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Auxiliary Emblem Catalog 1927

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THE AMERICAN LEGION

National Headquarters

INDIANAPOLIS

EMBLEM DIVISION

Here is your 1927 Auxiliary catalog

THIS latest emblem catalog of the American Legion Auxiliary offers many unusual and out-of-the-ordinary emblem combinations, all of which have been created with the utmost care by highly skilled craftsmen. Each one is very fairly priced and is offered with the honest conviction that it is the best possible value for your money. *Your complete satisfaction is assured, for if you are not pleased in every way, your money will be refunded promptly and without question.*

It is required that the Emblem Division operate on a cash basis. No charge orders can be accepted. All orders should, therefore, be accompanied by remittance in full. All checks and money transfers should be made payable to the National Treasurer, The American Legion. Address all orders to the Emblem Division, National Headquarters, The American Legion.

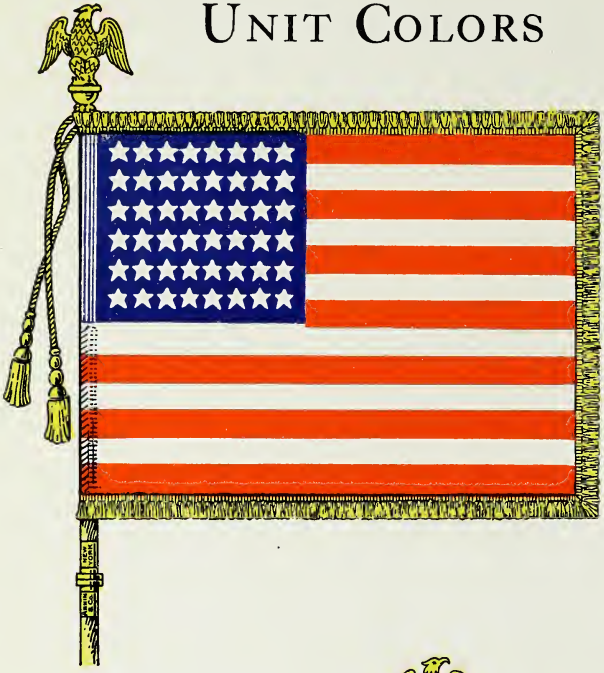
We are always at your service and it will be a pleasure, indeed, to accord your order immediate and careful attention.

Sincerely yours,

E. O. MARQUETTE, *Director, Emblem Sales*

Address orders to EMBLEM DIVISION, THE AMERICAN LEGION
NATIONAL HEADQUARTERS, INDIANAPOLIS, IND.

Unit Colors



THE *Official Stand of Colors* of the American Legion Auxiliary consists of a U. S. parade flag and an Emblem banner. Designed with particular care to eliminate excessive weight, Auxiliary colors are extremely easy to handle.

If your Unit does not own colors they should be purchased immediately. Bring it up at the next meeting! Prepare now for Decoration day, Flag day and Armistice day—the holidays on which the Auxiliary and the Legion are looked to for a proper observance of the day.

The prices quoted are very fair.

PRICES

	WOOL	SILK
U. S. Flag..	$20.00	$35.00
Unit Banner.	35.00	75.00
Total.....	$55.00	$110.00

Above prices f.o.b. New York
NOTE: Two weeks required for delivery
REMITTANCE MUST ACCOMPANY ORDER
NO C. O. D. SHIPMENTS

SPECIFICATIONS

SIZE—All Auxiliary flags are 3 x 5 feet.

COLOR—The Unit Banner is blue, the Department white and the National red.

MATERIAL—All silk flags are made of heavy U S. Government quality banner silk. All wool flags are made of U. S Government quality wool bunting.

