Master file
1944

Emblem Catalog

Exquisite Rhinestone Jewelry

BROOCH No. 0501
$7.00
Add 20% for Federal Tax

BRACELET No. 0170
$11.50
Add 20% for Federal Tax

BROOCH No. 0529 $5.00 Add 20% for Federal Tax

Exquisite Rhinestone Jewelry

Sterling silver rhinestone jewelry which will delight the most discriminating woman. Each is beautifully designed and daintily constructed and the stones which are carefully and securely mounted in individual settings have an unusual sparkle and brilliance. Each is an elegant piece of jewelry—expertly made.

Expansion Bracelet

$7.50

Add 20% for Federal Tax

This attractive flexible expansion bracelet is most appropriate for prize or gift. Finished in yellow gold on sterling silver with Auxiliary emblem mounted on heart-shaped design. Beautifully boxed for presentation.

The American Legion

EMBLEM DIVISION • NATIONAL HEADQUARTERS

777 NORTH MERIDIAN STREET • INDIANAPOLIS, INDIANA

Here's your New 1944 *Auxiliary Catalog*

This latest catalog of official American Legion Auxiliary supplies continues to feature quality merchandise at exceptionally fair prices, although it has been necessary in many instances to substitute higher quality materials. This applies particularly to membership pins, badges, novelty jewelry, etc.

We are required to operate on a strictly cash basis by National Convention Mandate. No charge orders can be accepted and all orders, therefore, should be accompanied by remittance in full. Checks or money orders should be made payable to the Emblem Division of The American Legion.

It is impossible to guarantee prices and deliveries because of the present national situation. We will endeavor, however, to maintain the same prompt and efficient service which has always been rendered in the past. Orders involving merchandise made to special order, such as banners, flags and decorations, should be anticipated in advance and ample time allowed for delivery.

Each individual offering is guaranteed to be free from defective materials or improper workmanship. Your complete satisfaction is, therefore, assured.

We are anxious to serve you, and it will be a genuine pleasure to accord your order immediate and special attention.

Fraternally yours,

C. A. Morris

C. A. Morris, *Director, Emblem Sales*

AMERICANISM MEDAL

★ Here is the new Auxiliary Americanism medal, designed for annual award by Auxiliary Units, to individuals, *for outstanding Americanism work*. Expert designing, combined with precision workmanship, makes this an unusual Auxiliary award, which should be included in the annual program of each Auxiliary Unit.

Sterling silver..... **$1.95**
Sterling silver gold-plated . . **2.35**

Add 20% for Federal Excise Tax

Cannot be awarded to students.

NOTE: Engraving on reverse side of the medals is available at an extra charge of 5c per letter (not word) or numeral. All orders for engraved medals must be accompanied by remittance in full payment. No C.O.D. orders.

Printing Cuts

★ 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 nine.

SIZE	*One Color*	*Two Color*
½ inch.....	$0.30	$0.55
¾ inch.....	.30	.55
1 inch.....	.30	*Not furnished*
1¼ inch.....	.30	.55
1½ inch.....	.30	*Not furnished*
2 inch.....	.35	*Not furnished*

Larger cuts furnished on special order.

Embossed Gold Foil Seals

★ These attractive, colorful gummed seals faithfully reproduce the American Legion Auxiliary emblem in two colors: blue and gold. They are splendidly adapted for use on stationery, programs, invitations, citations, place cards, etc. Available only in standard packages, as indicated below, and are sold only in those multiples.

	Postpaid
¾ inch seals (100 to pkg.).....	**50c**
1¼ inch seals (50 to pkg.).....	**45c**
2½ inch seals (50 to pkg.).....	**65c**

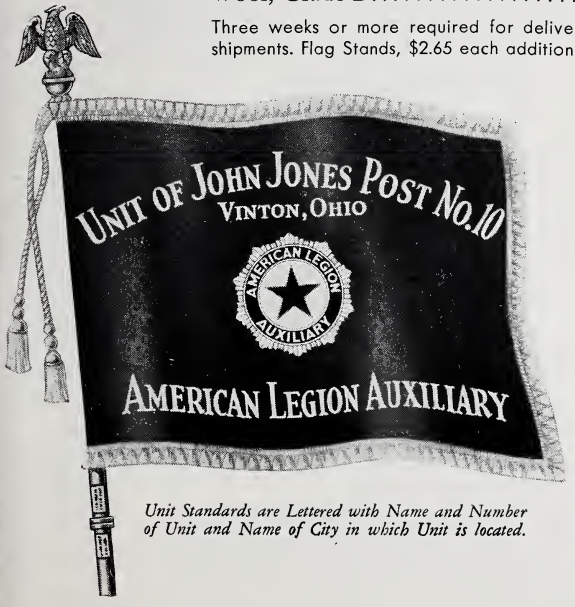
COLORS AND FLAGS

UNIT COLORS

★ Unit colors are now available in only three qualities—one rayon taffeta and two wool. Rayon flags are made of heavy U. S. Government quality banner material. Both grades of wool flags are made to the same rigid specifications and are identical in every respect with the exception that the grade B flag is single thickness instead of double thickness material. Both are made of Government quality wool bunting.

