The American Legion

ADVANCE

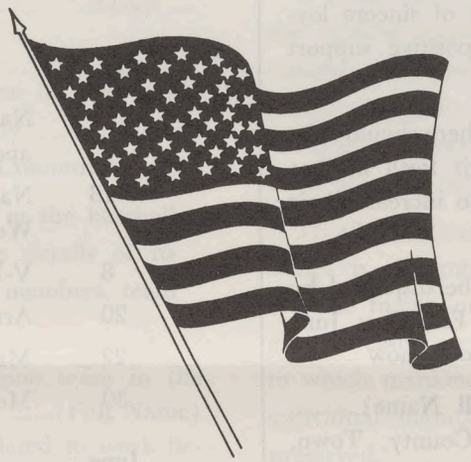
. . . A NATIONAL HEADQUARTERS MONTHLY PUBLICATION FOR POST COMMANDERS

Vol. X May, 1967 No. 5

'NEW GLORY FOR OLD GLORY' . . .

Boost Flag Ownership, Display

AMERICAN LEGION POSTS have an excellent opportunity to give additional emphasis to their local flag display endeavors through participation in the "New Glory for Old Glory" program, June 1-12. This program, co-sponsored by The American Legion and the National Institute of Drycleaning, is timed to help call public attention to Flag Day, June 14.



The National Institute of Drycleaning, which represents some 35,000 cleaning firms throughout the nation, urges its member firms to dryclean, free of charge, American Flags which are brought in during the 2-week period prior to Flag Day, June 14. Complete information on this program, as it concerns the drycleaning firm, is furnished to each member firm by NID.

"New Glory for Old Glory" not only encourages public display of flags of presentable appearance but also promotes flag ownership.

Contact Cleaners First

To get the program under way, contact your local drycleaning firms and see if they will participate. Keep in mind the excellent possibilities for drawing public attention to both your post and the local business firms who are offering an outstanding service to the community.

This is is a program which can be handled easily by any post. And it's a "natural" for a post which sponsors, or enjoys a good relationship with, a youth organization—Boy Scouts, Sons of The American Legion, 4-H Club, Boys' Club, etc.

Once you have been assured of your local cleaners' participation in the program, contact your local newspapers, radio stations, and tv channels. This type of activity makes "good copy" for the news outlets. You should have no difficulty in publicizing this program.

Enlist the assistance of a local youth organization to pick up flags from households and businesses, take them to the cleaning firms, and then deliver them back to their owners.

(Your post's SAL Squadron can find this program helps to meet part of the patriotism qualifications for those SAL members working to complete the Ten Ideals. Scouts working on their "Citizenship in the Community" merit badges will be eager to participate.)

This program can also focus public attention on proper display and respect of the flag. The American Legion pamphlet, *Flag Code*, should be included with the delivery of each clean flag. *Flag Code* may be obtained, at only $3 per 100, from National Emblem Sales, The American Legion, P. O. Box 1055, Indianapolis, Ind. 46026. Also, the Flag Code is available in newspaper mat form (5 columns wide by 17½ in. deep). The mat costs $2 from Emblem Sales.

Proclamation Helps Program

Public attention can be drawn to this program through the issuance of a proclamation by your mayor or county governing body. (See suggested proclamation, Page 2 of this issue.)

Possibilities for newspaper, radio, and tv coverage of the "New Glory for Old Glory" program include the signing of the proclamation; the handing over the first flag (from city hall courthouse, Legion Post, etc.) for drycleaning; youngsters either collecting or delivering flags; etc.

Once the 1967 "New Glory for Old Glory" program has been concluded, your post should give appropriate recognition to those who were instrumental to its success. It's so easy to say "Thank You!" with a special citation or letter of commendation, and such an expression of appreciation means much to those who worked on the program.

