THE AMERICAN LEGION

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

Advance

Vol. XXI August, 1978 No. 8

Give Meaning to 'We Dare To Care' . . . .

'Operation Post Home' Set

AMERICAN LEGION POSTS throughout the land are asked to make their facilities available for possible daytime use by the elderly citizens of their respective communities.

At its May meeting, the National Executive Committee adopted Resolution No. 12, establishing "Operation Post Home" as a program to provide through daytime utilization of American Legion Posts "physical, social, nutritional, recreational, and other useful activities for senior citizens, and especially for aged and aging veterans and their spouses."

Every community has its elderly citizens who need some type of activity or social attention. This group includes not only World War I veterans but also a significant number of World War II veterans who have reached retirement age. While some communities have extensive programs for these older citizens, there are many that have none.

Idle Post Homes

Throughout this nation there are several thousand American Legion Post homes that stand idle during the day. Some Post facilities are already being used for programs which could be identified with "Operation Post Home," but many others could be made available to their respective communities for such projects.

"Operation Post Home" can be a double-barreled venture. Some of the older group can serve as volunteers; others would be on the receiving end of such services. However, both would actually benefit from the program.

"Operation Post Home" is intended to transform the post's facilities into a Senior Activities Center for certain periods during the week. Whether you open your post's facilities once, twice, or more times a week will depend upon your own community's needs and resources. Your post will become the hub of activity for the elder generation of your community.

Include Auxiliary Unit

This program is intended as a joint effort on the part of both The American Legion and the American Legion Auxiliary. The Legion has its Subcommittee on Problems of the Aged and the Aging; the Auxiliary, through its Veterans Affairs and Rehabilitation Committee, has a Field Service Volunteer and Homes Service Program.

In addition, the Veterans Administration has shown great interest in "Operation Post Home." Chiefs of Voluntary Services at VA hospitals can be contacted, especially for professional advice.

Successful Pilot Project

West Duluth Post 71, Department of Minnesota, conducted a pilot project, formally opening its doors to the older citizens of the community last October. In spite of adverse weather and a transportation strike, this experimental program was an instant success.

"Operation Post Home" provides a great opportunity for volunteer work for posts and units located far from VA hospitals. Under this program, volunteer hours can be earned right in the post home.

Additional information to assist those posts and units get started under "Operation Post Home" is available through the Legion's National Veterans Affairs and Rehabilitation Division in the Washington, D.C., Office. To get more details on this worthwhile program, write:

Operation Post Home
The American Legion
1608 K Street, N.W.
Washington, D.C. 20006

Here is a meaningful way for you, your Legionnaires, and your post to say, "We Dare To Care!"

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COMMANDER'S CALENDAR

August

5	14th anniversary of Gulf of Tonkin Incident, 1964, changing U.S. role in Vietnam.
18-24	60th National Convention, The American Legion, New Orleans, La.
23-27	Regional Tournaments, American Legion Baseball.
31-Sept. 4	National Finals, World Series of American Legion Baseball, Yakima, Wash.

September

2	33rd anniversary of V-J Day, 1945.
4	Labor Day.
9-10	District Commander Training Seminars at Cromwell, Conn.; Biloxi, Miss.; Myrtle Beach, S.C.; and Salt Lake City, Utah. Seminars are open also to Post Commanders and others desiring leadership training. Check with your department adjutant for details.
16-17	Annual Conference of Department Education and Scholarship Chairmen, Indianapolis, Ind.
17	Citizenship Day.
23-24	18th annual National Baseball Conference, Indianapolis, Ind.

October

1-7	National Employ the Handicapped Week.
7-8	9th annual National Conference of Department Oratorical Chairmen, Indianapolis, Ind.
9	Columbus Day.
14-15	43rd annual National Boys State Conference, Indianapolis, Ind.
16-17	Annual Conference of Department Commanders and Adjutants; standing national commissions and committees meet; Indianapolis, Ind.
18-19	National Executive Committee, Indianapolis, Ind.