PRICES—*F.O.B. New York City*	*U.S. Flags*	*Banners*	*Total*
Rayon Taffeta	$35.45	$87.45	$120.90
Wool, Grade A	18.45	41.95	58.90
Wool, Grade B	18.45	35.45	52.90

Three weeks or more required for delivery. Remittance must accompany order. No C.O.D. shipments. Flag Stands, $2.65 each additional, f.o.b. New York City.

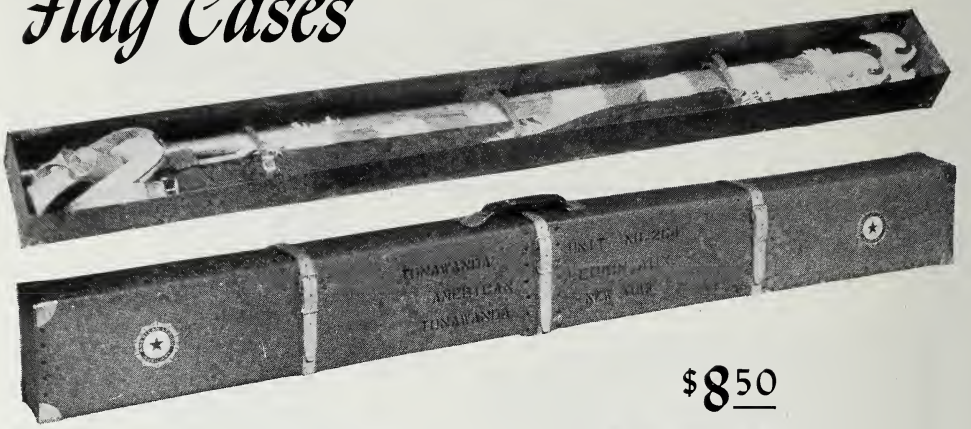


Unit Standards are Lettered with Name and Number of Unit and Name of City in which Unit is located.

SPECIFICATIONS

SIZE—All Auxiliary flags are 3 x 5 feet in size.
DESCRIPTION—Rayon taffeta U. S. flags are made with embroidered stars and sewed stripes. Wool U. S. flags are made with sewed stars and sewed stripes. Rayon taffeta Unit banners are made of double thickness material, with the emblem and lettering reading correctly on both sides. The insignia and lettering are executed in pure gold leaf. Grade A wool Unit banners are made with double thickness material, with painted (oil color) emblem, and with gold sateen appliqued lettering. Grade B wool Unit banners are identical with the exception they are single thickness material. The emblem and lettering appears on both sides, with the inscription reading reversely on the back. The double emblem, however, is reproduced correctly (oil colors) on both sides.
MOUNTING—All flags and banners are trimmed on three sides with two-inch yellow silk bullion fringe and ornamented with a pair of six-inch yellow silk tassels with nine feet of yellow silk cord. Each is mounted on an eight-foot polished antique oak pole, fitted with double brass screw joint and surmounted with a six-inch eagle.
EQUIPMENT—Each flag is equipped with a web carrying belt and a heavy oilcloth rain cover which is interlined with heavy canvas.

Flag Cases



$8.50

F.O.B. NEW YORK CITY

Remittance must accompany order. No C.O.D. shipments.

EACH Auxiliary Unit should have one of these sturdy, indestructible fibre flag cases for their Unit colors. Specially designed to hold one complete stand of Unit colors, they serve a twofold purpose of providing a safe storage container and, in addition, a durable shipping case. Constructed from special, heavy fibre, and equipped with durable hardware and genuine leather straps, carrying handles, etc. Each case is supplied complete with a reproduction of the Auxiliary emblem, together with the Unit name and number and address stenciled on the outside of the case, for identification. *Three weeks or more required for delivery.*

FLAG STANDS

$2.65 each

F.O.B. NEW YORK CITY

Remittance must accompany order. No C.O.D. shipments.

★ Durable, black flag holders, specially designed for American Legion Auxiliary colors, are available at special prices. Each Auxiliary Unit should provide this convenient indoor display equipment for their Unit colors.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

FLAG CODES

★ The proper use and display of the national emblem is an important part of the "Flag Educational Program." The American Legion flag code pamphlet illustrates and describes the correct way of displaying the American flag on all occasions.

Per 100, delivered **$0.75**
Per 1,000, f.o.b. Indianapolis **4.50**
Minimum order, 100 copies.

