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FREEDOM IS EVERYBODY'S JOB
THE AMERICAN HERITAGE PROGRAM

This is a plan to help raise the level of active citizenship in our country.

To accomplish this purpose, it seeks:

1. To develop a greater awareness of the advantages we enjoy as Americans, emphasizing the relationship of our hard-won personal freedoms to our development as the strongest nation of free people in history.

2. To persuade all Americans that only by active personal participation in the affairs of the community, state and nation can we safeguard and preserve our liberties and continue to demonstrate to ourselves and to the world that the way of free men is best.

This program is a citizens' movement. It is non-partisan and non-controversial. It is an affirmative effort, opposed only to ideas that are antagonistic to the dignity and freedom of man.

To help accomplish our objective, there has been made available to us, through government and private sources, a remarkable collection of American historical documents.

Through the cooperation of the railroads and other American industries, it has been made possible to exhibit these great documents on a special seven-car train to more than 300 communities in all of the 48 states. The one-year train tour began September 17, 1947.

With the help of civic, fraternal, religious and other patriotic organizations, it is planned that a Week of Rededication to the principles of Americanism will be held in each of these communities immediately preceding the arrival of the Freedom Train.

This Community Program Book offers many suggestions to assist each local committee in planning a Week of Rededication, and in gaining the support of the community for the American Heritage Program.

During the whole twelve months of the Freedom Train tour, the Advertising Council in cooperation with the American Heritage Foundation will conduct a campaign of public service advertising in newspapers, magazines, radio, outdoor advertising, transportation advertising and other forms of communication in a continuous program of education.
ORONIZATIONS REPRESENTED AT WHITE HOUSE CONFERENCE

For the Purpose of Organizing the American Heritage Program
and Inaugurating the Freedom Train, Held in Washington on May 22, 1947

Advertising Association of the West
Advertising Council, Inc.
Advertising Federation of America
Allied States Association of Motion Picture Exhibitors
American Association of Advertising Agencies
American Bankers Association
American Bar Association
American Council on Education
American Federation of Labor
American Federation of Radio Artists
American Legion
American Newspaper Publishers Association
American Theatre Association, Incorporated
American Veterans Committee
American Veterans World War II
American Women's Voluntary Services
Association of American Railroads
Association of National Advertisers
Benvenuto and Protective Order of Elks
B'nai B'rith
Boy Scouts of America
Bureau of Advertising, American Newspaper Publisher's Association
Camp Fire Girls, Incorporated
Catholic War Veterans
Congress of Industrial Organizations
Disabled American Veterans
Federal Council of Churches in America
Fraternal Order of Eagles
General Federation of Women's Clubs
Girl Scouts
International Ladies Garment Workers Union
International Variety Clubs
Jewish War Veterans of the U.S.

Kiwanis International
Knights of Columbus
Ladies Auxiliary, Veterans of Foreign Wars
Loyal Order of Moose
Motion Picture Association of America
Motion Picture Theatres Owners Association
National Association for the Advancement of Colored People
National Association of Broadcasters
National Association of Manufacturers
National Association of Transportation Advertisers
National Broadcasting Company
National Catholic Welfare Council
National Conference of Christians and Jews
National Congress of Parents and Teachers
National Education Association
National Federation of Business and Professional Women's Clubs
National Holy Name Society
National League of Women Voters
National Publishers Association
Order of DeMolay
Order of the Eastern Star, Grand Chapter
Outdoor Advertising, Incorporated
Pastoral Publishers Association of America
Railway Labor Executives Association
Rotary International
Screen Actors Guild, Incorporated
U. S. Chamber of Commerce
U. S. Conference of Mayors
U. S. Junior Chamber of Commerce
Urban League
Veterans of Foreign Wars

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Address All Communications to

THE AMERICAN HERITAGE FOUNDATION
27 EAST 42ND STREET
NEW YORK CITY

J. Edward Shearin
National Director
John Murphy
Executive Secretary
STATEMENT OF PRINCIPLES
THE AMERICAN HERITAGE FOUNDATION

THE PROBLEM
Our country now stands at a crossroads of its history. Military victory has brought only a breathing space in our quest for peace and security. The menace of totalitarianism of the right has been succeeded by the threat of totalitarianism of the left. Nation after nation, under the strain of external pressure or economic disaster, has turned to the system of state control. The areas of democratic governance have been perceptibly shrinking on the global map.

