AMERICAN LEGION LIBRARY
PAMPHLET FILE

Emblem Catalog

1930

THE AMERICAN LEGION AUXILIARY

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THE AMERICAN LEGION

National Headquarters

INDIANAPOLIS

EMBLEM DIVISION

Here is THE NEW 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,

Marquette

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

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

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 ..... 2.50 each

Gold or blue stars optional

Prize Medals and Awards

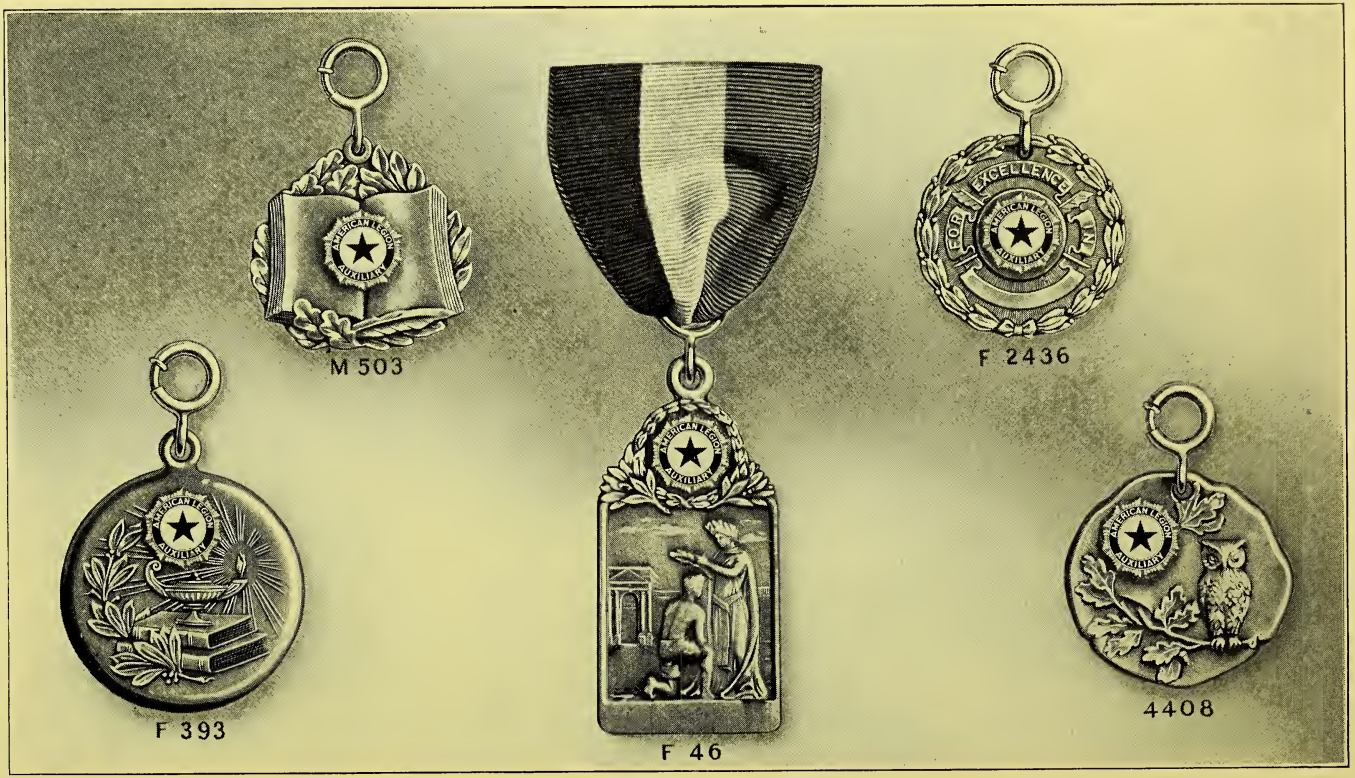
The sponsoring of essay and scholarship contests is a most commendable civic activity which is coming into great favor among American Legion Auxiliary Units. The conducting of such contests is a distinct contribution to your community and reflects great credit upon your Unit. It is, therefore, fitting that the prizes awarded in connection with these events be artistic as well as appropriate in design.

We present herewith an out-of-the-ordinary line of special Auxiliary prize medals and awards, all of which are very fairly priced. Each one has been designed with the utmost care and reflects the work of the master artisan. The page immediately following is devoted to specially designed essay and scholarship medals any one of which your Unit can proudly offer with the assurance that the utmost in interest and diligent competition will be achieved.

