055, Indianapolis 6, Ind.

Two Major Changes in National Convention Contests Rules for 1962

Posts sponsoring senior and junior drum and bugle corps are being advised of two significant changes in the rules pertaining to these two categories of American Legion uniformed groups which will be competing in the contests at the 44th National Convention in Las Vegas, Nev.

The two changes, approved in May by the National Executive Committee refer to the Legion membership ratio requirements for senior drum and bugle corps and to the instruments used by both seniors and juniors in competition.

Apply Only to 1962

The NEC approved a change from 80 to 60 per cent as the minimum of American Legion members required in senior corps at the 1962 conclave only.

Rule 11 in the 1962 National Convention competitions has been amended to read as follows:

"The musical equipment of such corps during contest shall be limited to drums, played solely with mallets or sticks; cymbals; fifes; bugles; and bell-lyres. By the word 'bugle' as used herein is meant a straight bellfront instrument, with or without one piston valve, the free use of which to play in the key of D or G is optional. The free use of a slide or rotary device is optional. Officially sanctioned national competition American Legion bugles shall not exceed the commonly used bass bugle with the over-all dimensions of 24 inches in length and a 12-inch bell. All bugles shall be inspected before competition. Corps must compete with the same uniforms and equipment worn and carried during inspection. No podia or other equipment, appliances, articles or non-conforming costumes not in keeping with uniforms of the corps proper (except musical equipment, uniforms, flags, guidons, and appropriate arms for the color guard with the exception of Scout organizations), shall be taken onto the field. No discharge of arms is permitted. Identification, if any, shall be that of the sponsoring American Legion organization."

"Wanted — A Master Key!"

Seagram Posts to Give Away Four Fords at National Conclave

Four lucky Legionnaires or Auxiliary members will receive 1962 Ford convertibles presented by the Seagram Posts of The American Legion on Oct. 7 at the 44th National Convention in Las Vegas.

Participation in this presentation is open to any Legionnaire or Auxiliary member holding a 1962 or 1963 membership card. Registration may be completed by filling out coupons available at department conventions or those in the August, 1962, issue of **The American Legion Magazine.**

post commander's mail bag

WESTFIELD, IND.

The National Membership and Post Activities Section is certainly to be congratulated for the very fine compilation of the **Post Commander's Guide, 1962-1963.**

Speaking as a Post Commander, I can say with sincere thoughts that the new booklet will indeed be most useful.

POST 318 — TOM HULL, COMMANDER

"Wanted — A Master Key!"

BESSEMER, PA.

I have enjoyed taking the course offered by The American Legion Extension Institute. I have learned more in the last few weeks about The American Legion than I have in the last 17 years of my Legion membership. It has been most helpful and educational.

POST 638 — LEONARD F. GALANSKI

"Wanted — A Master Key!"

LAKE CITY, S. D.

I enjoyed very much the course of the 16th term of The American Legion Institute; however, I felt some parts went into too much detail for what information you could secure from it.

4TH DISTRICT — HERLUF SCHULTZ, COMMANDER

(Editor's Note: The American Legion Institute welcomes comments and constructive criticism as it constantly strives to improve each succeeding term's course of study. The material for the 17th term is undergoing extensive revision before study begins this fall. Mr. Post Commander, get your year off to a good start with your Post well represented in this home study course for future American Legion leaders. Further details will be contained in a future issue of the ADVANCE.)

"Wanted — A Master Key!"

ANNANDALE, MINN.

Enclosed is my final examination of 1962. I have presented my Post with my six volumes of the 16th term of The American Legion Extension Institute which I received from you. Thank you for your service.

POST 176 — FLOYD A. WHITE

"Wanted — A Master Key!"

COLUMBUS, OHIO

Not being familiar with the methods utilized by National Headquarters to keep an accounting of individual members, I am writing you for assistance. I believe my parents have been active more years than any other World War I husband-and-wife team in the State of Ohio, and possibly the nation.

This year, due to advancing age, ill health, and a desire to be away from the State during the winter months, they have turned down positions they have held for years. This will be the first year neither of them has held an elective or appointive office since they became charter members after World War I.

POST 44 — NAME WITHHELD

(Editor's Note: Can anyone beat this record? Post 44 received its temporary charter in July 1919, and its permanent charter in May 1922.)

THE AMERICAN LEGION

ADVANCE

P. O. BOX 1055 • INDIANAPOLIS 6, INDIANA

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