On the domestic front, we are now undergoing the grave crisis of post-war economic readjustment. Since the cessation of hostilities, voices of discord have been all too prevalent on the American scene. Lawlessness and cynicism, the twin specters following in the wake of war, are very much with us. Subversive forces in various guises seek to undermine the democratic structure. Disintegration and Lizzy carry on their disruptive game of setting one group of Americans against another.

In this crucial test, we deem it highly desirable that a comprehensive program of education in the ideals and practices of American Democracy be launched. Americans need to take their system of government for granted. We think of it as we would a familiar landscape. It was there yesterday; it is here today; it will be there tomorrow. But that is the history of democracy in America. Americans have been fighting, in the face of extraordinary economic change, for protection of individual liberty. The price of liberty continues to be the internal vigilance of those who would surrender its inalienable rights. Among the factors of change is the changing world which will be necessary to the survival of America.

A working republic requires personal participation by its citizens in the affairs of government. There is need to develop greater participation by all citizens. Above all, there is the necessity to increase the youth of America a full appreciation of the heritage of which they will be the beneficiaries thereafter.

THE OBJECTIVE

The months and years immediately before us will not only be a test of our determination to maintain our way of life against the totalitarianism of the left. They will be a test of the strength of the American heritage. We propose to utilize all media of communication, education, and community action in a national program that will emphasize and dramatize the democratic heritage of every American. The success of the program will depend on the active participation of every American. Our gift of the freedoms of life and liberty is not to be taken for granted...the time is now.

In every state and in every city, governors and mayors will be invited to sponsor the project within their geographical jurisdiction. Since the official representatives of the American heritage of every region, every state, and every city will be involved, the project will be a real test of the ability of American communities to work together to solve local problems.

The program will be carried out through a national committee, under the chairmanship of a distinguished American. The committee will be composed of representatives of all segments of American life, including business, labor, agriculture, education, and government. Each state and city will have its own advisory committee to provide local guidance.

The program will be financed through contributions from individuals, foundations, and corporations. Contributions will be solicited by a national leadership council, which will be appointed by the chairman of the national committee.

The objectives of the American Heritage Foundation are to:

1. Educate the American people about the democratic heritage of the United States.
2. Foster a spirit of patriotism and civic responsibility among the inhabitants of the United States.
3. Strengthen the bonds of unity among the diverse elements of American society.

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BY THE MAYOR OF THE CITY OF (fill in name of city)

A PROCLAMATION

WHEREAS, the system of government which we enjoy as Americans is being tested by the historic events of this critical period of world history; and

WHEREAS, these times call for loyalty to American traditions and faith in their enduring character; and

WHEREAS, a national program of "Rededication" to American ideals and principles is being conducted by non-partisan citizens' movement known as The American Heritage Foundation, sponsored by the Attorney General of the United States and endorsed by the President of the United States; and

WHEREAS, said program was designed to create a greater awareness of the unique blessings of the American heritage and to raise the level of citizenship through more active participation by individuals in the affairs of their government and

WHEREAS, said program includes the tour of the Freedom Train, carrying the most significant exhibit of original American documents, and provides for "Rededication" programs by each community visited by the Freedom Train;

NOW, THEREFORE, I, (fill in name of mayor), Mayor of (fill in name of city), do hereby proclaim a "WEEK OF REDEDICATION" to American ideals and principles for the City of (fill in name of city) to begin on (fill in date) and end on (fill in date) to be known as (fill in name of city) REDEDICATION WEEK

and I do hereby urge all citizens and organizations in the City of (fill in name of city) to participate in the ceremonies and events constituting (fill in name of city) REDEDICATION WEEK

I do hereby extend to the Freedom Train the warmest welcome of the City of (fill in name of city) to be offered this (fill in date).