The American Legion **ADVANCE**

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MEMBER AMERICAN LEGION PRESS ASSOCIATION

Editor: Frank L. Megnin

August, 1978 Vol. XXI, No. 8

Legion Readies 'Safe, Fun' Nite For Halloween

REMEMBER THE DAYS when Halloween was filled with superstitions? For American children it's now a festival — a time for boys and girls to dress up in fancy costumes or funny attire, to go trick-or-treating, attend parties, and even participate in parades.

A few years ago, the goblins and the ghosts came back to mar the trick-or-treat phase of the festivities.

In response, American Legion Posts and American Legion Auxiliary Units organized special Halloween activities within their respective communities to "Make Halloween A Safe and Fun Night." Begun just seven years ago, this program has enjoyed wider acceptance and participation in each succeeding year.

Posts and units are encouraged to initiate or continue programs in their communities such as parties, parades, paint-ins, or other appropriate activities to help insure that the children will have a safe and fun Halloween.

Materials pertaining to this program have been shipped to all departments for post distribution. The Halloween brochure is complete in itself, containing ideas on how to prepare for a safe Halloween, safety tips, news releases, plus radio and TV spot announcements.

In addition to these promotional aids, a colorful slide has been prepared for use in conjunction with the television announcements.

An added feature this year is an 11 x 17, black-and-white poster for display in stores, churches, schools, and other appropriate places promoting "A Safe and Fun Halloween."

All requests for materials should be sent to department headquarters.

As Post Commander, you have an excellent opportunity to exercise community leadership as you contribute to a nationwide effort to promote both the safety and fun aspects of Halloween celebration.

There is no way to measure statistically the results of this program. But, if by your post's participation, you help prevent one mishap — perhaps save one life — don't you think it's worth the effort?

58th Education Week, Nov. 12-18

POST COMMANDERS are urged to take an active role in the 58th annual observance of American Education Week, Nov. 12-18, to give real meaning to this year's theme — "Education Can Turn Things Around."

...Suggested

NEWS RELEASE!

(American Education Week)

Plans for community participation in the observance of American Education Week, Nov. 12-18, were released today by — **(Name of Post)** — Post No. _____of The American Legion by Post Commander — **(Full Name)** — and Auxiliary Unit President — **(Full Name)** —.

Representing Post No. _____on a special planning committee for the annual observance are — **(Full Names)** —. The full committee consists of — **(List members by Full Names and Organizations represented)** —.

Fifty-eight years of concern and interest will be concentrated into the annual nationwide observance of American Education Week which has as its theme for 1978 — "Education Can Turn Things Around."

Since 1921, The American Legion, the American Legion Auxiliary, and other professional groups have promoted with good cause the idea of public visitation to our schools, Commander — **(Last Name Only)** — said.

American Education Week is not just for active parents and educators, it's for everyone, Commander — **(Last Name Only)** — explained.

"There's no need to cite any statistics to indicate that it's quite apparent that many of our local citizens have not visited their local schools since their own graduation," Commander — **(Last Name Only)** — stated. "Exercise your right and responsibility during this year's observance of Education Week and visit the school of your choice."

Teachers, students, and parents would like to prove that "Education Can Turn Things Around" is more than a slogan — it's a fact.

From the very days of its founding, the Legion has maintained serious interest in our country's educational system. This interest soon evolved to emphasis through the observance of American Education Week.

This year's theme — "Education Can Turn Things Around" — has a two-fold purpose. First, it is a message to young people in school that the success they enjoy in years ahead greatly depends on their education and training. Second, it is a reminder to all that education is necessary for a better understanding of ourselves, others, and the world around us.

WW I Findings Alarming

After World War I, The American Legion declared war on illiteracy and lack of physical fitness which had found an alarming portion of America's manhood unfit for military service. The Legion wanted a nation of citizens who could read and write and who were physically fit. Across America, Legion Posts became a part of a great effort to bring education to all of our people.

In 1921, in cooperation with the National Education Association, The American Legion began American Education Week, a program in which Legionnaires became a driving force to unite communities and organizations in support of better schools. We were joined later by the U.S. Office of Education and the National Congress of Parents and Teachers as co-sponsors of American Education Week.

The American Legion was quick to see that America's strength depended upon the quality of public and private education for our children and the advancement of the educational level of all ages.

G.I. Bill of Rights

In the midst of World War II, The American Legion conceived, wrote, and secured passage of the G.I. Bill of Rights. No previous act in our nation's history had done more to increase the skills and raise the educational level of our people.

