THE AMERICAN LEGION

A NATIONAL HEADQUARTERS MONTHLY PUBLICATION FOR POST COMMANDERS AND POST ADJUTANTS . . .

Advance

Vol. XV July, 1972 No. 7

'LET'S PUT IT ALL TOGETHER . . . .'

Apply PEP Formula to Meetings

Programs
Enthusiasm
People

PEP! Is this the formula for well attended, productive Legion meetings? Is it the formula for a better post? It could be.

Perhaps you are wondering why "people" is the last ingredient listed. Have you ever tried to sell a Legion membership in a dead post—one where three raps of a beer can opened the meeting? It's not easy and too frequently the selling job doesn't last.

More Legionnaires, particularly active Legionnaires, is our goal, so the first ingredient of the formula must be "programs."

Legion Must Compete for Member's Time

The American Legion is a competitive organization. It's competing for a man's time with his family, his job, his church, other organizations, the tv set, his hobbies, and, finally, with his social desires. To be successful, a Legion Post must have a pretty good product to compete in that league.

Don't be surprised when your district commander first visits your post that he starts his conversation with a question about programs. He knows that you have to have something to sell. He's very much aware that you are shortchanging your membership team if they are not briefed on what the post is doing or plans to do. He knows how important it is that each member of your team knows what he has to sell.

Don't be too astounded if your district commander asks to see your timetable of events. He'll be looking for local programs, attractive social events, and interesting meetings planned well in advance. He'll want to know how you are informing your members of what you plan to do. He realizes that anyone who is proud of his post

and is talking about it is creating a favorable atmosphere to attract new members.

Enthusiasm

Now, let's talk about "enthusiasm." This has to start the minute you call your meeting to order. It's reflected in the way a meeting is opened and the opening prayer frequently gives a good indication of the type of post.

Enthusiasm must continue through a well planned agenda (and this particularly includes reports from committee chairmen). Here the key is that you have notified them in advance that they will be reporting.

It's your job to create an atmosphere where good programs can flourish. People respond when something

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PEP . . .

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is happening, when they can see accomplishments, when they can be a part of something that makes them proud. With such an atmosphere created by enthusiasm, people enjoy being a part of a successful meeting, particularly if they can leave that meeting with something to talk about—brag about, if you will.

Consider Non-Member Eligibles, Too

When we are talking about "people," we are talking about more than just Legionnaires. We are also talking about those veterans who are eligible to belong and the people who make up your community. We hope that each Legionnaire becomes a Legion salesman, but not every Legionnaire is going to do a dues collecting job.

Of course, collecting dues isn't the only form of Legion salesmanship. A service officer can be one of our best salesmen. The chairman who puts on a good oratorical contest is selling The American Legion. The coordinator working with a local training or education institution in one of our Outreach programs is certainly putting forward The American Legion in a favorable light.

So, let's list our priorities again. You have to have a product to sell. You have to have an attractive showcase from which to sell it. You need people having fun out of The American Legion and showing their pride by being active.

Yes, you still need that man who will ask a veteran to belong. Even many enthused Legionnaires will not do this, but an enthused Legionnaire will help by making that new Legionnaire feel right at home when he attends his first post meeting. Programs and enthusiasm will keep him coming back. Then, and only then, does your post have an effective "people" ingredient in the original formula.

Emblem Sales Honors Charge Card Orders

NATIONAL EMBLEM SALES has begun accepting orders charged to either Master Charge (Interbank) or BankAmericard accounts. All items ordered from the Emblem Catalog may be charged; however, such orders must total a minimum of five dollars ($5.00).

Sales charged in this manner are limited to Legionnaires and members of the American Legion Auxiliary and Sons of The American Legion, and their families.

Orders under the charge card system must include the membership card number, the charge card number, the Interbank number on Master Charge, the expiration date of the charge card, and the customer's signature.

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COMMANDER'S CALENDAR

July

4	Independence Day.
13-20	Boys Nation, Washington, D. C.
22	Deadline for having 1972 membership transmittals reach National Headquarters to determine delegate strength for 54th National Convention. Deadline for filing uniformed group entries for National Convention contests.

August

3-4	National Membership Workshop, Indianapolis, Ind.
5	Eighth anniversary of Gulf of Tonkin Incident, changing U. S. role in Vietnam, 1964.
18-24	54th National Convention of The American Legion, Chicago, Ill.
23-28	Regional Tournaments, American Legion Baseball.
31-Sept. 5	1972 World Series, American Legion Baseball, Memphis, Tenn.