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of (fill in name of city) to be affixed this (fill in date).

Mayor's Signature
Mayor of the City of (fill in name of city)

WHO PAYS FOR THE FREEDOM TRAIN PROGRAM?

This program is being financed by the American people. The train can proceed on its tour and the program continue only as long as the American public supports it. The American Heritage Foundation invites the participation of your community in providing its equipment and resources. Assistance among the 500 cities on the itinerary, the amount involved in each instance can readily be obtained. (Of course, local expenditures for the local Rededication Week will be borne by the community concerned.)

There are hundreds of communities, not now on the itinerary of the Freedom Train, who are eager to be included. We feel that these already selected will be glad to help make possible the visit of the train to their cities.

In every community visited thus far, the Freedom Train has been received with extraordinary enthusiasm. We know that there will be use in many cities as well. We urge you, therefore, to help KEEP THE FREEDOM TRAIN ROLLING!
THE FREEDOM TRAIN DOCUMENTS

There are the Great Documents Marking the Growth of Our Liberties Throughout Our Nation's History. They are All on Public Display on the Freedom Train Traversing Almost a Ten-Mile One Year Tour of 300 Cities in Forty-Eight States.

The Documents Advisory Committee of the American Heritage Foundation has selected a set of thirty-six documents that have been preserved and are presented on the Freedom Train. These documents have been obtained by various means, including donation, purchase, and loan. Many of the documents have been mounted for public viewing and have been organized into thematic sections.

The Freedom Train is a traveling exhibition that has been a national success, drawing thousands of visitors to view these important historical documents. It is sponsored by the American Heritage Foundation and is designed to educate the public about the history and significance of these documents.

The Freedom Train is open to the public and provides an opportunity to view these documents up close. Visitors can learn about the history of the documents and their importance in shaping American democracy. The Freedom Train is a valuable resource for education and civic engagement, and it continues to draw large crowds.

The Freedom Train is available for public viewing at select locations throughout the United States. It is a unique opportunity to see these important documents in person and to learn more about the history of our country.
DAILY EVENTS

The seven days of a typical Rededication Week are described in this section.

 Freedom Train Arrival Day is the last day of Rededication Week, and may be any day of the calendar week determined by the town authorities.

In virtually all cities, the train stops for one day. In a few large cities, the train stops for more than one day; in such cases, Rededication Week starts seven days before the train leaves the city, and the train exhibits coincide with the last seven days of Rededication Week.

A full week allows time for every type of organization or community to take part in Rededication ceremonies as its local part in the American Heritage program.

One objective is to obtain the maximum participation by all phases of community life. This local program is essentially a week's "revival meeting" for American freedom in which every citizen actively shares his faith in the American heritage and pledges himself to work for its preservation.

Special days for churches, schools, veterans, fraternal and civic organizations, women's groups, industry, labor, and for the community as a whole are described here.

SUGGESTIONS FOR DAYS

These suggestions for various days of Rededication Week illustrate how a series of outstanding events may be conducted in each of the communities within this town.

Your Mayor's Rededication Committee may wish to shift the activities to another day in your city. You may combine two or three of the above types of days in your own way to fit your community. An American Independence Day, sponsored by both the town and state, might be added to some of these set forth in this section.

There are others. For example, Freedom Train Arrival Day need not be a special day. It could also be School Day or any other "Day." If the occasion of an annual holiday falls outside the week of Rededication Week, your Committee should plan to celebrate the traditional event of that day with the American Heritage theme. Your objective is to focus complete community attention on the spirit and purpose of Rededication Week, and the Freedom Train.

SELECTION OF DAYS

If a major parade is held on Veterans Day of Rededication Week, Saturday would probably be most suitable. Each "Day" should be selected with a regard for its greatest effectiveness.

COMMUNITY IMPRESSION

Seven days of constant emphasis on the American Heritage theme and the Rededication Pledge should have a salutary effect on the members of the community. Scores of towns who are not able to visit the Train will be impressed by full realization of the unique formula for them during our country's history.