Your post can add strength and meaning to the Legion's continuing interest in education through American Education Week participation. A complete packet of materials on this program has been sent to all department headquarters, to which you should send your requests.

Several other publications in this area are also available from your department headquarters. Most notable of these is the 28th edition of "Need A Lift?", the Legion's authoritative handbook on sources of financial assistance for education and training beyond high school.

The American Legion

For God and Country

★ NATIONAL HEADQUARTERS ★ 222 NORTH DEARBORN STREET ★
★ INSURANCE DEPARTMENT ★ CHICAGO, ILLINOIS 60601 ★ 312-FI 6-9300 ★

OFFICE OF THE ADMINISTRATOR

THE ONLY APPROVED INSURANCE PLAN IN ALL STATES FOR LEGIONNAIRES

August 1, 1978

Dear Commander:

We congratulate you on your recent election to the office of Post Commander. It's apparent that your Leadership qualities have been recognized. Your related interest will undoubtedly include considerable thoughts pertaining to Post Growth.

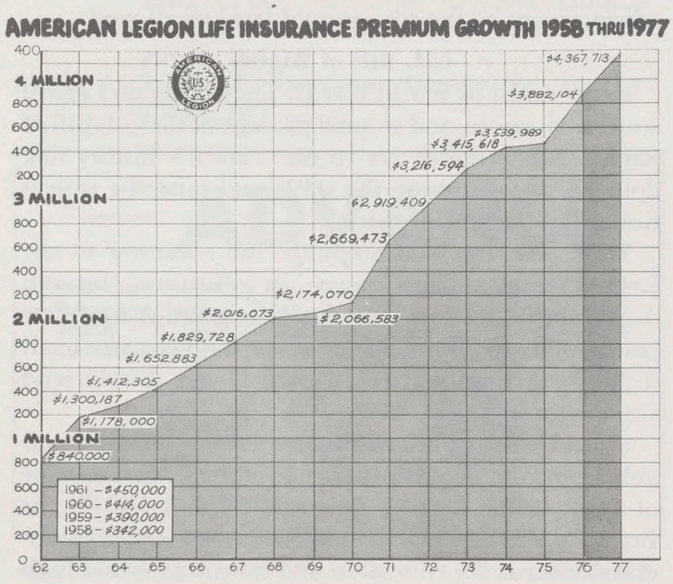
The American Legion Life Insurance Plan provides the tool that will attract new members when put to use. This program is 20 years old. It has at all times served well, the membership. It provides maximum protection at minimum cost.

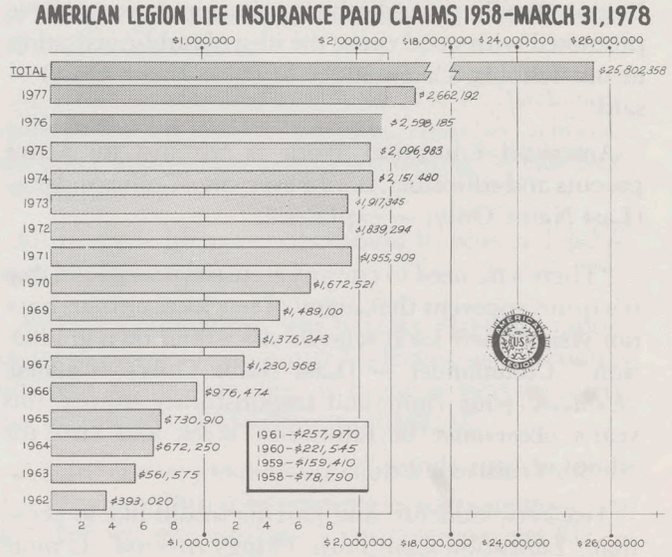
Since the Plan's inception approximately $27 million dollars has been paid to some 17,000 designated beneficiaries. It even provides a 10% "add on" Bonus to the Benefit's Schedule.