Unmounted U. S. Flags

★ Almost every Unit at some time or another finds itself in need of unmounted U. S. flags, either for decorative or presentation purposes. We are listing below, two very popular qualities—one an all-wool bunting and the other a fine quality cotton bunting flag. The sizes listed are the popular ones, which are most in demand. Larger flags can be supplied and prices will be quoted upon application.

Although not carried in stock, any of these flags can normally be delivered within two weeks after receipt of your order. If the particular flag which you want is not listed, write for special quotations. Each flag is guaranteed to be fast color.

PRICES	*All-Wool Bunting*	*Cotton Bunting*
2x3 feet	$2.15	$1.25
3x5 feet	4.00	2.00
4x6 feet	5.60	2.90
5x8 feet	8.80	4.25
6x10 feet	12.00	5.75
8x12 feet	18.40	8.65

NOTE: *Above prices include delivery charges.*

Initiation Flags

★ Miniature American flags, used in the official initiation ceremonies, are available in two sizes: two by three inches and four by six inches. They are printed rayon of a special quality, guaranteed made in America. Each flag is mounted on an ebonized staff with gilded spearhead. Larger size flags are available, and prices will be submitted upon application.

PRICES

2x3 inches . . **$0.65** per dozen
4x6 inches . . **1.50** per dozen

PANEL DRAPE No. 40

Decorations

★ These attractive decorations are made of extra heavy, bright, fast color red, white and blue cotton bunting, with the emblem beautifully reproduced in colors. Designed especially for indoor use, they make splendid decorations for Unit Headquarters, banquet halls, dances, parties, etc. Colors are guaranteed fast, and can, if desired, be used for outdoor decorating. *Three weeks or more required for delivery.*

PANEL DRAPE No. 40		BANNERETTE No. 20	
Size 2 ft. wide x 6 ft.	**$2.25**	Size 2 ft. x 6 ft.	**$1.50**
Size 3 ft. wide x 9 ft.	**3.15**	Size 3 ft. x 9 ft.	**2.70**

BANNERETTE No. 20

School Flag Sets

★ ★

No. 52 No. 42 No. 36A

NOTE: *Three weeks or more required for delivery.*

All prices F.O.B. New York City

Prices subject to change without notice

★ These three beautiful silk American flag sets have been specially designed for schoolroom use. The steadily increasing number of Units that are presenting flag sets to their local schools will welcome these beautiful, practical, yet moderately priced sets. Here is an outstanding and worthwhile project which even the smallest Unit can sponsor because of the moderate cost involved. Put the School Flag Presentation program on your list of Unit activities this year!

PRICES—*F.O.B. New York City*

SET 36A—2 x 3 foot fine quality printed silk American flag, trimmed on three sides with golden yellow silk fringe, mounted on a 5-foot polished hardwood varnished staff, which is ornamented with brass spear. Flag furnished complete with special floor stand, gilt finish, as illustrated.

Single set, complete **$4.25**
6 or more sets, price per set, complete **4.00**

SET 42—2½ x 4 foot fine quality printed silk American flag, trimmed on three sides with golden yellow silk fringe, mounted on a 6-foot polished hardwood varnished staff, which is ornamented with brass spear. Flag furnished complete with special floor stand, gilt finish, as illustrated.

Single set, complete **$9.25**
6 or more sets, price per set, complete **8.75**

SET 52—3 x 5 foot fine quality silk American flag, printed field, sewed stripes, trimmed on three sides with golden yellow fringe, mounted on an 8-foot polished hardwood varnished staff, which is ornamented with brass spear. Flag furnished complete with special floor stand, gilt finish, as illustrated.

Single set, complete **$14.75**
6 or more sets, price per set, complete **13.75**

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 rayon 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.