The community will pledge itself to preserve these freedoms, and to practice them with vigilance in its daily life.

INTENSIVE PROGRAM

This week of ceremonies, meetings, pledges, speeches, parades, and celebrations is built around a program including religious services, radio, various pictures, and advertising scheme. It will fit your Committee's and your town's year-round American Heritage theme.

The ceremonies conclude with the Rededication Pledge, and the singing of "America the Beautiful".

Each school principal may use this school assembly to talk to the pupils about the School Study Guides, provided by the American Heritage Foundation for study of the Train documents. At the same time he may discuss various events for the pupils in the fields of writing, speaking, art; and music on the same American Heritage theme.

As an added incentive of School Days, parades of R.O.T.C. units on various school grounds may be held in the presence of the pupils and their parents.

ORGANIZATIONAL DAY

There are two optional methods of enlarging the participation of the many organizations in every community. The first is to conduct a special meeting to discuss its regular meeting during Rededication Week to rededicate ceremonies—or to call a special meeting for that purpose if no regular meeting is scheduled that week. The second is to conduct a special "Organizational Day" in which all organizations—staff involved in their own Special Days—can participate. The first may be more desirable since organizations like to adhere to their regular meeting dates.

Organizations Day is given over to luncheons, dinners and other meetings called by every type of organization in your community, for appropriate American Heritage speeches and Rededication Pledge—or some combined city-wide program.

Organizations Day is devoted to fraternal, civic, service, professional and youth groups.

Each group may hold its own ceremony on this day, or a number of groups may combine their meetings.

Each group, taking part in the events of this day should be asked to sponsor programs on their own initiative consistent with the objectives of the national campaign.

All national organizations have approved their local units about the Rededication program through their own magazines, special bulletins, and letters.

In addition to this material, your Committee should contact local organizations as to needs for speeches, plays, exhibits, and other programs to be presented at the meetings.

Luncheon or dinner programs will be available from the American Heritage Foundation.

LABOR DAY AND INDUSTRY DAY

On these days, 11 a.m., in industries and streets, work stops for at least 30 minutes so that brief Rededication ceremonies may be held by local industry programs through their own magazines, special bulletins, and letters.

This Warren and local units of veterans organizations can plan their own Rededication ceremonies at their separate posts or in combinations—in the city-wide ceremony.

SCHOOL DAY

At some suitable hour, a Rededication ceremony is held in the assembly hall of every elementary, junior high, and high school. Every pupil and teacher attends.

Music is provided by the school band or orchestra.

The principal speaks on the American Heritage story, and the impact of that story on the students of the school and on observation of their freedoms in everyday life.

He takes this opportunity to explain the purpose of the pupil's participation in this week's"Rededication Week," and the role of the pupil in the preservation of American freedom.

Americans in other cities on the Freedom Train are talking to the pupils, the parents, the teachers, and other community leaders, urging them to subscribe to the Rededication Pledge as a means of demonstrating their determination to maintain the American freedom.

The pupil's speech, "America the Beautiful," and other American Heritage speaking materials may be delivered in the pupils' own voices.

All places should be appropriately decorated with flags and patriotic posters.

Labor unions, either single or together, should meet in the evening for programs on the American Heritage theme.

The local Chamber of Commerce, service organizations, and other industrial and management groups, should plan similar events.

The Rededication Pledge is an excellent feature of each of these events.

WOMEN'S DAY

Most women's groups in your community have been told of the American Heritage program through their national headquarters as well as through the local Committee.

Each local organization should plan a program for the day, including the Rededication Pledge, drawing the attention of these women to the American Heritage Foundation.

Speakers at women's meetings may receive source material on these topics through your Committee from the American Heritage Foundation.

Plays or programs of each meeting may portray episodes in the lives of famous American women.

Women in your city who have been outstanding in community service work, and in professional and business careers, may be called upon to speak on their experiences as typical of the unusual opportunities for women in the United States.