September

2	V-J Day.
4	Labor Day.
17	Constitution Day—Citizenship Day.
23-24	12th annual National Baseball Conference, Indianapolis, Ind.
30-Oct. 1	4th annual National Conference of Department Oratorical Chairmen, Indianapolis, Ind.

National Health Insurance Proposals Jeopardize VA Medical Care Program

AMERICAN LEGION POSTS are being alerted to help institute a public information campaign to head off a trend which would reduce the Nation's sick and disabled veterans to the status of welfare recipients. This warning is contained in the interim report of the Legion's Special Committee on Veterans Medical Care after intensive study of proposals for a national health insurance plan.

The Committee's interim report was approved, by a special mail vote, by the National Executive Committee of The American Legion in March and the NEC reaffirmed its action at its meeting, May 3, in Indianapolis.

The Special Committee on Veterans Medical Care was authorized by Resolution No. 113 of the 1971 National Convention. In October, 1971, National Commander John H. Geiger appointed the following as its members: Chairman, Emory L. O'Connell (Colo.); Frank C. Bottigliero (Ill.); Fred A. Clough (Me.); Robert J. de Sanctis (N. Y.); Fred G. Heinle (Wis.); Joe F. Hudgens (Tenn.); W. F. Lenker (S. D.); and Lewis S. Sloneker (Calif.).

The Committee met several times between October and March in both Indianapolis and Washington, D. C. In addition to its internal deliberations, it met with the Administrator of Veterans Affairs and his staff, members of the House and Senate Veterans Affairs Committees and their respective staffs, and representatives of the American Medical Association.

The Committee also exchanged correspondence with the American Hospital Association, the American Psychiatric Association, and the National Medical Association. Also, on the Committee's behalf, the director and deputy director the Veterans Affairs and Rehabilitation Commission met with representatives of the AFL-CIO.

Of the four charges to the Committee as contained in the National Convention resolution authorizing its establishment, the Committee focused its immediate and special attention to the charge to "consider the potential impact on the Veterans Administration medical care program of a national health insurance plan."

The essence of the Committee's interim report is included in 10 points as listed below. In the preamble to the 10 points the Committee stated: "We, at this stage of our deliberations, believe that The American Legion must institute one of the greatest campaigns of our history to acquaint the American public with the forces which seek to destroy our status as veterans and to reduce our sick and disabled to the status of welfare recipients."

The 10 points are as follows:

1. The present VA medical care program is a resource of incalculable value to the Nation.

2. The present VA medical care program is discharging a debt of honor of the American people to the Nation's war veterans.

3. The preliminary investigation clearly establishes that the enactment of national health insurance will have a traumatically adverse effect on the VA medical care program, and that it is imperative that every action be taken by whatsoever means available to The American Legion and that its influence be used to distinguish clearly and keep separate the identity of the VA medical care program.

4. Any remedial action taken in the field of health care delivery must not be effected at the expense of the VA medical care program as it is now constituted.

5. The present unparalleled quality of VA medical care, as exemplified in the operations of the triad of teaching, research, and treatment, must be extended and deepened in any move to achieve and maintain the ultimate goal of first class medical care for all Americans within the framework of the health care delivery systems now operating in this country.

6. In support of the goal of maintenance of the VA medical care program at its current high level of quality, that program should not be extended through merger of direct affiliation with other health care delivery systems operating in the country.

7. To a limited extent, with special regard to availability and maximum utility of highly specialized equipment, techniques, and procedures, the VA medical care program should further develop its cooperation and coordination with existing health care delivery systems at all levels of operation.

8. The continued entitlement of war veterans to a health care delivery system designed to meet their special needs, with particular emphasis on care for the service-disabled, and their special status, is a principle to which the Nation must be unalterably committed.

9. As of now, we are satisfied that the VA has developed one of the finest hospital and medical care systems for veterans the world has known. We acknowledge that there are faults in the system, some resulting from operational deficiencies within, others from lack of financing. We must, however, emphatically warn that there is a trend in our country toward Utopian ideas of universal care for all citizens and the relegation of the veteran to civilian status.

10. It may be taken as a basic right that all of the American people are entitled to adequate medical care when needed.

The interim report concludes: "The Special Committee recommends that The American Legion support the positions set forth in this document to the full extent of its energies and resources."