Complete stand colors $1.50 per set

U. S. flag only..... .45 *each*
Auxiliary flag only..... .90 *each*
Holder only..... .25 *each*

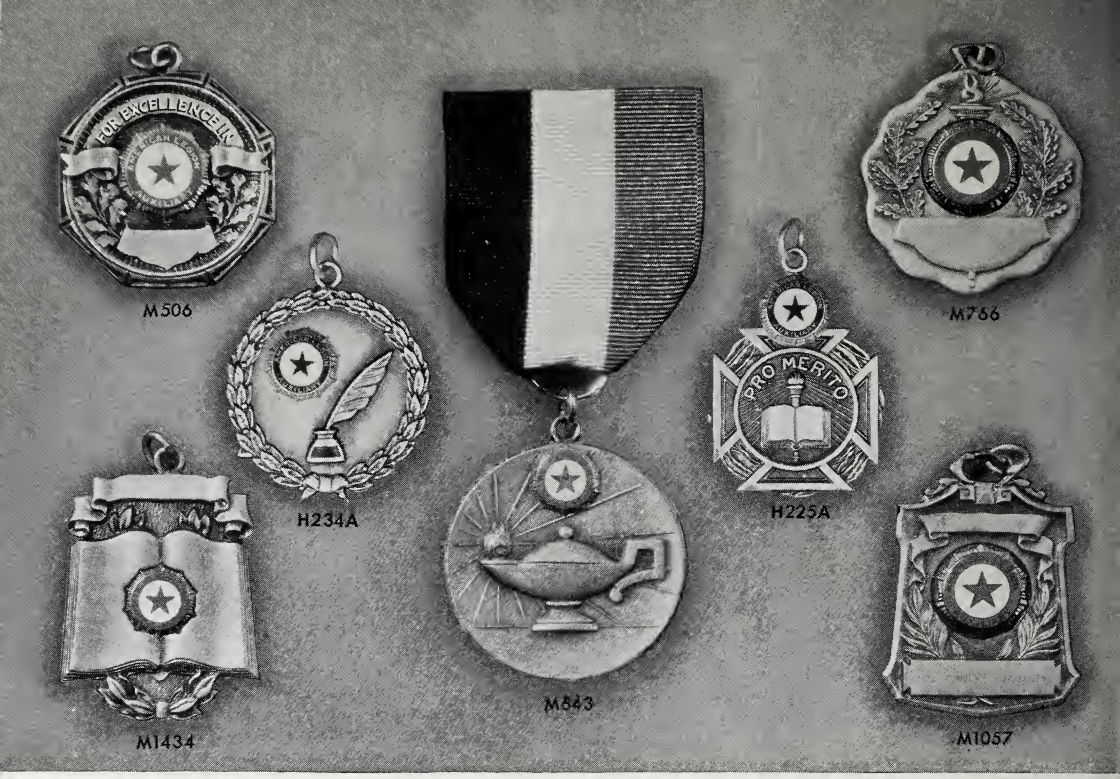
NOTE: *Special prices on quantities of 25 or more sets.*

Souvenir Banquet Flags

★ These attractive new souvenir miniature flags are just the thing for table decorations, banquet souvenirs, etc. Each flag is furnished complete with a miniature stand, which is specially designed to hold the four by six-inch printed silk Auxiliary flag. Each flag is fringed on three sides, and is mounted on an ebonized staff with gilded spearhead.

	Auxiliary	*U.S.*
Single flags, each....	**35c**	**30c**
Lots of 50 or more, ea.	**30c**	**25c**

Be sure to specify type of flag desired.



Prize Medals and Awards

★ The conducting of essay and scholarship contests is a most commendable undertaking, which more and more Units are sponsoring each year. Medals play an important part in such programs, and these offered herewith have been specially designed for the use of Auxiliary Units. The "M" medals are offered in three qualities which makes possible a uniform award for first, second and third prizes. The "H" medals are available only in two qualities, sterling silver and sterling silver gold-plated. Gold medals can be furnished on special order. Prices quoted on application.

Medal No.	*Sterling Silver*	*Sterling Silver Gold-Plated*	*1/10 10K on Sterling*
M506, M643, M766, M1057, M1434....	**$1.75**	**$1.90**	**$3.75**
H225A, H234A	**1.75**	**1.90**	*Not Available*

Add 20% for Federal Excise Tax

All medals supplied with red, white and blue ribbon, and in individual containers. Engraving 5c extra per letter or numeral. Remittance in full must accompany all orders. No C.O.D. shipments

UNIT SUPPLIES

Emblem Transfers

★ American Legion Auxiliary transfers are now available in two sizes: three-inch and six-inch. Each one beautifully reproduces the official Auxiliary emblem in full colors, and is specially designed to apply to either opaque or transparent surfaces. Just the thing for the doors and windows of Unit Headquarters. Excellent for auto windshields, too! *Minimum order, 25c.*

PRICES: 3-inch . . . . . **5c** each
6-inch . . . . . **10c** each

Arm Bands

★ Arm bands are particularly in demand on Memorial Day, Armistice Day, and other holidays. Made of dark navy blue uniform cloth with the emblem beautifully reproduced in proper colors. Each band is equipped with elastic which holds it securely in place.

60c each (as illustrated). Three weeks or more for delivery. Additional lettering 5c extra per letter or numeral.

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. The solid gold pins are particularly recommended for they are guaranteed forever. You need more than one membership pin! *Gold Star pins for Gold Star members available at no additional charge.*

Sterling silver gold-plated . . . . . **$0.50** each
10-K gold . . . . . **2.60** each
14-K gold . . . . . **3.60** each

Add 20% for Federal Excise Tax

Officers' Badges AND YEAR BARS

BADGE

YEAR BAR

★ The Auxiliary ceremonial badge is made in one standard style and for officers only. They play an important part in the initiation ceremony and go a long way in creating the proper atmosphere at Unit meetings. Available for all official Unit, County, District and Department officers. Specially designed year bars are available at a nominal additional charge.