Special drives may be conducted by press and radio to see that mothers and the community speak in their families about Rededication and the Freedom Train.

FREEDOM OF RELIGION DAY

A Freedom of Religion Day dedicated to the common religious impulses for democratic concepts drawn from all faiths would be highly appropriate. A city-wide campaign sponsored by leaders of all faiths would be a signal rededication to freedom of religion and to the coexistence of the religious faiths. Many established institutions for coordinating the religious faiths are available.

All the churches of your community will be a powerful influence in convincing them to adopt the American Heritage theme in their services held in Rededication Week.

The program consists of a call to千万别扣押, and a reading of the "Declaration of the Nation's Faith".

All services and industries should devote their advertising on these days to the Rededication theme.

MILITARY PARTICIPATION LOCALLY

Plans are underway whereby the Secretary of National Defense will issue a directive to the Secretaries of War, Navy and Air Forces regarding the American Heritage program.

The Secretary of War, Navy, and Air Forces will in turn issue directives to all personnel, Naval Districts, Army Areas, bases and other commands to participate in the Rededication activities in their area.

The Army and Navy Public Relations Officers, as members of the Mayor's Committee, can plan parades, exhibits, ceremonies or other appropriate programs for the group of the Army, Navy and Air Forces.

General A. A. Vandegrift, Commandant of the Marine Corps, has assumed responsibility for the conveyance of the documents shown on the variousNotices. A detail consisting of 24 armed men and their equipment, under the command of Lt. Col. Burrell F. Sisson, has been assigned to the train in a manner to insure the safety and preservation of these documents.
EXHIBITING THE FREEDOM TRAIN

A NATION RALLIES TO FREEDOM
The heads of the major organizations in this country—such as business, industry, labor, professional—have been in contact with the American Heritage Foundation, and have been informed of its program and purposes. These leaders of national organizations met at a White House conference on May 23, 1949, called by Attorney General of the United States, and heard details of the program for the year of Rededication. The names of these organizations are listed in this book.

The national headquarters of many of these groups have informed their members in their community, through their publications and letters, concerning the American Heritage program, and have asked the local units to cooperate with your Mayor's Committee in the local Rededication plans.

GROUP CONTROL

The Mayor's Committee at all times shall keep control of the program, and shall have final authority in making decisions about the celebration of special events during Rededication Week. The Mayor's Committee shall keep close supervision on plans for organization events.

Local organizations shall cooperate with the Mayor's Committee on the special day during the week which has been designated by the Mayor's Committee as its particular day.

BALANCED PROGRAM

The committee must be careful not to overutilize any group in the community in planning the week's program. All must be invited to take part in any joint programs of their own day of Rededication.

Local units should be encouraged to develop annual events of their own, with their own speakers, programs and ceremonies illustrating the American Heritage theme. The Mayor's Committee should supervise each public program clearly to insure a fair balance, and that any special event not overlap the community's general celebration taking place upon any one local organization. An even balance of the week's events is important.

PROGRAM AIDS

Each local group, organization, club, union, or church, should receive from the Mayor's Committee a great deal of specific help in carrying out their share in the Rededication program. Your committee will find assistance in this book of suggested ideas, letters, lists of Rededication Week and for the Freedom Train Arrival Day, suitable for planning programs for these organizations.

As the first step, the chairman in charge of special events should call together the heads of all local organizations, to take part in the program of any one day. When he has explained to them the purpose of the day, and the emphasis on the American Heritage theme which should prevail at any event, he should ask the organization leaders for their suggestions.

Most units will want to hold their own Rededication observances or dinners, then plan an event for the Rededication day or at their regular weekly meeting or special meeting called for this purpose. In some communities, units will want to get together for a joint dinner, ceremony, program, or festival.

LOCAL SPEAKERS BUREAU

Speakers will be available in American Heritage programs in and at each of the events during the seven days of your Rededication Week.

The speakers to be given on the American Heritage theme will be coordinated by the Speakers Bureau, and the preparation of the speakers will be assigned to the Rededication program director.