All Auxiliary medals and awards are supplied with a suitable length of red, white and blue ribbon equipped with a practical invisible pin fastener. Each is appropriately packed in an individual container suitable for presentation.

HOW TO ORDER PRIZE MEDALS AND AWARDS

Order by style number, specifying the quality and, in addition, the price. If the medal is to be engraved, submit the inscription in typed or printed form to eliminate any possibility of error. Engraving charged for extra at rate of 5c per letter or numeral.



ESSAY AND SCHOLARSHIP MEDALS

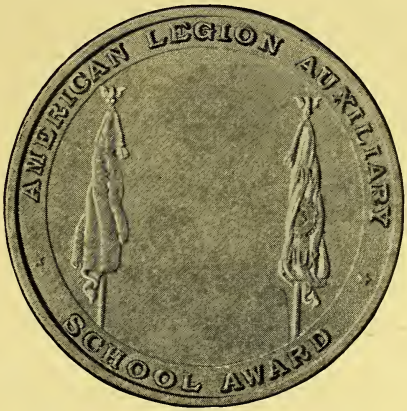
Medal No.	Bronze	Sterling	10 Yr. Gold Filled	10-K. Solid Gold	Medal No.	Bronze	Sterling	10-Yr. Gold Filled	10-K. Solid Gold
F 46	$1.75	$3.75	$3.75	$14.75	4408	$1.75	$3.25	$3.50	$12.50
F393	1.75	3.75	3.75	14.75	M503	1.75	3.25	3.50	12.50
F2436	1.75	3.25	3.50	12.50					

All Medals supplied with Red, White and Blue Ribbon and in individual container. Engraving 5c extra per letter or numeral.

REMITTANCE IN FULL MUST ACCOMPANY ALL ORDERS. NO C. O. D. SHIPMENTS

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.

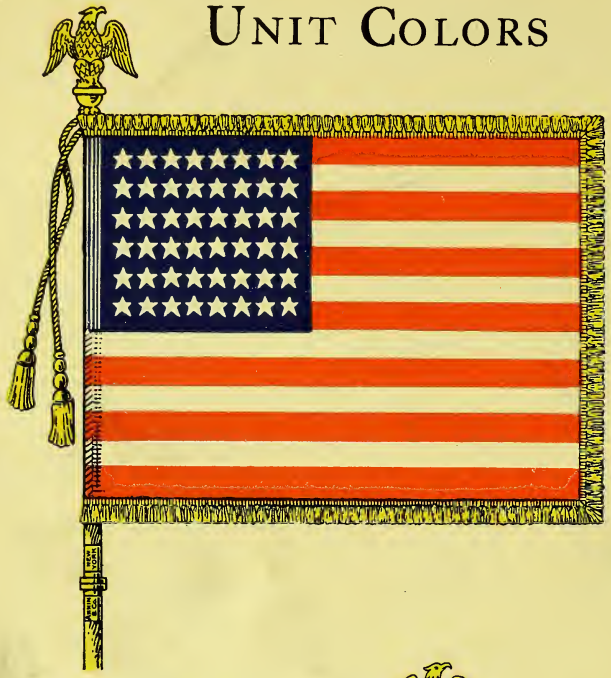
This official school award medal is struck from solid bronze and is supplied in a beautiful presentation box. The price quoted also includes a special certificate which is to be awarded in connection with the medal.

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

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.

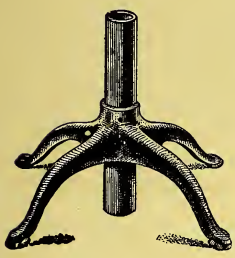
DESCRIPTION—All silk U. S. flags are made with sewed stripes and silk embroidered stars. All wool U. S. flags are made with sewed stars and sewed stripes. All Unit banners are made of DOUBLE thickness material with the emblem and wording reading correctly on both sides. Silk Unit banners are decorated 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*

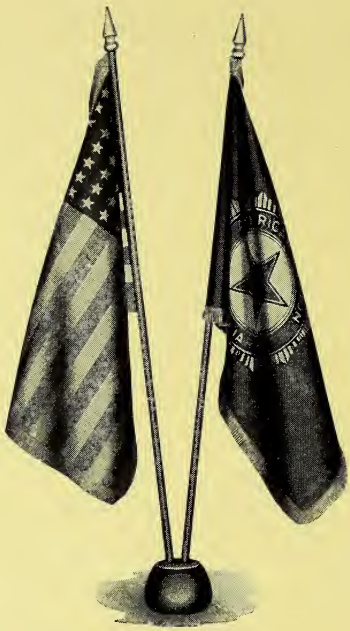
Flag Accessories

A complete line of flag and banner accessories are carried in stock and can be supplied upon short notice. If what you want is not listed, write us for special prices.