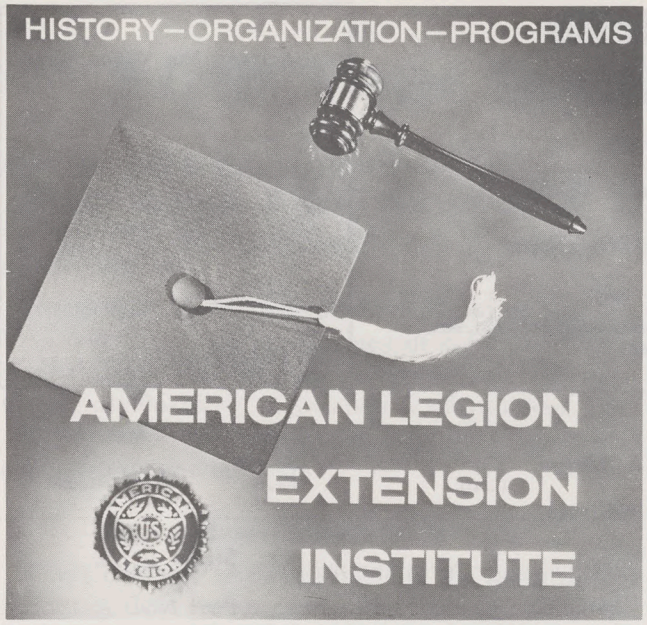
We are urging all Posts to appoint an Insurance Officer. Then notify Gene L. Fattig, Director of Insurance Program c/o 222 North Dearborn, Chicago, Illinois 60601. The Director will supply the Insurance Officer with up-dated information and applications automatically.

Harold E. Heinly, Chairman
The American Legion Life Insurance
and Trust Committee

GF:db







33rd Term

THE EFFECTIVENESS of American Legion programs, the success of American Legion endeavors, are related directly to the capability of Legionnaires in elected positions of leadership or appointed responsibilities within their respective communities. In order to perform their specific duties to the best of their ability, Legion leaders must understand fully The American Legion—its history, its accomplishments, its programs, and, especially, how it functions today.

The American Legion Extension Institute will give this basic knowledge of our organization. A home study plan, the course consists of six monthly lessons. Students check their own progress by a series of questions at the end of each lesson.

Students will complete the final examination and return it to National Headquarters for grading. Students passing the final examination will receive a certificate of graduation. Legionnaire and SAL graduates will receive a colorful blue and gold mortarboard cap patch. Auxiliary graduates will receive an attractive mortarboard pin and chain which they may attach to their Auxiliary pin.

The six monthly lessons are as follows:

1—History and Organization.
2—Service Divisions and Sections.
3—Americanism and Children & Youth Programs.
4—Veterans Affairs—Rehabilitation and Economic Programs.
5—Legislative Program and Public Relations.
6—National Security and Foreign Relations Programs.

THIS COURSE is tailor-made for all newly elected and appointed American Legion officers. Any Legionnaire is eligible to enroll. Members of the American Legion Auxiliary are also cordially invited to enroll. The material contained in the Extension Institute can also be of great value to those older members of the Sons of The American Legion who have the maturity and potential for further SAL service as either elected leaders or counselors of the younger age sections.

Tuition

1 to 3 enrollments

..... **$6.00 each**

4 or more enrollments

(on one application) ..... **$5.00 each**

Enrollment Instructions

1. Use the handy enrollment application form on the reverse side of this page. Additional copies of these two pages of Extension Institute information are available from your Department or National Headquarters. If you have more than ten (10) applications for enrollment, type or print the requested information for the additional enrollees on a plain sheet of paper and attach it to the application form.

2. Be sure to fill out the application form completely. It is important that you include the membership card number and post or unit number of each enrollee!

3. Make all remittances payable to: **National Treasurer, The American Legion.**

4. Mail the application and remittance through your Department Headquarters, or to:

American Legion Extension Institute
P. O. Box 1055
Indianapolis, Indiana 46206

5. Mail your enrollment application as promptly as possible. National Headquarters will accept enrollments in the 33rd term through November 1, 1978.

Application Submitted by:

Name .....

Street .....

City .....

State .....

Zip Code .....

Post No. ..... Unit No. .....

AMERICAN LEGION EXTENSION INSTITUTE

P. O. Box 1055

Indianapolis, Indiana 46206

APPLICATION - 33rd Term

(Please Type or Print)

IMPORTANT! Please Include Membership Card No. And Post Or Unit No. Of Each Enrollee!