TIME IMPORTANT

It is essential that the Speakers Bureau be organized early. This should be done of the date matters on the agenda of your local organization.

The success of your local program will be determined largely by the quality, skill and preparation of the speakers chosen to address the various meetings and assemblies during Rededication Week.

IMPORTANCE OF BUREAU

More and more in this age of broadcasting, people have become accustomed to getting their information by ear, and being impressed with what they hear. This emphasizes upon the importance of your Speakers Bureau.

Your most selected and able local speakers should be brought into every phase of the week's schedule of events.

FORMING THE BUREAU

Select a Chairman of the Speakers Bureau from among the members of your committee who is well known for his skill in speaking, and who, if possible, has the ability to attract other speakers. This man might be a veteran leader, a prominent educator, or the head of a public or state government.

Local clubs and civic organizations are invited to select such a Chairman, if he feels that the people of his community would benefit from his assistance in surprising a qualified person to assist him.

REPRESENTATIVE GROUPS

The Speakers Bureau Chairman should select a committee of the local civic, business, professional, religious, special interest, or social clubs to select speakers to represent their groups.

FUNCTIONS OF THE BUREAU

The bureau should contact every local group connected with the week's program to make sure that their needs will be met. Will you want to have a speaker on the American Heritage theme? Will you have a speaker on the Freedom Train? Will you need a speaker on any other subject? The bureau will work to see that the needs of the various groups are met.

TYPES OF SPEAKERS

When you have what groups will want you to supply speakers, then select the men and women who are especially assigned to each group. You may want to specialize in speakers, or you may have the field of the Freedom Train. Whatever your needs, the bureau will try to meet them.

SPEAKERS BUREAU

CARRYING OUT THE PROGRAM

Provide your readers with the most effective speakers, and prepare a program for the week that will capture the attention of your audience.

WHEN TO ORDER

Order together as soon as possible all the necessary material your Speakers Bureau will need. This will enable you to plan your program.

SOURCE MATERIAL

Collect together as soon as possible all the necessary material your Speakers Bureau will need. This will enable you to plan your program.

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More and more in this age of broadcasting, people have become accustomed to getting their information by ear, and being impressed with what they hear. This emphasizes upon the importance of your Speakers Bureau.

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SCHOOLS PLAN

IMPORTANCE OF SCHOOLS PLAN

In four ways, the schools plan is one of the most important activities in the entire school.
PUBLICITY SUGGESTIONS

One member of your Mayor's Redevelopment Week Committee should be appointed Chairperson of the Publicity Committee. He should have wide experience in handling all phases of a publicity campaign, and with sufficient prestige to enlist the cooperation of local leaders in newspapers, radio, motion pictures, advertising, merchandising, industry and labor.

PROFESSIONAL STAFF

The Publicity Chairmen will have to bear in mind that a publicity committee, while it may not be able to achieve results overnight, can still be effective in securing the cooperation of the community. It must be planned to be in readiness for the need of Red-Development Week and then we may want to call the Publicity Committee.

The people in your community must be educated to the importance of the American Heritage Week. The people in your community must be educated to the importance of the American Heritage Week. It is most important for the people in your community to be educated to the importance of the American Heritage Week.

COMMITTEE

The Publicity Committee should appoint a full-time professional public relations officer to serve as the Publicity Chairmen. He should have charge of all publicity contacts for your Mayor's Special Event and for all other publicity committees on the Mayor's Committee.

The Publicity Committee should keep in mind at all times the need for cooperation. Cooperation is the key to any successful publicity campaign. It is necessary to cooperate with local organizations, with local newspapers, with local radio stations, with local television stations, with local magazines, and with all other local media. It is necessary to cooperate with all local media. It is necessary to cooperate with all local media.

PUBLICITY MATERIAL

Your Publicity Committee will find in the American Heritage Foundation a great deal of material for you to use in your publicity campaign. You can find in the American Heritage Foundation a great deal of material for you to use in your publicity campaign. You can find in the American Heritage Foundation a great deal of material for you to use in your publicity campaign.