THE AMERICAN LEGION

ADVANCE

Published monthly by National Headquarters, The American Legion, P. O. Box 1055, Indianapolis, Ind. 46206—for American Legion Post Commanders

MEMBER AMERICAN LEGION PRESS ASSOCIATION

May, 1967 Vol. X, No. 5

suggested

Proclamation:

WHEREAS, The Flag of the United States of America is a symbol to all mankind of the costly attainment of precious freedoms and the recognition of individual dignity; and

WHEREAS, The Flag should always be held in reverence and respect by all Americans as the living symbol of our great Nation; and

WHEREAS, The display of a Flag of presentable appearance is an expression of sincere loyalty, dedicated patriotism, and positive support of our Nation's cause; and

WHEREAS, Americans everywhere should take time to renew and revitalize their faith in that which the Flag symbolizes, and to increase their knowledge of its history; and

WHEREAS, The Flag should be displayed by every home and business firm on Flag Day, June 14, and other appropriate occasions; now

THEREFORE, I, ...(**Full Name**)....., ...(**Title**)..... of the City (County, Town, state) of .....(**Name**)....., do hereby proclaim the period of June 1 through 12, 1967, as a time of rededication to "NEW GLORY FOR OLD GLORY," and commend to the residents of .... the community service program co-sponsored by The American Legion and the National Institute of Drycleaning, whereby Flags will be cleaned free of charge for those who pledge to display their Flags on Flag Day, June 14, and on other appropriate occasions.

IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the Seal of the City (County, Town, State) of .... this ..... day of ....., 1967.

.....(**Full Name**).....

.....(**Title**).....

May

3-4	National Executive Committee, Indianapolis, Ind.
7-13	National Employ the Older Worker Week.
8	V-E Day.
20	Armed Forces Day.
22	Maritime Day.
30	Memorial Day.*

June

6	Twenty-third anniversary of D-Day.
14	Flag Day.
25	Seventeenth Anniversary of beginning of Korean War.

July

4	Independence Day.
21-29	Twenty-second Annual Boys Nation, Washington, D. C.

August

3-4	National Membership Workshop, Indianapolis, Ind.
25-31	Forty-ninth National Convention, The American Legion, Boston, Mass.
31-Sept. 5	National Finals, "World Series" of American Legion Baseball, Memphis, Tenn.

***May 30 is observed as Memorial Day or Decoration Day in the District of Columbia and all 50 states except Alabama, Georgia, Mississippi, South Carolina, and Texas. Confederate Memorial Day is observed April 26 in Alabama, Georgia, Mississippi, and Florida (which also observes May 30 as Memorial Day for Veterans of All Wars). Confederate Memorial Day is observed on May 10 in the two Carolinas and on June 3 in Kentucky, Louisiana, and Tennessee.**

suggested

NEWS RELEASE

(Baseball Opening Game)

Special pre-game ceremonies will raise the curtain on the 1967 American Legion Baseball season in .....(**Community**)....., Commander .....(**Full Name**)..... of .....(**Name of Post**)..... Post No. ..... announced today.

The festivities marking the opening game of the season are scheduled for .....(**Time**)....., ...(**Day**)....., ...(**Date**)....., at .....(**Place**).....

Opponents of the local Legion nine for the season opener will be the team sponsored by .....(**Name of Post**)..... Post No. ..... at .....(**Community**).....

(If this is your post's first year in the baseball program, insert here some of the details of its establishment, names of committee members, team coach, etc.)

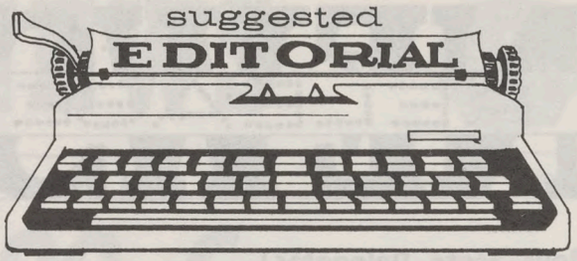
Starting pitcher for the local Legion team in the 1967 curtain-raiser is expected to be .....(**Full Name**) ..... and .....(**Full Name**)..... is slated to work behind the plate, Coach .....(**Full Name**)..... reported. This year's team roster lists the following players: ..... (**List team members by full name and position**).....

(Insert here any localized details of the first game of the season, such as who will pitch out the first ball, other opening day program details, identification of any team co-sponsors, new uniforms and/or equipment, etc.)

Commander .....(**Last Name**)..... pointed out that, in addition to providing for the development of stronger bodies, a sense of good sportsmanship, and an awareness of citizenship responsibilities, American Legion Baseball has also been a stepping stone to major league stardom for more than 2,000 youngsters.