Charges for Post Officer Installation

EDITOR'S NOTE: To assist American Legion Posts in the development of an effective and meaningful ceremony of installation of officers, the **ADVANCE** has reproduced on these two pages the charges given by the installing officer to each of the newly elected officers. A good year begins with officers duly installed. For complete instructions concerning the installation ceremony, see your copy of the *Post Commander's Guide and Manual of Ceremonies.*

Installing Officer (to all officers as group): "My comrades, you have been chosen by your comrades to fill the various offices of ..... Post No. ..... You will, I know, vindicate the trust that has been reposed in you, and fulfill in every way the obligations which that trust entails. You shall at once familiarize yourselves with the duties of your particular offices, and you shall proceed upon those duties in the same spirit of devotion and endeavor which characterized that service out of which arose The American Legion. You must know that the welfare and success of this Post depends largely on you; and you must know also that upon your shoulders equally rests the burden of preserving the integrity of The American Legion. You must protect its good name before the people of the United States. You must exalt it in their eyes. You must make them know as we know its purposes and its policy. Ever remember the tolerant spirit that animates its members. There is no rank among us, for each serves as the equal of his comrade; and all strive toward the same goal, which is the realization in the life of the Republic of the ideals of Justice, Freedom, Democracy and Loyalty. Ever remember that the cardinal purposes of The American Legion are the rehabilitation of our disabled comrades; the care of the dependents of those who have answered the final call, and of those who are now suffering the ravages of wounds, disease and want; rightful education of the children of our Country, and devoted service to the community, state and nation.

"You will raise your right hands and repeat after me, giving your names: 'I ..... do solemnly pledge myself to perform faithfully and impartially the duties of the office in The American Legion I am about to assume, and I further pledge I am not a member of, and do not subscribe to the principles of, any groups opposed to our form of government.' "

Installing Officer to Sergeant-At-Arms: "You are the sentinel or tyler, the outer guard of this Post. You will guard especially against the loss of one of The American Legion's greatest possessions—our deep and abiding spirit of comradeship. You will learn the identity of and introduce to the Commander all visiting comrades and guests of the Post. You are responsible that no one shall remain a stranger in our midst. Be ready at all times to assist your Commander. Into your hands is given charge of the stand of colors which you will properly display at all Post meetings and on ceremonial occasions."

* * *

Installing Officer to Service Officer: "You have been signally honored by this Post by your election to perform fundamental, unselfish work, not only for the benefit of the members of this Post, but for those War veterans particularly in need of your service. Yours is the choice responsibility of looking out for the welfare of all concerned. The duties of a Service Officer are highly important and exacting, and while your accomplishments will be deeply appreciated by those immediately concerned, the work itself will not be sufficiently ostentatious to catch the headlines in the newspapers. Depending upon satisfactory performance of duty there will come to you the heartfelt gratitude of each and every member of this Post. I congratulate you upon the opportunity to serve so constructively and so unselfishly."

* * *

Installing Officer to Historian: "Your office is an important one. To you is given the responsibility of preserving and compiling the records of this Post. The future can only be judged by the past. Be mindful that the lamp of recorded experience may do much in guiding the footsteps of those who follow. Ever remember that without the recorded history of this Post, its policies and accomplishments will be a blank to the ones who come after we are gone."

* * *

Installing Officer to Judge Advocate: "To you, my comrade, is assigned a most important duty for which your legal training and/or past Legion experience so aptly prepare you. You are the interpreter of the Constitution and By-Laws of your Post, and may at any time be called upon by the Commander and other officers and members of the Post to rule upon the legality of their actions and decisions insofar as they affect the good of The American Legion. You are also

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Installation . . .

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charged with protecting the integrity of our organization and keeping alight the torch of truth and fidelity that symbolizes the high and ennobling ideals under which our great American Legion was founded. Protect wisely that heritage."

* * *

Installing Officer to Chaplain: "To you is given the spiritual leadership of this Post. You will, I know, lend dignity and respect to your office. You should be in close confidence with the Commander and the other officers of this Post, and should attend all meetings of the Post. You should be ready upon occasion to take your part in the initiation of new members, the dedication of halls, monuments or colors, and the funeral services for a comrade. All such ceremonies are made more commemorative by the use of our Ritual. Into your keeping we place the spirit of comradeship of this Post. May harmony and unity prevail."