Rain covers	$2.25 each delivered
Carrying belts	3.50 each delivered
Brass eagles	3.50 each delivered
Poles (8-foot) complete with double brass screw joint and brass ferrule	6.25 each delivered
Upper or lower pole halves only	1.75 each delivered
Double brass screw joint only	2.25 each delivered
Brass ferrule only	.50 each delivered

Note: *Brass screw joints are not interchangeable. Therefore, complete joints only supplied.*

Miniature Unit Colors



American Legion Auxiliary Unit Colors in miniature form, especially designed for desk and table use, are now available.

Each set consists of an 8 x 12-inch printed silk U. S. and Auxiliary Unit flag (unlettered), fringed on three sides and mounted on an 18-inch ebonized staff with gilded spearhead. A specially designed holder is included.

Each Auxiliary member should have a set of these miniature Unit Colors. They are splendid souvenirs for banquets, dinners, dances, etc.!

PRICES

Complete stand colors	$1.25 *per set*
Auxiliary flag only	.75 *each*
U. S. flag only	.50 *each*
Holders only	.25 *each*

NOTE: SPECIAL PRICES ON QUANTITIES OF FIFTY OR MORE SETS

Initiation Flags

Miniature American Flags are required in the initiation ceremonies as set forth in the Manual of Ceremonies.

Special quality, printed silk flags, mounted on ebonized staffs with gilded spearheads are available in two sizes.

Larger sizes priced upon request.

2 x 3 inches.....$0.75 per dozen
4 x 6 inches..... 1.25 per dozen

Unmounted U. S. Flags

Unmounted United States Flags can be supplied in all grades and sizes. Two very popular qualities—one pure wool and the other cotton—are listed below in the sizes most in demand. Larger sizes and other qualities priced upon application.

All flags are guaranteed to be fast color and of the best possible workmanship and material.

Size	"Sterling" All-Wool Bunting	"Defiance" 2-Ply Mothproof Cotton Bunting
3 x 5 feet	$ 3.25 each	$ 1.75 each
4 x 6 feet	4.75 each	2.50 each
4 x 7 feet	5.50 each	2.75 each
5 x 8 feet	7.50 each	3.75 each
6 x 9 feet	9.50 each	4.50 each
6 x 10 feet	10.00 each	5.00 each
8 x 12 feet	17.50 each	7.50 each
9 x 15 feet	25.50 each	10.00 each
10 x 19 feet	36.00 each	12.75 each

Larger sizes priced upon application

Note: *One week's delivery*

Parade Uniforms

SPECIFICATIONS

Cape—Navy blue uniform cloth lined with gold sateen. A silk embroidered reproduction of the Auxiliary emblem is on the right shoulder. All capes are made with military collar.

Tam—Navy blue uniform cloth with name of State embroidered in gold silk on right hand side. All tams are fitted with elastic in the back of the band which permits of sizing.

Delivery—Two weeks required for delivery.

HOW TO ORDER

Tams—Head sizes unnecessary. Be sure to specify State name.

Capes — Following measurements are absolutely essential to the proper manufacture of capes and should be carefully taken to avoid errors. Bust, Height, Neck size.

NOTE: *The height measurement refers to the total height of the wearer in street shoes. This is most essential to insure uniform length of capes.*

PRICES

Tam	$ 2.00
Cape	10.00
Complete	12.00

HERE is a most attractive Parade Uniform which can be adopted by your Unit at a minimum expense to each member. Not only is it practical, but unusually attractive. While in no way an official uniform this outfit is rapidly coming into favor with Auxiliary Units.

If your Unit contemplates the adoption of an official uniform we urge you to give this outfit careful consideration.

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

Unit Caps

SPECIFICATIONS

Style—Overseas type.

Material—14-ounce Uniform cloth.

Color—Navy Blue.

Emblem—Silk embroidered in full Auxiliary colors.