(Reserved For Office Use)
No. .....
Post .....
Unit .....
Remittance .....
No. of Apps. .....

1. Name ..... (Last) (First) (Middle)
Address .....
City ..... State .....
Zip Code ..... Post No. .....
Card No. ..... Unit No. .....

2. Name ..... (Last) (First) (Middle)
Address .....
City ..... State .....
Zip Code ..... Post No. .....
Card No. ..... Unit No. .....

3. Name ..... (Last) (First) (Middle)
Address .....
City ..... State .....
Zip Code ..... Post No. .....
Card No. ..... Unit No. .....

4. Name ..... (Last) (First) (Middle)
Address .....
City ..... State .....
Zip Code ..... Post No. .....
Card No. ..... Unit No. .....

5. Name ..... (Last) (First) (Middle)
Address .....
City ..... State .....
Zip Code ..... Post No. .....
Card No. ..... Unit No. .....

6. Name ..... (Last) (First) (Middle)
Address .....
City ..... State .....
Zip Code ..... Post No. .....
Card No. ..... Unit No. .....

7. Name ..... (Last) (First) (Middle)
Address .....
City ..... State .....
Zip Code ..... Post No. .....
Card No. ..... Unit No. .....

8. Name ..... (Last) (First) (Middle)
Address .....
City ..... State .....
Zip Code ..... Post No. .....
Card No. ..... Unit No. .....

9. Name ..... (Last) (First) (Middle)
Address .....
City ..... State .....
Zip Code ..... Post No. .....
Card No. ..... Unit No. .....

10. Name ..... (Last) (First) (Middle)
Address .....
City ..... State .....
Zip Code ..... Post No. .....
Card No. ..... Unit No. .....

50th Year for C&Y Conferences

THIS YEAR MARKS the Golden Anniversary of The American Legion's Area Conferences on Children & Youth (formerly known as Area Child Welfare Conferences).

Since 1928, The American Legion and its affiliates have conducted and participated in more than 225 of these regional meetings which have helped contribute to the development of awareness of problem areas affecting the well-being of children and the expertise to deal with these challenges.

Many Changes Made

Many changes have been made in the structure and format of these meetings over the years to make these conferences as meaningful and productive as possible. The 1978-79 series of Area Conferences will continue to offer those in attendance an innovative, interesting, and informative program.

Here are the dates and sites for the 1978-79 series of Area Conferences on Children & Youth:

Western	Nov. 2-4	Denver, Colo.
Southern	Nov. 16-18	Savannah, Ga.
New England	Nov. 30-Dec. 2	Providence, R.I.
Middle Atlantic	Jan. 11-13, 1979	Pittsburgh, Pa.
Midwestern	Jan. 25-27, 1979	Topeka, Kan.

As the Legion heads into its Golden Anniversary observance of these meetings which are such a vital part of a major program, it's significant to consider some early observations.

In her portion of the National Adjutant's Annual Report for 1928, then National Child Welfare Director Emma Puschner stated:

"At the time of the reorganization of the National Child Welfare Committee, which plan developed area groups with an Area Chairman in charge . . . this was the most progressive development in the Child Welfare organization . . . it afforded great possibilities in the educational and legislative work. It was not anticipated in this first year . . . that five area groups could hold their Area Conferences . . . and have representatives from practically every state involved . . . have a well-planned program with Legion, Auxiliary, and social work representatives participating, and have an interest so keen, discussion frank and enlightening, that it is no exaggeration for the director to state that these area Child Welfare meetings were the finest she has ever attended . . ."

New England First

According to files maintained at National Headquarters, New England actually pioneered this annual series of meetings with the first Area Child Welfare Conference, April 25, 1928, in North Hampton, Mass.

Although many changes have occurred during the course of 50 years of these conferences, one significant factor remains: Those who attend care about all children; they gather at these Area Conferences to discuss ways for improvement of conditions for all children.

If you are heading for your first Area Conference this year, here are some of the features you will note:

1. You will hear some interesting speakers covering certain subjects affecting today's youth.

2. There may be a film or two on the agenda to explain in greater detail one or more of these problem areas.

3. You will have time to ask questions or exchange ideas and program plans with delegates from other communities and states.