* * *

Installing Officer to Finance Officer: "You are the keeper of the moneys and in you is reposed the financial policy of the Post. To you is given charge of the year's budget and to you is given the duty of the payment of all obligations when proper authorization has been given for such payment. Your position is an important one, demanding integrity and honesty. Your election to this office signifies that your comrades have implicit trust in you. Guard well that trust."

* * *

Installing Officer to Adjutant: "My comrade, you have been chosen to assist your Commander in the wise and effective administration of his office and to serve not only your fellow Legionnaires, but also those whose relationship to our organization has led them to look to us for guidance and relief. You will find your duties many, varied, and at times taxing of your crowded hours and resources. The successful accomplishment of our program depends, to a great extent, upon you and your performance of the duties of your office."

* * *

Installing Officer to Second Vice-Commander: "Into your helpful hands are placed the important responsibilities of assisting the Commander in all of his duties. Particularly should you be interested in patriotic observances of all kinds, in developing Post activities, and in the entertainment features which mark all meetings. Help to observe strict tolerance among your members on all political, religious and industrial matters. The application of Justice will be your particular concern."

* * *

Installing Officer to First Vice-Commander: "To you is given the responsibility of an active cooperation between yourself and the Commander. Particularly should you interest yourself in the membership of the Post. You should be assisted by the most active and devoted members. No single factor has so important an influence on the Post's success as membership. You will be the exponent of means of safeguarding the honor of the Flag of our Country. To you are committed these endeavors with the expectation that you shall fulfill each and every one of them. You are the teacher of 'Democracy'."

Installing Officer to Retiring Commander: "My comrade: You have just completed a year of impressive service to The American Legion and to ..... The record of your Post indicates the quality of that service. Through your earnest performance of the duties of leadership, you have truly justified the great trust which your comrades reposed in you. Although the mantle of leadership is now being passed to another, a great responsibility remains with you. You possess a great wealth of knowledge gained through your leadership experience. Place this wisdom at the disposal of your successors in order that your comrades may benefit therefrom. Through your station maintain the principle of 'Freedom' within this Post.

"On behalf of the ....., I thank you for the splendid service you have rendered The American Legion."

* * *

Installing Officer to Commander: "To you, my comrade, is entrusted a very important duty, that of teaching and protecting the cardinal principles of The American Legion throughout your entire Post. To you is entrusted supervision of the duties of all other officers of the Post. To you may come the indigent and the distressed and it is your duty to see that no worthy comrade is turned away without full justice. It is your duty to see that Freedom is ever the watchword of those with whom you may come in contact. Loyalty to your Post, to its membership, to the state and to the National Organization, are obligations which you now assume. You are more than the presiding officer for meetings. You are guided by the Constitution and by the decisions of the Post as a body, yet the responsibility for the success of the year's program is largely on your shoulders. You must initiate and carry through programs to completion. You must thoroughly familiarize yourself with the policies and traditions of your Post and of The American Legion. By your sincere acceptance and earnest performance of these duties, may the great trust which your comrades have reposed in you be justified. To you I extend the congratulations of the Department, and I wish you well as you assume the responsibilities of your office. I present to you a copy of the Post Commander's Guide and Manual of Ceremonies to serve as your guide during the coming year."

Dues Statements, Return Envelopes Hasten Legion Membership Renewals

IN THIS AGE OF THE COMPUTER and universal credit, very few of us pay a bill until we receive a statement. Certainly this is becoming more and more true in the renewal of memberships by most American Legionnaires.

This is why a growing number of posts are using dues notices or membership statements in their annual membership renewal campaigns. The beauty of this trend is that the dues statement sent through the U. S. mail is the simplest, most efficient, and fastest way of getting the bulk of membership renewals in.

Several Choices Available

There are several choices available to posts as they make plans for the 1973 campaign. National Emblem Sales (and some department emblem sales) offer for purchase a round-trip or return-envelope type of printed dues notice. The envelope is designed so that it can be mailed to the individual member, who then can use the same envelope to return his dues to the post.

The national dues envelopes (Catalog No. 75299) may be ordered in boxes of 200 from National Emblem Sales, The American Legion, P. O. Box 1055, Indianapolis, Ind. 46206, at the following prices (which include delivery charges):

1 box of 200	**$ 6.00 total cost**
2 boxes of 200	**11.50 total cost**
3 boxes of 200	**14.70 total cost**
4 boxes of 200	**19.60 total cost**
1,000 to 9,800 envelopes	**23.00 per 1,000**
10,000 or more envelopes	**20.00 per 1,000**

Your local stationer or business supply house may also offer a similar round-trip envelope which could be printed with your own special message.