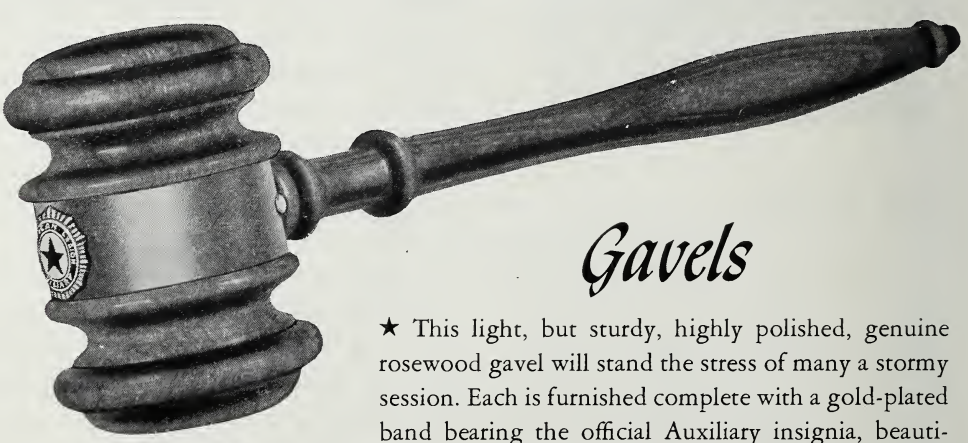
Sterling silver gold-plated—Badge, only. . . . **$1.30**
Sterling silver gold-plated—Year bar, only. . **.90**

Add 20% for Federal Excise Tax

NOTE: *Gold badge prices upon application.*

Officers' badges are available for the following officers:

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



(ONE-HALF ACTUAL SIZE)

Gavels

★ This light, but sturdy, highly polished, genuine rosewood gavel will stand the stress of many a stormy session. Each is furnished complete with a gold-plated band bearing the official Auxiliary insignia, beautifully enameled in colors. This standard gavel is an essential part of your Unit equipment.

$3.35 EACH, COMPLETE

NOTE: *Engraving 5c extra per letter (not word) or numeral.*

Add 20% for Federal Excise Tax

Past Officers' Insignia

★ Here is the last word in official Auxiliary Past Officers' Insignia. This unusual selection, with its great variety of designs and wide price range, makes selection easy for the constantly increasing number of Units that annually decorate their retiring officers. Any one of these highly coveted insignia will eloquently bespeak the gratitude of your Unit in a never-to-be-forgotten fashion. Past Officers' Insignia—rings, brooches—pins and badges—are available for all Past Unit, County, District, and Department officers. *See list of offices on page 10.*

GOLD RING—Solid green gold, with black onyx setting. Past officers' insignia is likewise gold. Available in two qualities.

Ring 10-K gold..... **$15.00**
Ring, 14-K gold..... **18.50**

BADGE—This is the original Past Officers' emblem—still preferred by many. Two qualities.

Badge, sterling silver gold-plated....**$1.30**
Badge, 10-K gold..... **7.50**

PIN—Solid rose-gold pin, chain and guard. Made in two types, plain or with six pearls.

Pin, 10-K plain..... **$ 6.00**
Pin, 10-K (pearls)..... **9.50**
Pin, 14-K (pearls)..... **11.50**

BAR PIN—Sterling silver, with Past Officers' emblem enameled in appropriate colors. Very popular.