Each year, The American Legion honors the most outstanding graduate of its baseball program who, through his actions and accomplishments in the major leagues, exemplifies the highest ideals of the program. Recent recipients of the award include such baseball greats as Warren Spahn, Stan Musial, Ted Williams, and Brooks Robinson.

Sports fans of .....(**Community**)..... were invited by Commander .....(**Last Name**)..... to attend the games and support the local Legion nine.



(Flag Day)

The Flag of the United States means something different to each of us. It often evokes some special memory, something which touched us deeply, perhaps fleetingly or in a still, solemn moment never to be forgotten.

It could mean the Fourth of July and fireworks or the muffled drums and riderless horse in a hero's funeral possession. It could be a parade or an oath-taking ceremony. No matter what particular personal thoughts are associated with the flag, there is a deeper, more universal meaning to Old Glory.

To all Americans everywhere the Flag of the United States is a symbol of freedom, of victory over incredible forces, of right over might. It represents the greatest cause ever undertaken by mortal man, a cause to which mankind must rally if the lofty concept of individual dignity is to be universally attained and preserved.

Under the Flag of the United States, gallant Americans today are laying their very lives on the line for this cause against the aggressive forces of a godless ideology. Should we, here at home, do less than recognize their sacrifices through display of the flag and the showing of proper respect for the living symbol of our Nation?

Display of the flag is a privilege. It is an act which re-affirms the basic freedom of choice.

This year, The American Legion and local dry-cleaning firms are co-sponsoring a program to encourage the display of flags of presentable appearance on Flag Day, June 14, and on other appropriate occasions. Anyone owning a flag which has become soiled may have it cleaned, free of charge, by contacting ..... (**Names and Phone Numbers**).....

Households or business firms wishing to obtain flags or information on proper display of flags should contact .....(**Names and Phone Numbers**).....

Let's make every street an "Avenue of Flags" on Flag Day, June 14. We all have a job to do in giving "New Glory to Old Glory!"

suggested NEWS RELEASE

(Boys State Delegates)

.....(**Number**)..... high school junior boys will represent .....(**Community**)..... at the 1967 session of .....(**State or State Nickname**)..... American Legion Boys State, Commander .....(**Full Name**)..... of ..... (**Name of Post**)..... Post No. ..... announced today.

Selected to participate in this annual civics workshop, sponsored by the .....(**State Name**)..... American Legion, are .....(**List each boy, his parents, and street addresses**).....

(**If more than one high school in your community is to be represented by the boys in your post's delegation, insert a paragraph here, identifying the youths with their respective high schools.**)

The 1967 .....(**State or State Nickname**)..... American Legion Boys State will be in session from ....(**Date**) .... to .....(**Date**)..... at .....(**Place**)....., Commander .....(**Last Name**)..... said.

Departments (state and territorial organizations) of The American Legion this summer will sponsor 49 of these Boys States where boys who have just completed their junior year in high school will study the organization, operation, and political processes of state government.

The youths from .....(**Community**)..... will participate in the organization of political parties, campaigns, elections, and enactment and enforcement of their own laws within a mythical 51st state. From each Boys State, two outstanding young men will be selected to attend the 22nd Annual American Legion Boys Nation, July 21-29, Washington, D. C.

"At Boys State," Commander .....(**Last Name**)..... explained, "the boys from .....(**Community**)..... will have the opportunity to learn more about the functions of government. Also, they will get a better idea of the importance of each good citizen in discharging basic citizenship responsibilities. They will soon discover how the quality of government is related directly to the active interest of each citizen."

On behalf of Post No. ....., Commander ..... (**Last Name**)..... expressed appreciation to the following firms, clubs, and organizations for assistance in the sponsorship of local youths to the 1967 Boys State:..... (**List those co-operating in sponsorship**).....