Dues Notices

There is also available *from your department headquarters* without charge a one-sheet dues notice, as well as a second notice and a dues letter which can be sent to slow payers who have not responded to a first or second notice. Just order the quantities you need to cover your membership, unless notices are sent to you automatically by your department.

Whether you use the dues envelope or one-sheet dues notice, you will still need to add the name and address of the member, the amount of your post dues, and the address to which dues are to be mailed. The forms are designed so that this can be done by Addressograph or other mechanical means. The one-sheet dues notices may be mailed in a window envelope to avoid having to put the member's name and address on both the statement and the envelope.

Direct Billing Pilot Program

Posts in the following 13 departments have the opportunity this summer to take part in a pilot program of direct membership billing by National Headquarters:

Alabama	**Indiana**	**Oklahoma**
Alaska	**Kansas**	**Tennessee**
Colorado	**Minnesota**	**Texas**
Delaware	**North Carolina**	**Washington**
Idaho		

In this project, participating posts have already sent to their departments exact information as to their dues and the local mailing address to which members are asked to send their dues. National Headquarters this summer will then print dues statements, tailored to each post, for all 1972 members and mail directly to the members on a date specified by the participating departments.

Although the member will receive his dues notice from the Indianapolis Headquarters, he will still pay his dues directly to the post, just as he has in the past, and the post will issue the member's card following the receipt of the dues.

Posts participating in the direct billing project will not need to mail their own dues notices, except to members who were omitted from the National billing.

Tighter Administration Needed

Evidence of the need to tighten administrative operations in the collection of renewal memberships surfaced this spring in an experimental mailing of letters to members in 32 departments who were still carried as unpaid by National Headquarters in March. Typical of many replies was the following from a Legionnaire in the Rocky Mountain area:

> **"I belong to the .....Post and would be glad to pay my current dues if they would write and give me the following information: (a) To whom shall I mail the check—name and address; and (b) The amount of the dues to be paid."**

Many others wrote to thank the department for reminding them that dues had not yet been received.

Every post will lose some members annually for unavoidable reasons. Our aim for 1973 should be to lose no members by accident or by failing to offer our members a reasonable opportunity to renew. Systematic billing is one step toward that goal.

It's Time to Update Membership Records

POST ADJUTANTS can win the applause of their members by making an extra effort during the new membership year to bring records of continuous membership up-to-date and correct past errors.

Every member of The American Legion deserves to be credited with the correct number of years of continuous membership on his membership card, and the post adjutant is the key person for getting the job done. If at all possible, this should be accomplished before the 1973 card is presented to the member.

Years of continuous membership or correction of an incorrect entry should also be made on the Department Record Card before forwarding it to department headquarters. If this is done, National Headquarters will be able to record the correct figures, and in the future the member's card will be printed to give him the proper credit.

The National Executive Committee has authorized plans for the issuance of a special "Golden Certificate" to all Legionnaires credited with 50 or more years of continuous membership. These certificates will **not** be issued until January or February 1973.

Thus, if the post adjutant will make sure that any of his members entitled to this certificate have their correct years of continuous membership entered on the 1973 Department Record Card, and if the Record Card is received in National Headquarters before Christmas, we will be able to issue the authorized "Golden Certificate."

Although special emphasis is being put on getting the 50-year records accurate and complete, National Headquarters is also hoping to improve its records of continuous membership for all members. The Viet-Time Veteran who joined last year is going to be a 50-year member some day. In another 20 years or so, thousands of World War II Legionnaires will be celebrating their golden anniversary as members.

If we can get the records complete and accurate, the National Headquarters computer can maintain them from that point on. But the correct credit does have to be reported to National Headquarters in order to get the figures into the computer, and the Department Record Card is by far the most efficient way of accomplishing the task.

For more detailed instructions, see Page 14 of *How to Process Membership Cards—A Manual for Post Adjutants of The American Legion,* or instructions from your department adjutant if your department maintains complete continuous membership records at department headquarters.

Collector's Bottle To Commemorate 1972 Convention

THERE'LL BE AN ADDED ATTRACTION for those attending The American Legion's 54th National Convention, Aug. 18-24, in Chicago, Ill. A special commemorative ceramic whiskey bottle has been authorized and designed as a salute to this historic event.