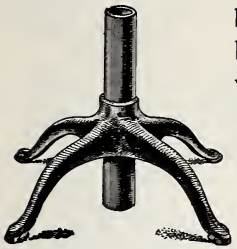
DESCRIPTION—All silk U. S. flags are made with sewed stripes and silk embroidered stars. All wool U. S. flags are made with sewed stars and sewed stripes. All Unit banners are made of DOUBLE thickness material with the emblem and wording reading correctly on both sides. Silk Unit banners are decorated and lettered in pure gold leaf. Wool Unit banners are lettered with cut and sewed letters of gold colored sateen—the emblem is painted.

MOUNTING—All Auxiliary flags are trimmed and mounted according to official regulations. This provides for 2-inch yellow silk bullion fringe on three sides and yellow silk tassels having nine feet of yellow silk cord. All flags are mounted on an eight foot polished oak pole equipped with a double brass screw joint and surmounted with a solid brass eagle having a wing spread of six inches.

EQUIPMENT—Each flag is equipped with a genuine leather carrying belt and a heavy oil cloth rain cover which is interlined with heavy canvas.

Unit Standards are Lettered with Name and Number of Unit and Name of City in which Unit is located.

Flag Holders



STYLE L
FLAG STAND

Each Unit and Department possessing colors should have a set of these sturdy *Flag Holders* which have been made especially for American Legion Auxiliary banners. They are made of cast iron, black enameled, and will last indefinitely.

PRICES

Single stand.....$3.00
Stands, per pair..... 6.00

F. O. B. New York City

REMITTANCE MUST ACCOMPANY ORDER
NO C.O.D. SHIPMENTS

Note: *One week's delivery*

Arm Bands

STYLE A-6 ARM BAND

Arm bands are particularly in demand on Memorial day, Armistice day and other occasions when your Unit is required to make a public appearance. With this handsome arm band your Unit can make a dignified and uniform showing.

Auxiliary Arm Bands are made of blue uniform cloth with emblem and wording silk embroidered in colors. They are unusually attractive and well made. You will be proud to wear yours!

PRICE
75c *each*

Note: *Additional wording 5c extra per letter or numeral*

Initiation Lamps

The best insurance for the success of your Unit is the use of the initiation ceremony as set forth in the Auxiliary's Manual of Ceremonies. Its effect upon new members is far reaching and lasting

The *Emblem Lamp* which is required consists of a ten-inch opaque canteen-shaped glass globe with base attached. The outline of the emblem and the lettering is cut into the glass by a process similar to engraving and then hand painted in the proper colors. Each lamp is furnished complete as illustrated, with a ten-foot cord, plug and socket. No extras to buy except lamp bulb.

PRICE

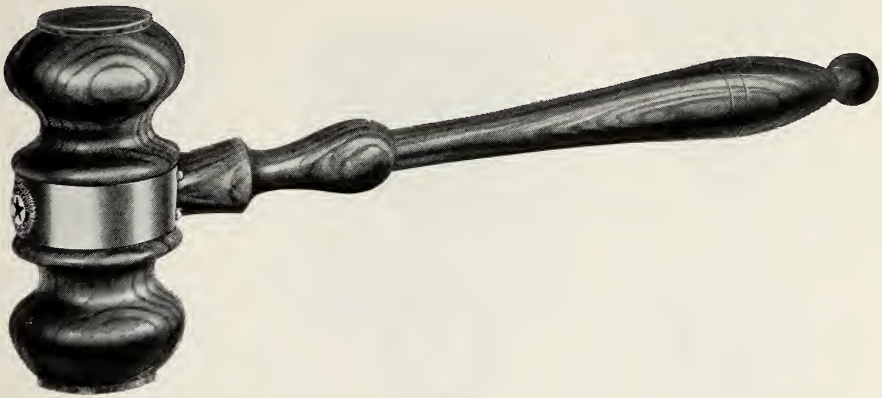
Each, complete.....$8.50

F. O. B. Monaca, Pa.

REMITTANCE MUST ACCOMPANY ORDER. NO C.O.D. SHIPMENTS

Note: *Two weeks' delivery*

GAVELS



THE light but sturdy gavel illustrated above is capable of efficient, dependable service for years. It will be of great assistance to your Unit president in presiding on meeting nights.