Bar pin..... **$5.00**

ADD 20% FOR FEDERAL EXCISE TAX

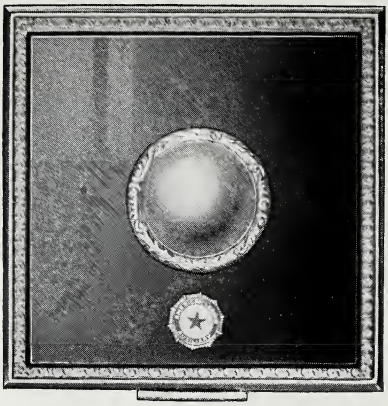
BADGE

PLAIN PIN

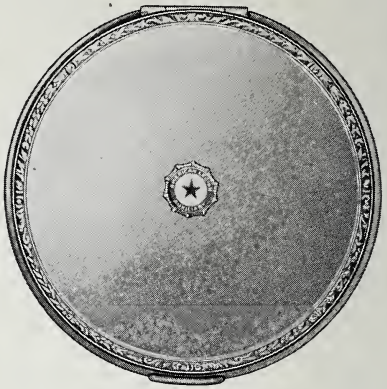
RING

BAR PIN

JEWELED PIN



20568



20558

Compacts

☆

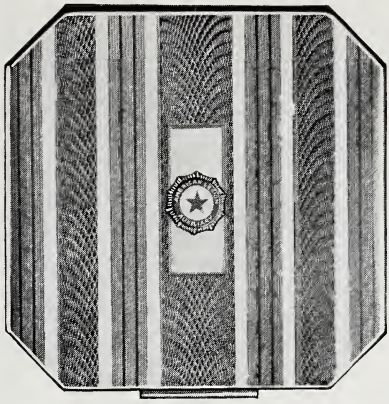
HERE is a brand new assortment of loose powder Auxiliary compacts. Each has been selected for its style, fine workmanship and modern designing. Any one of these attractive compacts would make an excellent prize or gift and variety of design makes selection easy.

ALL ILLUSTRATIONS ¾ ACTUAL SIZE

Compact 20568—Green gold finish with ruby gemtone cover. An unusually attractive compact, containing loose powder compartment and mirror.....**$1.75**

☆

Compact 20558—Green gold satin finish compact with red gold border around cover. Contains mirror and loose powder compartment.....**$1.75**



494/17

☆

Compact 494/17—Sterling silver compact with a beautifully decorated cover of red gold and sterling silver. Superbly designed and excellent workmanship. Contains loose powder compartment and mirror.....**$7.50**

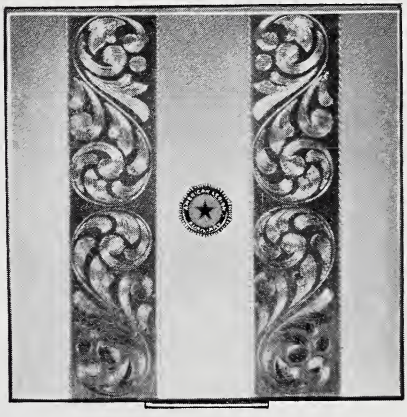
1293

☆

Compact 1293—Fine silver-plated pancake style compact with mirror and loose powder compartment.....**$3.25**

☆

Compact 1294—Fine silver-plated satin finish compact with mirror and compartment for loose powder. Convenient size and smartly styled.....**$3.25**



1294

ADD 20% FOR FEDERAL EXCISE TAX

Pendants and Bracelets

★ Here is an unusual assortment of Auxiliary pendants and bracelets, each of a distinctive design and in the very best of good taste and fashion. Here again we recommend these unusual offerings as a most appropriate gift or prize.

L1222 — Natural gold-filled heart-shaped locket with dainty gold-filled chain. The inside is fitted with two frames for miniature pictures, keepsakes, etc. **$3.00**

No. 77-510—Natural gold-filled heart-shaped locket. Inside is fitted with two special frames for miniature pictures. Beautiful, well-made locket, which you will thoroughly enjoy wearing. **$3.75**

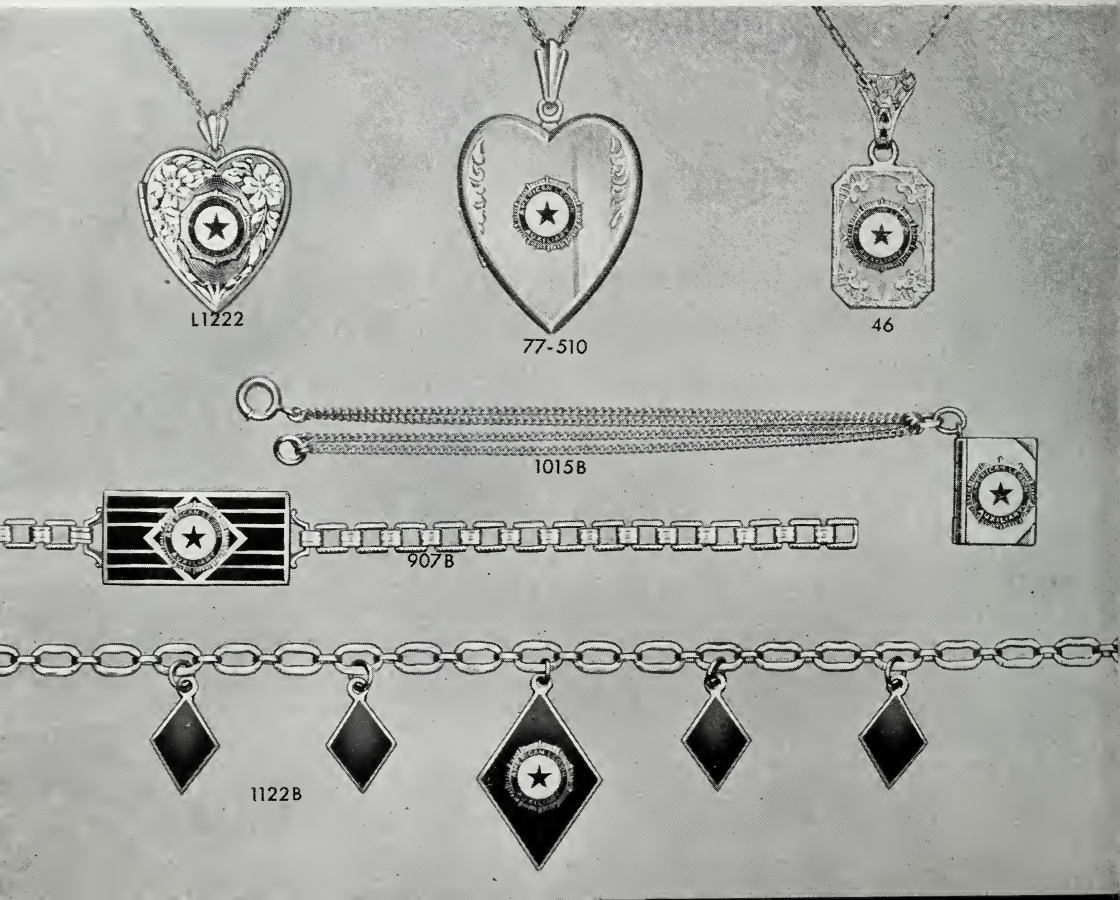
No. 46—Sun-ray crystal, mounted on a sterling silver filigree frame, with slender, dainty sterling silver chain. **$2.00**