Lettering—White silk embroidered. The standard form of lettering provides for Unit numeral on the right with full State name on left beneath the emblem. If desired the Town name in full with State name abbreviated can be substituted at an additional flat charge of 25c per cap. All letters and numerals are ½ inch in size. Special lettering additional. Prices quoted on application.

Trimming—White silk piping. Tan sateen lining. Genuine leather sweat band.

Size—Furnished only in standard head-sizes. Be sure to specify sizes required.

Delivery—Two weeks required for delivery.

PRICE, $2.00 each (*standard lettering*) postpaid

NOTE: *Unit Caps are specially priced at $2.00 each and no discount or special price can be extended on quantity orders.*

THESE new and distinctive Unit caps are tailored to your individual requirements from the finest of materials by highly skilled cap makers. They fit perfectly.

There is no other one thing which will so effectively uniform your Unit as these distinctive caps. They are virtually a complete uniform in themselves. Your Unit can make a highly creditable showing on Memorial Day, Armistice Day and other holidays with these specially designed caps.

They are exceptionally low priced and within the means of every Auxiliary member.

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

Past Officer's Insignia

Leadership is the acid test of unselfishness. It demands constant service to others without thought of self. Your retiring President and Secretary 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.

A unique line of Past Officer's insignia has been provided for the ever increasing number of Units which annually decorate their retiring Presidents and Secretaries. The wide price range and great variety—rings, badges and pins—makes selection easy.

The *Past Officer's Badge* (see opposite page) has always been a very popular and much appreciated award. While not as practical as the pin or the ring there are ceremonial occasions such as State and National Conventions where only the Past Officer's Badge will serve.

The *Past Officer's Ring* (see opposite page) is a most unusual and practical presentation since it can be worn constantly. Made of green gold, it is beautifully designed with carved sides. The top is a black onyx with the small emblem and scrolls superimposed. It is truly a work of art which any woman would thoroughly enjoy owning.

The *Past Officer's Pin* (see opposite page) is brand new and was designed to meet the demand for a medium priced, practical Past Officer's award. The standard pin is set with six genuine half pearls and is supplied complete with guard as illustrated. Special diamond jewelled pins can be supplied on special order made exactly to your requirements. Prices on application.

Note: With the exception of the gold plated Past Officer's badge all Past Officer's insignia are furnished in appropriate gift boxes.

PAST OFFICER'S RING

PRICES

10-K. Green Gold.....$12.50
14-K. Green Gold..... 15.00

PAST OFFICER'S BADGE

PRICES

Gold Plate.....$ 1.00
10-K. Gold..... 10.00
14-K. Gold..... 12.00

PAST OFFICER'S BADGE

PRICES

Gold Plate.....$ 1.00
10-K. Gold..... 10.00
14-K. Gold..... 12.00

JEWELLED PAST OFFICER'S PIN

PRICES

10-K. Gold, Complete, Set with Six Genuine Half Pearls..$10.00
14-K. Gold, Complete, Set with Six Genuine Half Pearls.. 12.50

JEWELLED PAST OFFICER'S PIN

PRICES

10-K. Gold, Complete, Set with Six Genuine Half Pearls..$10.00
14-K. Gold, Complete, Set with Six Genuine Half Pearls.. 12.50

NOTE: Past Officer's insignia are available only for Past Presidents, Treasurers and Secretaries. Any one of the standard badges, rings or pins, however, can be made to special order for other Past Officers at a slight increase in price. Quotations on application.

ENGRAVING 5C EXTRA PER LETTER OR NUMERAL

GOLD OR BLUE STARS OPTIONAL

Officers' Badges

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

PRICES	
Gold-plated	$ 1.00
10K solid gold	10.00
14K solid gold	12.00

NOTE: *Blue or Gold Stars Optional*

THERE is no other one thing that will aid in creating the proper atmosphere at your Unit meetings as the wearing of the *Official Officer's Badge* by your Unit officers. They are large enough to be easily distinguished, yet small enough to be dainty and attractive. Your Unit should possess a complete set of these badges!

Year Bars

YEARS	
1920	1925
1921	1926
1922	1927
1923	1928
1924	1929
1930	

PRICES	
Gold-plated	$0.50
10K solid gold	1.50
14K solid gold	2.00

IN RESPONSE to a popular demand an unusually attractive year bar has been designed for past and present officers' badges. They are to be had in three qualities—gold-plated, 10 karat and 14 karat solid gold. No officer's badge, either past or present, is complete without these attractive bars. Attached in a jiffy—and very moderately priced!