Posts desiring to obtain service flags, similar to those which were displayed in households during World War II, may obtain them from the Pennsylvania American Legion. A service flag with a blue star is available at $1.25 each, or $1.00 each in orders of 50 or more. Gold star flags are also available at the same price. All orders for these flags, or information concerning them, should be directed to: **Edward T. Hoak, Department Adjutant, The American Legion of Pennsylvania, 1825 N. Front St., Harrisburg, Pa. 17102.** Also available for post use to recognize the families of servicemen are the **window decals**—"The American Legion SALUTES A Service Family"—which are available for 10 cents each, or 5 cents each in orders of 100 or more, from: **National Emblem Sales, The American Legion, P. O. Box 1055, Indianapolis, Ind. 46206.**

★ ★ ★

Mr. Post Commander: You can do a big favor for both your post and your post historian by reminding him of the **1967 National Post History Contest.** Just by the regular performance of his task, your post historian may qualify for national recognition and one of the cash prizes of **$150, $100, $75, $50, or $25.** Full details on the contest may be obtained by writing: **National Historian Harold A. Shindler, The American Legion, P. O. Box 1055, Indianapolis, Ind. 46206.**

★ ★ ★

A living memorial to what was "Last Stop, U.S.A." for nearly 1.4 million U. S. troops during World War II is a project of Charles Krebs-Camp Shanks Memorial Post 1232, Orangeburg, N. Y. A 2.5 acre park is planned as a memorial to Camp Shanks, the largest embarkation camp in U. S. history, and to the GI's bound for Europe and Africa through this facility. Camp Shanks is no more; residential housing and industrial establishments now occupy much of the former embarkation area. The memorial park is planned for the highest point of the old Camp Shanks area on the same road on which troops—including those wearing the shoulder patches of Gen. George B. Patton's Third Army and Gen. Anthony C. McAuliffe's 101st Airborne Division—marched to troop ships or troop trains.

★ ★ ★

The first temporary financial assistance grant to the children of a Vietnam Era veteran has been made by The American Legion's National Child Welfare Commission. The aid was requested to help the family until more permanent type of assistance could be developed locally for the young mother and her three children while the veteran father is disabled by illness.

Legion Life NEWS

American Legion Life Insurance Plan — Chicago, Illinois

Viet-Vets' $11,500 Coverage Available for Only 7¢ per Day

CHICAGO—American Legionnaires through age 29 can have $11,500 in term insurance coverage for a yearly premium of only $24. The increased scale of benefits—aimed at the younger Vietnam Era veteran age group—is a recent improvement to The American Legion Life Insurance Plan.

For an annual premium of $12, the same age group can purchase a half-unit which provides $5,750 coverage through age 29. (In Ohio, these benefits differ.)

The serviceman of today is covered for $10,000 of life insurance, underwritten by private companies. For this coverage, the serviceman pays $2 per month (deducted from his pay) and the government contributes $1.20.

Upon his discharge from service, the veteran has 120 days to convert to a permanent plan. He cannot continue the term insurance. But, if he joins The American Legion, he becomes eligible for American Legion Life Insurance which costs no more than the insurance he carried while in the service.

FIRST VIET-VET LEGIONNAIRE INSURED—Gordon E. Saffold (right) of Saltville, Va., the first Vietnam Era veteran to become a Legionnaire, receives his certificate of American Legion Life Insurance. Presentation to the first Viet-Vet to be insured under the Legion's life insurance program was made by Past National Commander L. Eldon James (left) and Department Commander Wilbur L. Gray, Jr., (center).

FOR AMERICAN LEGION MEMBERS UNDER 70 YEARS OF AGE

Schedule of American Legion Life Insurance Coverage, Effective January 1, 1967

Age at Death	FULL UNIT Total coverage thru '67 ($24 per yr.)	HALF UNIT Total coverage thru '67 ($12 per yr.)
Thru age 29	$ 11,500.00	$ 5,750.00
30 thru 34	9,200.00	4,600.00
35 thru 44	5,175.00	2,587.50
45 thru 54	2,530.00	1,265.00
55 thru 59	1,380.00	690.00
60 thru 64	920.00	460.00
65 thru 69	575.00	287.50
70 thru 75*	379.50	190.00

*Insurance terminates on the first day of January coinciding with or next following 75th birthday.

Legion Life Claims Go Over $4 Million

CHICAGO—Claims of $967,474 during 1966 set a new record for The American Legion Life Insurance Plan. An additional $352,454 has been paid in January, February, and March, 1967, bringing the total to $4,404,391 paid out since the Legion's official insurance program was adopted in 1958.

Payments in 1966 went to beneficiaries of insured former American Legionnaires in 50 departments, reports William S. Todd, chairman of the Legion's Life Insurance and Trust Committee.

New York, with $112,463, led all departments in total claims paid, Chairman Todd pointed out; Illinois was second with $82,660 and California was third with $62,491.