Each *Auxiliary Gavel* is made of highly polished cocobola and is supplied with a fitted band bearing the official Auxiliary insignia in colors.

Your Unit needs one of these beautiful gavels!

PRICES

Gavel with gold-plated band and emblem.....$ 5.00
Gavel complete, 10K gold band and emblem..... 10.00

Officers Badges

THERE is no other one thing that will aid in creating the proper atmosphere at your Unit meetings as the wearing of the *Official Officers Badge* by your Unit officers. They are large enough to be easily distinguished, yet small enough to be dainty and attractive. They are available for the following Unit and Department officers.

President	*Chaplain*
Vice-President	*Treasurer*
Secretary	*Sergeant-at-Arms*
Historian	*Executive Committee*

These attractive badges are to be had with either blue or gold stars at the prices quoted. Each one is made with the utmost care and equipped with a sturdy safety catch.

Your Unit should possess a complete set of these badges.

PRICES

Gold-plated, with ribbon.....$ 1.00
10K solid gold, with ribbon..... 10.00
14K solid gold, with ribbon..... 12.00

NOTE: *Officers Badges can be supplied with chains instead of ribbon at the following prices. Gold-plated, $1.25. 10K gold, $11.00. 14K gold, $14.00.*

Past Officers Insignia

Leadership is the acid test of unselfishness. It demands constant service to others without thought of self. The Presidents and Secretaries of the American Legion Auxiliary have exemplified the true spirit of leadership. They have devoted their best efforts to the advancement of your Unit and such loyalty should be remembered.

The *Past Officers Insignia*, illustrated above, are to be had for Unit and Department Past Presidents and Past Secretaries. Any one of them would make a never-to-be-forgotten gift. The wide range of prices makes it possible for each Auxiliary Unit to remember its outgoing President and Secretary.

Special Badges Can Be Made to Your Individual Requirements
Prices Quoted Upon Application

PRICES

	PAST PRESIDENT BADGE	PAST SECRETARY BADGE	PAST PRESIDENT RING	PAST SECRETARY RING
Gold-plated	$ 1.00	$ 1.00	*Not furnished*	*Not furnished*
10K gold	10.00	10.00	$15.00	$15.00
14K gold	12.00	12.00	17.50	17.50

Note: *Gold-plated badges not furnished with gift box*
Gold or blue stars optional

Past President and Past Secretary Badges Can Be Supplied with Chains Instead of Ribbon at Following Prices:

10K gold, $11.00 14K gold, $14.00 Gold-plated $1.25

Membership Pins

It is a real privilege to be eligible to wear the *American Legion Auxiliary Emblem*. Never be without it! It is an emblem that is recognized and respected by all patriotic citizens.

Each *Official Membership Pin* is a tribute to the art of jewelry making—made with the utmost care and equipped with a dependable safety catch. Solid gold pins are particularly recommended for they are guaranteed forever.

You need more than one membership pin!

PRICES

Gold-plated	$0.25 each
10K solid gold	2.00 each
14K solid gold	2.75 each

Gold or blue stars optional

School Award Medals

FRONT

REAR

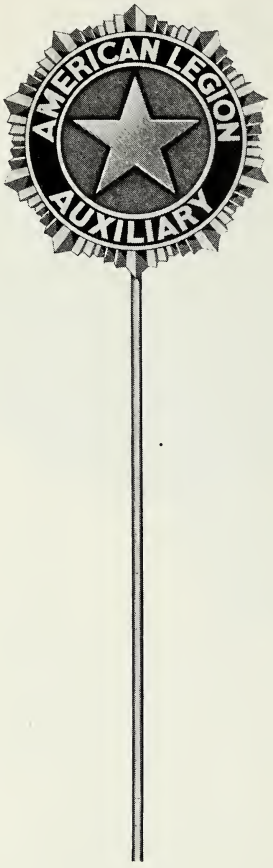
To foster and promote those ideals for which the Auxiliary stands an *Official Auxiliary School Award Medal* has been provided. This will enable Auxiliary Units to award an annual prize to the eighth grade girl student of public, private and parochial schools who best fulfills the award requirements of Scholarship, Honor, Service, Courage, Leadership and Americanism.