No. 1015B—Natural gold-filled book-type bracelet with pearl front. The inside is fitted with two miniature frames for pictures, keepsakes, etc. A very unusual type bracelet. **$2.35**

No. 907B—Yellow gold-plated block type link bracelet, with black enameled centerpiece. Smart and new, yet moderately priced. **$2.50**

No. 1122B—Natural gold-filled pendant type bracelet. Unusual and distinctive. **$3.00**

ADD 20% FOR FEDERAL EXCISE TAX



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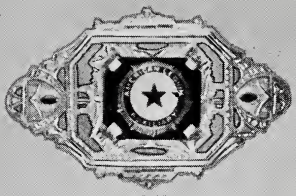
20276

0726

11224



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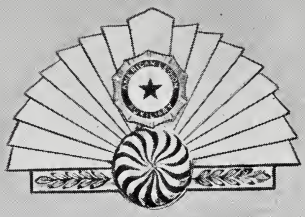
11221



11222

No. 3—An out-of-the-ordinary, modernistic brooch, executed in sterling (solid) silver and black enamel. Complete with small Auxiliary emblem beautifully enameled in colors. **$2.25**

No. 20276—Yellow gold finish, heart-shaped pendant suspended from bowknot brooch. The locket with pearl front has two small frames for miniature pictures. **$3.00**

No. 141—Attractive, sterling (solid) silver filigree brooch with black onyx center, with small Auxiliary emblem beautifully enameled in colors **$4.35**

No. 0726—An exquisite new, leaf design sterling silver brooch. Unusual design and skillful finishing make this a very attractive brooch. **$3.50**

No. 11224—Novel, new fan-style brooch in sterling (solid) silver with small sterling silver emblem pendant **$1.25**

No. 11221—Brand new, distinctive bowknot design, in satin finish sterling (solid) silver, with small sterling Auxiliary emblem in colors. An exquisite piece of jewelry —very moderately priced **$1.60**

No. 11222—A novel fan-style brooch in sterling (solid) silver beautifully finished, with a sterling Auxiliary emblem. A novel new design which is becoming more and more popular **$1.35**

Distinctive New Brooches

★ Here is an unusual selection of smart, new Auxiliary brooches. Each is an unusual design, and in splendid taste. Any one of these smart brooches affords an unusual way of indicating your Auxiliary membership. Brooches make most acceptable prizes or gifts.

ADD 20% FOR FEDERAL EXCISE TAX

Prices subject to change without notice

20681

60

4692

18

★ ★ ★ ★ ★ ★ ★ ★ ★
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Rings

69

64

4758

★ This smart, new selection of American Legion Auxiliary rings affords a great variety in design and style, at a wide price range. Made with the utmost precision, by skilled craftsmen, each one of these specially designed Auxiliary rings is an outstanding value. You will find one of these rings exactly suited to your particular requirements, both in the matter of design and price.