The American Legion Life Insurance Plan has paid 3,500 claims since it was instituted 9 years ago. Claims are paid out of the Legion's Life Insurance office in Chicago, Ill. For further details, write: The American Legion Life Insurance Plan, P. O. Box 5609, Chicago, Ill. 60680.

A breakdown by departments of the nearly $1 million in claims paid out last year is as follows:

Alabama	$12,090	Nebraska	5,991
Alaska	(none)	Nevada	(none)
Arizona	16,610	New Hampshire	5,060
Arkansas	5,684	New Jersey	15,238
California	62,491	New Mexico	8,280
Colorado	4,175	New York	112,463
Connecticut	18,359	North Carolina	49,105
Delaware	2,530	North Dakota	16,145
Dist. of Columbia	1,995	Ohio	32,579
Florida	18,444	Oklahoma	15,247
Georgia	9,442	Oregon	6,064
Hawaii	2,200	Panama, C. Z.	5,175
Idaho	575	Pennsylvania	54,535
Illinois	82,660	Philippines	(none)
Indiana	50,833	Puerto Rico	(none)
Iowa	55,520	Rhode Island	2,127
Kansas	29,660	So. Carolina	1,437
Kentucky	1,610	So. Dakota	2,530
Louisiana	19,782	Tennessee	11,949
Maine	2,330	Texas	16,611
Maryland	11,252	Utah	3,795
Massachusetts	49,710	Vermont	1,380
Michigan	31,165	Virginia	8,567
Minnesota	20,449	Washington	19,577
Mississippi	13,380	West Virginia	6,882
Missouri	24,542	Wisconsin	25,315
Montana	1,659	Wyoming	1,265

Mr. Commander:

Complete This Coupon And Order Applications Needed To Send In A Future Mailing To Your Post Membership

American Legion Life Insurance Plan
P. O. Box 5609, Chicago, Ill. 60680

Please rush, free of charge, ... American Legion Life Insurance Applications.
(How Many?)

Post No....., Department of ....., has a membership of ..... We plan to make.....mailings of the applications.
(How Many?)

Ship To:
NAME.....
ADDRESS.....
CITY..... **STATE**..... **ZIP CODE**.....
Your Name.....

suggested

NEWS RELEASE

(Memorial Day)

Residents of .....(**Community**)..... are cordially invited to attend Memorial Day services on Tuesday, May 30, sponsored by .....(**Name of Post**)..... Post No. ..... of The American Legion, Post Commander .....(**Full Name**)..... announced today.

The traditional commemorative rites are scheduled to begin at .....(**Time**)..... at .....(**Place**)....., Commander .....(**Last Name**)..... reported.

(Insert here further details of your Memorial Day program. If it follows the outline as suggested in the April issue of ADVANCE, list the names of those who will be participating in the program.)

The first order for the observance of Memorial Day was issued in May 1868 by Gen. John A. Logan of the Grand Army of the Republic "for the purpose of strewing with flowers or otherwise decorating the graves of comrades who died in defense of their country." For many years after the Civil war, the GAR in the North and the Confederate Veterans in the South took charge of the Memorial Day observances in their respective communities.

When these organizations became unable to carry on actively these rites, The American Legion pledged to help perpetuate the annual observance of Memorial Day, Commander .....(**Last Name**)..... explained. Although it began as an occasion to commemorate the dead of all wars, Memorial Day has since become a time for the decoration of graves of family and friends.

In urging the widest possible participation by ..... (**Community**)..... residents in the Memorial Day rites, Commander .....(**Last Name**)..... referred to the following excerpts from General Logan's original order:

"Let no . . . avarice or neglect, no ravages of time, testify to present or coming generations that we have forgotten as a people the cost of a free and undivided republic."

Commander .....(**Last Name**)..... reminded that the observance of Memorial Day in .....(**Community**) ..... should include the display of the United States Flag by every home and business firm.

suggested

NEWS RELEASE

(Child Welfare Annual Report)

For the benefit of children and youth in .....(**Community**)..... a total of $.....(**Amount**)..... was spent by The American Legion (and the American Legion Auxiliary) in the 12-month period ending May 31.