And There's More

There's a lot more we could tell you about these meetings, but we want you to find out for yourself some of the satisfaction of three days of learning, sharing, and caring — not to mention the fun side of the event.

There is no restriction on attendance. You don't have to be a member of any certain committee in your post, district, or department. Would you like to attend one of these Area Conferences? Well, then, come on!

Do you have some friends interested in areas of concern of children and youth? Bring 'em along! We'll look forward to seeing you there!

ADVANCE APPLAUDS . . . .

Lincoln Post No. 3, Department of Nebraska, has recognized its 50-year continuous members with paid-up memberships. The post honored 96 of its members in this fashion.

(Editor's Note: A National Executive Committee Resolution urges all posts to honor the contributions of their 50-year continuous members with life memberships.)

* *

The Disabled Veterans Outreach Program, operated by The American Legion Department of Maine within the Pinetree State has exceeded its initial 14-month goal by the seventh month. Under the program, more than 2,000 veterans were referred and assisted, more than 250 were placed in jobs or training programs, and contact (mail, phone, or personal) was made with more than 4,000 veterans.

Legion Emblem Use Needs Approval of National Adjutant

UNAUTHORIZED USE and reproduction of the name "The American Legion" and the Emblem of The American Legion have been brought to the attention of National Headquarters.

Posts, intermediate organizations (districts, counties, etc.) and departments are reminded the use of the Emblem shall be confined to using its imprint or reproduction upon stationery, publications, notices, posters, placards, etc. In addition, department convention committees may use the Emblem for decoration or souvenir purposes, subject in each instance to the approval of the National Adjutant.

Any other use of the Emblem or the name "The American Legion," except as appears on merchandise obtained through National Emblem Sales, is subject to the approval of the National Adjutant. (Posts must first have the approval of their respective departments before submitting their requests to the National Adjutant, The American Legion, P.O. Box 1055, Indianapolis, Ind. 46206.)

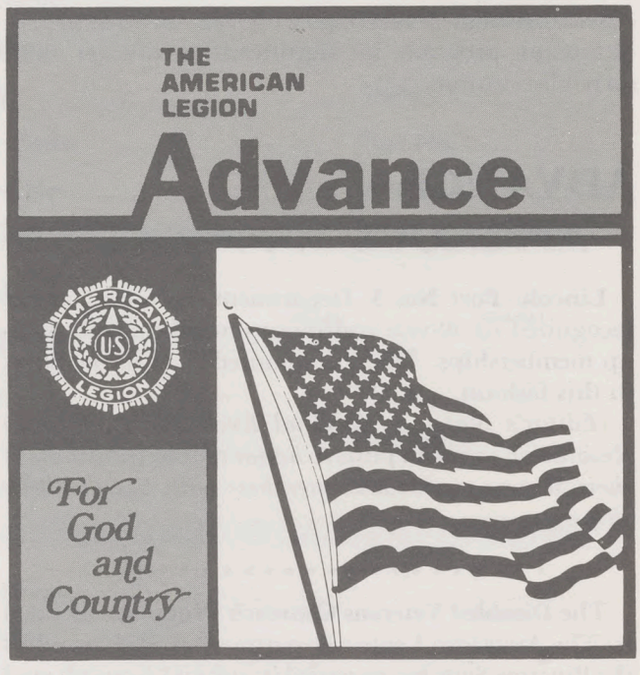
Hiring Handicapped To Get Spotlight During Observance

NATIONAL EMPLOY the Handicapped Week will be observed by The American Legion, Oct. 1-7, with the National Economic Commission, for the 32nd year, joining the President's Committee on Employment of the Handicapped in this annual observance.

Post Commanders are urged to participate in this program which is designed to encourage employers to hire and retain handicapped workers, especially disabled war veterans.

Perhaps in your community there is an employer who deserves national recognition. All your post need do is summarize the employment record — total number of employees, total number of handicapped employees, and total number of employees who are veterans — and forward this information to your department headquarters.

Further information about this employment awards program may be obtained by writing to the National Economic Commission, The American Legion, 1608 K St., N.W., Washington, D.C. 20006.



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Litho in U.S.A.

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