No. 20681—10-K natural gold. Dainty filigree design mounting, with black onyx setting. The small Auxiliary emblem is in 10-K natural gold, and is beautifully enameled in colors. A very unusual type ring..... **$8.95**

No. 4692—10-K natural gold with black onyx mounted in bezel of unusual design. Distinctive style and very attractive..... **$9.50**

No. 60—Sterling (solid) silver, dainty filigree ring, with crystal stone, beautifully set in a filigree type of bezel. Sterling Auxiliary emblem in colors. A beautiful ring, with all the distinguishing marks of high-priced jewelry..... **$5.75**

No. 18—Sterling (solid) silver filigree design, with black onyx mounting, on which is superimposed a small sterling Auxiliary emblem, enameled in colors..... **$5.75**

No. 69—Sterling (solid) silver ring of unusual shape, with a solid silver Auxiliary emblem enameled in colors. A very unusual ring, moderately priced. **$3.00**

No. 4758—10-K natural gold with black onyx. Simplicity of design makes this a ring of unusual charm and beauty..... **$8.00**

No. 64—Brand new, sterling silver ring, with small onyx top. Miniature sterling silver Auxiliary emblem, enameled in colors. A most unusual ring, moderately priced..... **$6.25**

ADD 20% FOR FEDERAL EXCISE TAX

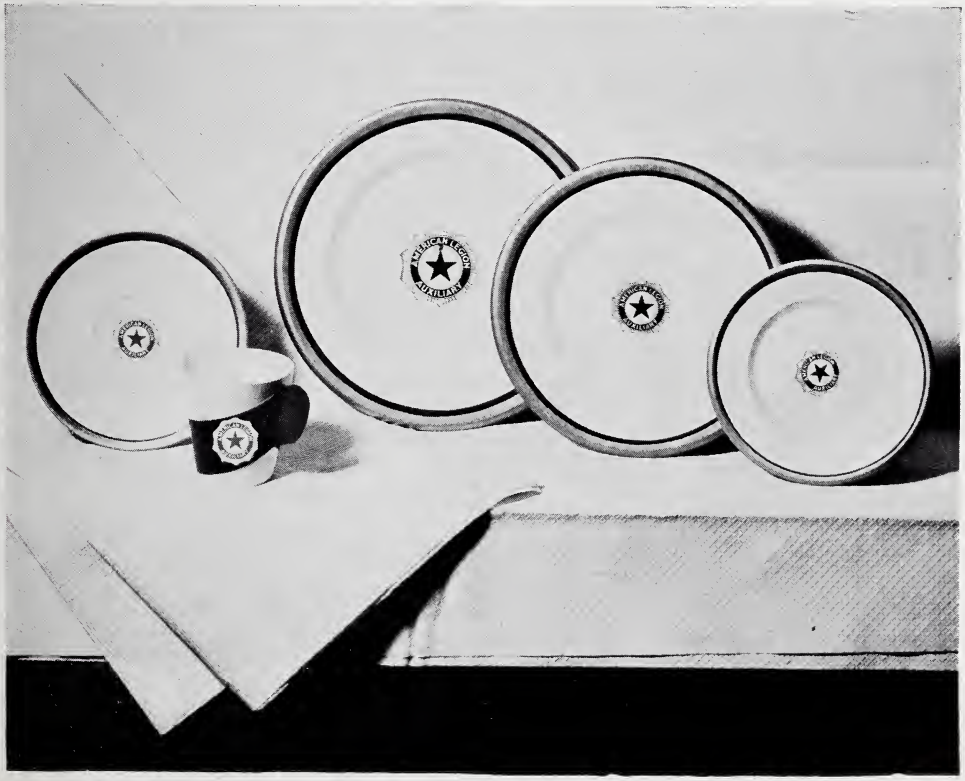
AUXILIARY PAPER DISHES

...at Special Prices

☆

★ Here is a complete assortment of paper dishes which are the very thing for Unit banquets, pot-luck dinners, luncheons, picnics, etc. Splendid, too, for your own personal use at home, entertaining Auxiliary groups. Each piece carries an attractive blue and gold border, with the Auxiliary emblem faithfully reproduced in colors, as illustrated.

Made of the finest materials, each piece is of an exclusive design, closely resembling actual china. Each piece is definitely guaranteed absolutely free of any paper odor or taste.

Your special attention is invited to the new, special prices.

		Per Doz.	Per 100
No. 4-A	—Hot drink cups, patented handle	Not Available	
No. 8-A	—Luncheon plates, 8″	$0.14	$1.05
No. 9-A	—Dinner plates, 9″	.16	1.20
No. 10-A	—White napkins, size 13½x 13½″, blue border, Auxiliary emblem in colors	.10	.60
No. 11	—Bridge cover, size 40x40″, plain white, no emblem	Less than 12 .95	.10 *each*
No. 12	—Table cover, 60x84″, plain white, no emblem	1.50	.15 *each*
No. 13	—60″ plain white table cover, for banquets, in 100-foot rolls only	$1.35 per 100-ft. roll