In addition, your American Heritage Foundation will give you many ideas for your own publicity campaign. Your American Heritage Foundation will give you many ideas for your own publicity campaign. Your American Heritage Foundation will give you many ideas for your own publicity campaign.

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Here is the official
ADVERTISING CAMPAIGN POLICY
Prepared by The Advertising Council • Approved by the American Heritage Foundation

The purpose of the American Heritage Program is to help raise the level of active citizenship in our country.

There is a feeling on the part of many people that too many Americans are taking democracy for granted—like the air we breathe. Too many men and women have never experienced the struggles and sacrifices which we enjoy. They have forgotten that these freedoms were won only long ago as we perform the duties of democracy. And they are inclined to be lackadaisical, neglectful, at times cynical about the responsibilities of the individual citizen.

PROGRAM OBJECTIVES

1. A mature and active participation by citizens in the processes of government to create, maintain, and defend the ideals of American citizenship.

2. An increased awareness of our individual rights and liberties as guaranteed by the Federal Constitution and expressed through broader democratic responsibilities.

In order to raise the level of citizenship—ci
c

1. To achieve greater understanding of our obligations to the world to maintain our freedom and to exemplify in our democracy the principles of democracy as set forth by our Founders.

2. To fulfill our obligations to the world by our actions in every way.

NATIONAL RADIO SUPPORT

The American Heritage Program and the national

1. To increase the understanding of our heritage and the values of democracy in the American society.

2. To encourage the development of new ideas in radio advertising.

3. To foster the development of new ideas in radio advertising.

The American Heritage Program is guided by the principles of democracy.

FREEDOM IS EVERYONE'S JOB!

WHAT THE PROGRAM IS NOT

It is to do with our manners of political and political ideals, institutions,

tenure of power, and with the maintenance and furtherance of the

1. To maintain the independence of the individual citizen—since the American Heritage Program is concerned with the achievement of our democratic system, the ideas expressed in this document are in no way intended to be

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MOTION PICTURE INDUSTRY, EXHIBITOR COOPERATION

NATIONAL EXECUTIVES COMMITTEE

Cooperation by a National Committee of Motion Picture Executives with the Foundation's program has resulted to date in the production of a valuable document, a trailer, and a production of educational programs, and is the starting point of a movement to bring pictures to all the world.

The Documentary—A one-reel running time and a half-hour film. The film includes the American Heritage Foundation film on the development of our liberties, the story of the famous documents on the Freedom Train, a selection of some of the best films on the history of democracy, and it is the story of the development of democracy through the use of the free system of radio and television. The film is presented through the cooperation of the National Committee of Motion Picture Executives and the American Heritage Foundation.

THE LOCAL EXHIBITOR COMMITTEE

A local committee of motion picture exhibitors should be formed, consisting of the most active element of the motion picture exhibition group in each community. Advised by the National Industry Committee, a committee of representatives from local motion picture industry organizations, all of which can be brought to the local groups and the local exhibitors in cooperation with the local exhibitors and the local Motion Picture Councils, in addition to calling the special groups for the free exhibitions and for any other activities desired. The exhibition of pictures should be prepared by the community in advance of the showing.

Committee Membership: This local committee will consist of, essentially, five members:
1. Booking the trailer to run during the week of advance advertising.
2. Booking the trailer to run during the week of advance advertising.
3. Distribution and posting of advertising.
4. Encouraging special activities and to prepare the program with the local exhibitors.
5. Coordinating the programs in the general program.

MOTION PICTURE COMMITTEE

For THE AMERICAN HERITAGE FOUNDATION

Embracing Production, Distribution, and Exhibitors, Both Theatrical and Non-Theatrical

James E. Haines, President, Pacific Film Library Association

Norman Haines, President, National Association of Theatrical Owners

George J. Haines, President, Motion Pictures of America

James E. Haines, Assistant, Pacific Film Library Association

WESTWARD MOVEMENT

From the years 1819 to 1849, a period of great change and growth, when the United States expanded westward across the continent. The story of the development of the United States is told through the films of the American Heritage Foundation, Motion Picture Committee.