Silk Embroidered Emblems

Reproductions of the American Legion Auxiliary emblem, beautifully silk embroidered in two colors, are available in two sizes.

Style X is a circular emblem four inches in diameter which has been specially designed as a uniform sleeve insignia. As a matter of fact it is appropriate for every uniform purpose.

Style Y is a two-inch emblem mounted on an individual piece of blue uniform cloth, size four by four inches. This particular emblem has many uses.

Either emblem can be easily appliqued to either old or new uniforms or caps.

PRICES

Style X—4-inch diameter.....$1.00 each
Style Y—2-inch diameter..... .50 each

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 in two colors, light or French blue and dark or Navy blue. In ordering be sure to specify which color is preferred. The emblem and wording are beautifully embroidered in colors as illustrated. They are unusually attractive and well made. You will be proud to wear yours! *Be sure to specify color!*

PRICE

75c *each*

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

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.....$ 2.50
Gavel complete, 10K gold band and emblem..... 10.00

NOTE: *Engraving 5c extra per letter or numeral.*

Bronze Gavel Bells

(ONE-HALF ACTUAL SIZE)

No more marred table tops or broken gavel handles! The beautiful bronze gavel bell illustrated above has been designed especially as a striking base for the gavel illustrated on the opposite page. It is 6 inches wide at the base and 10 inches high. The double-faced emblem which is 3 inches in diameter is beautifully enameled in colors. Your Unit equipment is not complete without one of these beautifully toned gavel bells.

PRICE $10.00 *each, delivered*

Note: *Gavel extra. See opposite page for prices. Engraving 5c extra per letter or numeral.*

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 four.

PRICES

SIZE	ONE COLOR	TWO COLOR
½ inch	$0.50	$1.00
¾ inch	.50	1.00
1 inch	.50	Not furnished
1¼ inch	.50	1.00
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.

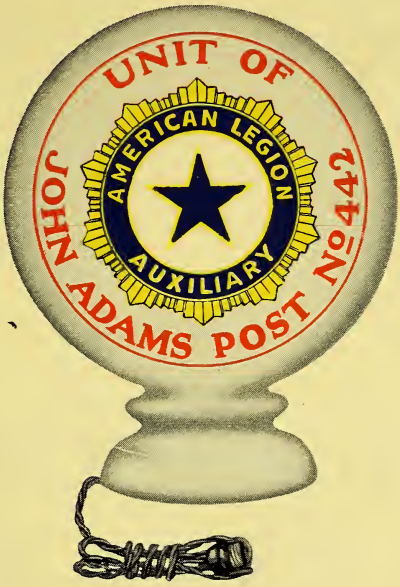
These transfers are just the thing for the windows and doors of your Unit headquarters and auto windshields.

PRICE

15c each, 2 for 25c

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

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 twelve-inch opaque canteen-shaped glass globe with base attached. The lettering and the emblem, which is beautifully and accurately reproduced in full colors, are fired into the glass by a special process. 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.....$8.00

F. O. B. Monaca, Pa.

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

Note: *Two weeks' delivery*

Rings

STYLE O

STYLE R

THESE new and ultra-fashionable American Legion Auxiliary rings embody the very latest styles and ideas in ring making.

Style O is unusually attractive. The dainty pierced white gold mounting is greatly enhanced by the black onyx top on which is superimposed a white gold reproduction of the Auxiliary emblem.

Style R consists of a solid green gold mounting on which a green gold reproduction of the Auxiliary emblem is mounted on a background of transparent red enamel. This is an unusual and dainty ring that commands instant admiration. You will thoroughly enjoy owning one of these attractive rings.

PRICES

	STYLE O	STYLE R
10-K. Gold	*Not furnished*	$ 7.50
14-K. Gold	$10.00	10.00

Blue or gold stars optional

NOTE: To determine correct ring size, see ring gauge on opposite page.

1930
AUXILIARY ORDER BLANK

EMBLEM DIVISION

THE AMERICAN LEGION
777 N. Meridian Street
INDIANAPOLIS, INDIANA

Date_____

Ship to_____ Ship Via_____

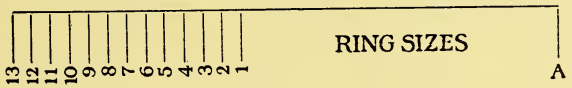
Street_____

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

TEAR HERE