The expenditure of funds for child welfare and related youth activities is contained in a report(s) filed by .....(**Name of Post**)..... Post No..... (and its Auxiliary Unit) with the respective state organization(s), Post Commander .....(**Full Name**)..... announced today.

Funds were provided locally for .....(**List specific activities for which post and unit funds were used.**) .....

Annually, the 16,000 American Legion Posts and 14,000 Auxiliary Units file reports of their child welfare activities. These reports are gathered by the respective department (state organization) headquarters and forwarded to National Headquarters in Indianapolis, Ind., where they are compiled and totaled.

Since 1925, more than $200 million has been spent by The American Legion, and its affiliated organizations, for the benefit of children and youth. Almost all of this total has been spent within the communities of the local American Legion organizations.

Commander .....(**Last Name**)..... pointed out that the Legion's child welfare activities are not confined to wartime veterans' children, but are aimed at the improvement of conditions for all children. However, funds derived from the annual sale of poppies are limited in their use to wartime veterans and their children.

"The Legionnaires (and Auxiliary members) of Post (and Unit) No. ..... are proud of their contributions of time, money, and effort in behalf of the youngsters here in .....(**Community**).....," Commander ..... (**Last Name**)..... declared.

★ ★ ★

Mr. Post Commander: Has your post filed its annual child welfare report? Can any post be in existence for a full year without having some child welfare activity to report? Help make it a 100 per cent child welfare reporting record for your department this year! Your child welfare report affords your post an excellent opportunity for favorable publicity within your community. Use the above suggested news release, and adapt it to your local situation.

'67 National Convention Contests Gearing Up for Biggest Show Ever

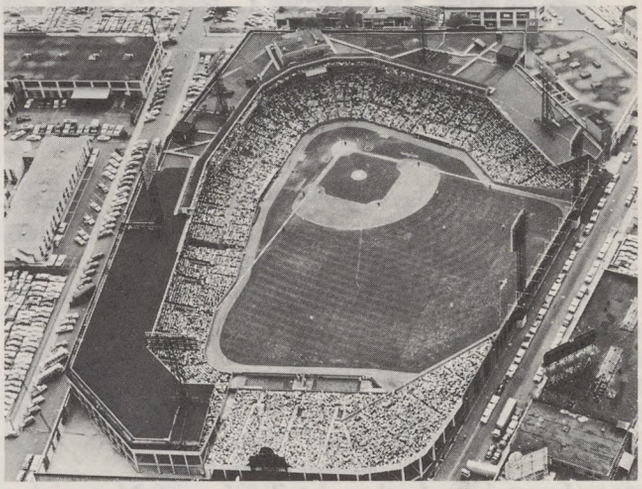
FOR BOTH THE CONTESTANTS and the spectators, this year's American Legion National Convention contests promise the biggest and best show ever. All indicators point to one of Legion pageantry's finest hours when the curtain goes up on the annual uniformed groups competition at the 49th National Convention, Aug. 25-31, at Boston, Mass.

With the 1967 Convention scheduled before the close of the traditional summer vacation period and located in a region which abounds with uniformed groups, the national contests will offer top-notch entertainment for conventioneers.

Climax of all uniformed groups competition will be the drum and bugle corps finals and the Parade of Champions, Sunday night, Aug. 27, at Fenway Park, home of the Boston Red Sox. Contests are scheduled for junior and senior drum and bugle corps, junior and senior bands, junior and senior color guards, firing squads, choruses, quartets, and motorcycle drill teams.

With the deadline for entries in the national contests still nearly three months away, several competitors have already filed the official forms at National Headquarters in Indianapolis.

First entry received for 1967 came from the White Tornadoes, an 18-girl junior color guard sponsored by American Legion Post 40, Momence, Ill. The White Tornadoes placed fifth in the heavily contested junior color guard competition last year in Washington, D. C.



Fenway Park will be the site of the junior-senior drum and bugle corps finals and the Parade of Champions, Sunday, Aug. 27.

Deadline for entries in the 1967 contests is Aug. 1. All entries must be filed by registered mail to: C. L. Johnson, Contest Coordinator, The American Legion, P. O. Box 1055, Indianapolis, Ind. 46206.

All uniformed groups listed on National Headquarters records have been mailed entry forms, 1967 contest rules, housing forms, and registration forms. Any uniformed group wishing to obtain this material may do so by contacting the contest coordinator at the above address.

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