WE THE PEOPLE OF THE UNITED NATIONS

The time has come to reverse the trend of time, to re-establish the old order of things, to re-establish the old order of things, to re-establish the old order of things.

THE PILGRIM FATHERS

Arriving in America in a small ship, the Pilgrims landed on the beach, welcoming the newcomers to the new land. This is the story of the Pilgrims, from the landing to the founding of the Plymouth Colony.

SEED OF THE CONSTITUION

Governing the nation and the states, the states and the nation, the states. The story of the Pilgrims, from the landing to the founding of the Plymouth Colony.

OUR DECLARATION OF INDEPENDENCE

From the American Revolution to the founding of the United States, the story of the Pilgrims, the States, and the United States.

MARCH OF FREEDOM

From the American Revolution to the founding of the United States, the story of the Pilgrims, the States, and the United States.

SCIENTISTS FOR DEMOCRACY

Four Nobel Prize winners, Albert Einstein, Niels Bohr, Lise Meitner, and C. Eady, contributed to the development of the atomic bomb, which was used to bring a quick end to World War II.

THE STORY THAT COULDN'T BE PRINTED

Andrew Hamilton's account of the trial of John Peter Zenger, the revolutionary printer and publisher, who was found guilty of libel, begins in 1734.

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Andrew Hamilton's account of the trial of John Peter Zenger, the revolutionary printer and publisher, who was found guilty of libel, begins in 1734.

OUR LAND OF LIBERTY

The story of the development of the American heritage—of the documents found on the Freedom Train, and the development of our freedoms. The story of the development of the American heritage—of the documents found on the Freedom Train, and the development of our freedoms.
SIX POINT COOPERATION PROGRAM

SCHEDULE:
1. Immediately after the appointment of the Retail Chairman of your Mayor's Rededication Committee has been announced, the National Retail Committee will send out a brochure containing suggestions based on the recent successful experiences of retailers in cities where the Rededication Week has been held.
2. 60 to 90 days in advance of Rededication Week each large retailer in your community will receive a letter from the National Retail Committee advising him to the event and urging his cooperation.
3. 50 to 60 days in advance of Rededication Week each small retailer will receive a copy from the National Retail Committee a copy of the Rededication Program.
4. 10 to 30 days in advance of the Rededication Week the same retailers will receive a personal letter from the Chairman of the National Committee advising and suggesting their cooperation.

THE NATIONAL RETAIL COMMITTEE

The main points of cooperation which your Local Retail Committee should seek from all your local stores, and which should be followed through in every detail, seem to be:

1. Letterhead.
2. Delivery truck.- stickers.
3. Merchandise package-
4. Television program.
5. Loudspeaker announcements.
6. Store window displays.
7. Store displays.
8. All store displays of local stores should be arranged in such a way that they are in harmony with the displays of the national organization.
9. The display units should be arranged in such a way that they are in harmony with the displays of the national organization.
10. The display units should be arranged in such a way that they are in harmony with the displays of the national organization.

LOCAL RETAIL PROMOTION

Sales meetings should be held in your city to discuss the sales plans of the National Retail Committee and the objectives of the Rededication Week. These meetings should be attended by all retailers in your city, and should be conducted by the local retail chairman of the Rededication Committee.

Owen W. Adams President

THE NATIONAL RETAIL COMMITTEE

610 South Broad Street, Philadelphia, Pa.

SAMUEL J. SOBER, Secretary

Owen W. Adams President

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PRAYER OF REDEDICATION

On these great truths we stand,
And pledge, by heart and hand,
In all we say and do
To keep these great truths true,
With all our strength to strive
And keep these truths alive:
That God makes all men free
In human dignity
To worship, live and labor,
Each equal with his neighbor;
To speak his mind out clear,
Without reproach or fear;
To tread where heroes trod
In freedom under God.

Amen

By JOSEPH AUSLANDER.