This official school award medal is struck from solid bronze and is supplied in a beautiful presentation box. The price quoted also includes a special certificate which is to be awarded in connection with the medal.

The awarding of these medals should be an annual affair with each American Legion Auxiliary Unit.

PRICE

Medal, box, certificate.....$2.50 per set complete



THE OFFICIAL GRAVE MARKER of the American Legion Auxiliary consists of a solid cast bronze reproduction of the Auxiliary emblem, approximately 6 inches in diameter, mounted on a 30-inch solid brass (oxidized) rod.

The back is made with a raised plate for casting the name, unit, etc., of the deceased in raised, polished letters, if desired. A flag holder is also provided on the reverse side.

The grave of each deceased member of your Unit should be marked with an *American Legion Auxiliary Grave Marker* before next Memorial Day.

American Legion Auxiliary grave markers are everlastingly guaranteed.

PRICE $1.55 EACH

F. O. B. Nashua, New Hampshire

Name, unit and date of death can be cast on the reverse side in raised, polished letters for an additional flat charge of seventy-five cents (75c) per marker.

NOTE: *Two weeks' delivery*

REMITTANCE MUST ACCOMPANY ORDER
NO C. O. D. SHIPMENTS

Printing Cuts

ONE COLOR

TWO COLORS

THESE one and two-color *Printing Cuts* of the American Legion Auxiliary emblem have been provided for the convenience of Units and Departments in printing stationery, meeting notices, etc.

The official membership pin is described on page ten.

PRICES

SIZE	ONE COLOR	TWO COLOR
½ inch	$0.50	$2.00
¾ inch	.50	2.00
1 inch	.50	Not furnished
1¼ inch	.50	2.00
1½ inch	.50	Not furnished
2 inch	.50	Not furnished

Larger cuts furnished on special order

Window Transfers

THE American Legion Auxiliary *Decalcomania* or *Window Transfer* reproduces the emblem in full colors on any transparent surface. Each one is six inches in diameter.

These transfers are just the thing for the windows and doors of your Unit headquarters and auto windshields.

PRICE

15c each, 2 for 25c

NOTE: *No orders accepted for less than two transfers*

Rings

This new and ultra-fashionable *American Legion Auxiliary Ring* embodies the very latest styles and ideas in ring making. The dainty design on each side of the mounting is oxidized to bring out its unusual beauty. The solid gold Auxiliary emblem is beautifully enameled in colors and is securely mounted on a background of transparent red enamel. A most unusual and dainty ring that commands instant admiration.

You will thoroughly enjoy owning one!

PRICES

10K green gold..... $ 7.50
14K green gold..... 10.00

Blue or gold stars optional.

Note: *To determine correct ring size, see ring gauge on opposite page*

AUXILIARY ORDER BLANK

EMBLEM DIVISION

THE AMERICAN LEGION

777 N. Meridian Street

INDIANAPOLIS, INDIANA

Date_____

Ship to_____ Ship Via_____

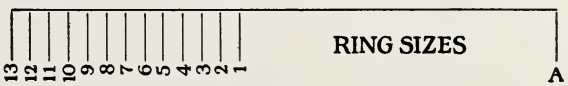
Street_____

City_____ State_____

RUSH THE FOLLOWING AUXILIARY SUPPLIES

Remittance for $_____ enclosed herewith

STANDARD RING GAUGE



Cut a slip of paper that will just fit snugly around the second joint of the finger on which you wish to wear your ring. Lay this slip with one end at A on the standard ring gauge shown here and the other end will indicate the correct size. (Remember we can furnish half sizes.) As an added precaution pin the slip to your order.

IMPORTANT: *Fill in!*

I belong to Unit No._____

Department of_____ SIGNED_____

SEE FOREWORD PAGE 3 BEFORE ORDERING