This will mark the second consecutive year that one of these collector's items has been available for sale in liquor stores of the Legion's convention city. Last year's design, a ceramic Legion Emblem, was a popular memento for those attending the 1971 National Convention. The bottle was a sell-out in Houston and shortly after the Convention was listed in bottle collector magazines at a higher price empty than it sold for over the counter filled with that famous Ezra Brooks limited stock, 12 years old, 90 proof Real Sippin' Whiskey.

The ceramic bottle designed for the 1972 National Convention is also destined to become a collector's item. The bottle is in the form of a Legionnaire, in

official uniform, standing at attention and rendering a salute. An American Legion Emblem decorates the front of the base of the bottle. On the reverse of the base is an outline of the State of Illinois, identifying The American Legion 54th National Convention, Chicago, Illinois, 1972.

The bottle stands about 15 in. tall and comes apart at the waist of the saluting Legionnaire. Manufactured for Ezra Brooks by the world-famous Heritage China Company, the bottle is hand-trimmed in 24-carat gold.

As in the procedure followed for last year's official convention commemorative bottle, and for other ceramic bottles in collection series, only a limited number of bottles will be manufactured and available for sale. The mold of the bottle will be destroyed to protect the collectors.

Legion, Red Cross Disaster Relief Pact Opens New Avenues for Service

BECAUSE OF THEIR MUTUAL INTEREST in disaster relief efforts, The American Legion and the American National Red Cross have cooperated since 1926 under a jointly adopted, written understanding. That spirit of cooperation is even stronger today.

A new Disaster Relief Understanding was ratified early this year by the two organizations in order to tie in with recently enacted federal legislation, to broaden the participation of the American Legion Auxiliary, and to include administrative changes and new program emphases of the organizations.

Concerning the new Disaster Relief Understanding, George M. Elsey, president of the American National Red Cross, issued the following statement:

"Signing of the new Disaster Relief Understanding between The American Legion, the American Legion Auxiliary, and the American Red Cross marks an important step forward for our organizations' mutual interest in providing quick, effective relief for disaster victims.

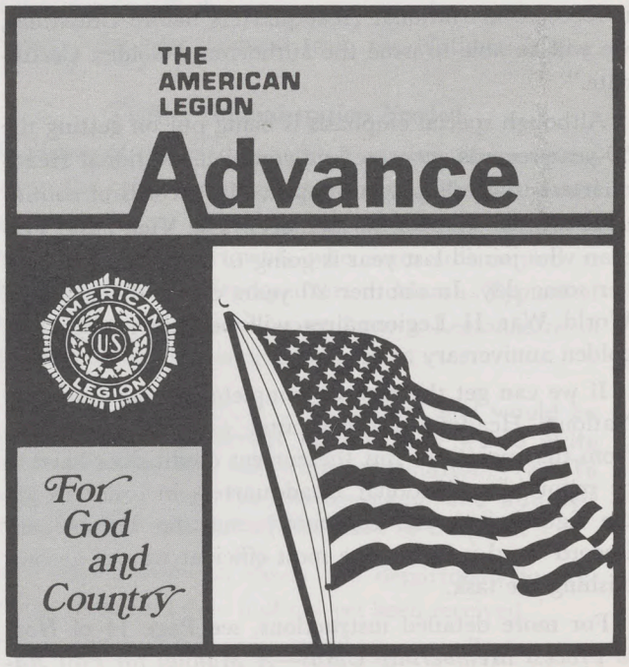
"However, the existence of a new understanding does not by itself guarantee faster or more efficient disaster relief operations. The understanding can only become a truly helpful document for the benefit of victims if its words are put into **actions** within the communities.

"The American Red Cross is asking its divisions and chapters across the nation to work closely with their Legion Posts to implement this agreement—to identify Legion facilities that can be used for emergency facilities, to provide training to Legion members interested in serving in disaster, to involve Legionnaires in community-wide disaster planning.

"It is our hope that Legion groups in turn will seek out their local Red Cross Chapters to join the Red Cross disaster program, and that they will make known without waiting to be approached their interest and desire to become a part of the local chapter's disaster action efforts.

"Over the years, our two organizations have compiled a proud record of working together in time of disaster. Our goal now should be to turn this new understanding into an even prouder record, to see the Legion, the Red Cross, and other community agencies working effectively together to make sure that help is always swiftly available wherever it is needed."

Copies of the new Disaster Relief Understanding may be obtained from the National Security-Foreign Relations Division, The American Legion, 1608 K St., N. W., Washington, D. C. 20006.



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