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there has been made available to us, through government and private sources, a remarkable collection of American historical documents.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



ORGANIZATIONS 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.
- 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
- Benevolent and Protective Order of Elks
- Boys' Club
- Boys' Clubs of America
- Boy Scouts of America
- Bureau of Advertising, American Newspaper Publishers' Association
- Camp Fire Guide, Incorporated
- Catholic War Veterans
- Congress of Industrial Organizations
- Disabled American Veterans
- Federal Council of Churches of Christ 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.
- Kwanis International
- Knights of Columbus
- Ladies Auxiliary, Veterans of Foreign Wars
- Loyal Order of Moose
- Motion Picture Association of America
- Motion Picture Theatre Owners Association
- National Association for the Advancement of Colored People
- National Association of Broadcasters
- National Association of Manufacturers
- National Association of Transportation Advertising
- National Broadcasting Company
- National Catholic Welfare Society
- National Community Relations Advisory 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
- Periodical 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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JOHN MURPHY
Executive Secretary

STATEMENT OF PRINCIPLES

THE AMERICAN HERITAGE FOUNDATION



THE PROBLEM

Our country now stands at a cross-roads of its history. Military victory has brought only a breathing space in our quest for peace and security. The menace of the threat of totalitarianism of the left. Nation after nation, under the stress of external pressure or economic despair, has turned to the panacea of state control. The great of democratic government have been perceptibly shrinking on the global map. On the domestic front, we are now undergoing the ravages 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 spectres following in the wake of war, are very much with us. Subversive forces in various guises seek to undermine the democratic structure. Demagogues and bigots carry on their disruptive game of setting one group of Americans against another.

In this crucial period, we deem it highly desirable that a comprehensive program of education in the ideals and practices of American democracy be launched. Americans tend to take their system of government for granted. We think of it as we would a familiar landmark. It was there yesterday; it is here today; it will be there tomorrow. But that is not the history of the struggle for human freedom. The price of liberty continues to be the eternal vigilance of those who enjoy it—especially in a world of rapidly changing values.

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

THE OBJECTIVE

The months and years immediately before us will put the American way of life to a critical test. To meet it, the American people must know, understand, and appreciate the system of government which has bestowed its blessings upon them.

We propose to utilize all media of communication, education, and community action in a national program that will emphasize and dramatize the common heritage of every American—our system of government based on individual freedom. Through a national program of reeducation to its ideals and institutions, we seek to give meaning to the American heritage, vitality to its spirit, an urgency to its historic mission. At the same time, we intend to bring to the historical mission of the propagandists and arrangers of the libelous attacks against our traditions.

In dedicating ourselves to our traditions, we shall draw inspiration from the past. But we shall point also to the future to new horizons to broader vistas of human progress. Our system is dynamic. To live, it must grow. Growing strength in its progress. There is much unfinished business on the agenda of our American Republic. The past is only a prelude to the promise of the future. Americans must have faith in that future.

Anthony M. ...

WINTHROP W. ALDRICH
Chairman, Board of Trustees,
American Heritage Foundation

But faith alone is futile unless it is practiced in everyday living. Therefore, our program will stress the responsibilities of personal participation owed to our government by each citizen.

We shall affirm, as a basic credo, that the essence of our republic is the sanctity of the individual. This precious heritage gives dignity to mankind. Men were born to be free, for only free men can walk the earth with dignity. We shall emphasize the fact that our nation holds secure for its people the integrity of the individual and the freedom to aspire to the fullest development of the human personality.

Freedom of enterprise, protection of minorities, rights of labor—and all the rights and liberties we enjoy under the Constitution and Bill of Rights—rest upon this doctrine. We believe that no form of totalitarianism will be able to breach the bulwarks of our spiritual defenses as long as our country holds fast to this principle. Our objective is to make this concept, the unshakable credo of so many Americans as we can reach through the modern techniques of education, advertising, and community action.

NON-PARTISAN

It is particularly important that all should know that the Foundation is completely non-partisan. The program it stands for is not a Democratic program or a Republican program. While the sponsorship of the Attorney General is welcome, the Foundation is a citizens' program and will remain so.

In every state and in every city, governors and mayors will be invited to sponsor the project within their geographical jurisdictions. Since these officials represent differing political views, the broadest kind of support will be obtained in the most representative way. It could not be otherwise, for the Constitution, the Bill of Rights and all the other sacred documents to be carried aboard the Freedom Train, belong to all of the people.

HOW IT IS FINANCED

The "Year of Reeducation" will be financed by the American Heritage Foundation. Contributions from industry, labor and private citizens will support the entire venture. There will be no government financial support whatsoever.

Therefore, I am earnestly asking your help as a member of the committee in your community. I am asking you to put your heart into this activity which means so much to all of us. We must not allow our hard-earned money to slip from indifferent hands. Freedom is everybody's job.

OBJECTIVES OF THE

AMERICAN HERITAGE FOUNDATION



Most of us prefer to describe ourselves as just plain "good Americans," and let it go at that. For the average busy person, this is a handy way to put together a self-portrait. . . . the words are simple, they sound well, and they can be rattled off without much time or thought. Besides, there is something soothing about a catch-phrase. It's pleasant to repeat, over and over, that one is a "good American." But it's meaningless until we prove it.

Today, we Americans have a strange and urgent choice. We can pay lip-service to our blood-stained, heroic heritage and hope that our liberties don't slip away in the process. Or, we can, here and now, resolve that our dearly-bought freedoms shall never sicken and fail for lack of care. If ours is the latter course, then the time is now to set about the task.

Make no mistake about it. The necessity for a strong and unified America has never been more essential. The increasing complexities of our lives, the increased economic dependency of one group upon other groups, and of each individual upon all individuals, make it imperative that we work together for the common good. To do this, all of us must seriously and wholeheartedly accept the responsibilities of citizenship. In Tom Paine's famous words: "Those who expect to reap the blessings of freedom must undergo the fatigues of supporting it."

It is to arouse a deeper awareness of this homely but neglected truth that the American Heritage Foundation has been formed. The Foundation is purely a citizens' group. It is non-political and non-controversial. It is not antagonistic to any groups or any principles unless they are hostile to the dignity and freedom of men.

It is solely and deeply an affirmative movement—dedicated to raising the level of active citizenship in our country by reasserting the principles of liberty, and by calling the attention of Americans both to their civic rights, and to their duties as citizens.

Personal participation in the affairs of our republic cannot be limited to flag-waving and lofty thoughts on certain, specific days. It calls upon people to think. It requires responsible actions. The act of voting on election day does not assure us of good government unless the citizen has

taken pains to know for whom and for what he is voting. Moreover, our right of trial by jury can become a mockery of justice if responsible men are too busy to serve as jurors.

The American Heritage Foundation believes that a spirit of reeducation to the ideals of free government will be welcomed by all of the people. And it is convinced that Americans will never meanly risk the privileges of liberty through sheer indifference. While a feeble memory for the sacrifices made by Americans some 165 years ago might be understood, it is inconceivable that anyone could swiftly forget the heroic young lives lost so few years ago. Yet no difference exists between a fallen Revolutionary foot-soldier and a lifeless GI. Both died for American freedom.

Through these, and countless other sacrifices, Americans have remained free. But we have lived with liberty so long that there are those among us who tend to take it for granted—like the air we breathe. To these people must be brought the realization that freedom is not a gift of nature, but a thing man-made. And to these people the American Heritage Foundation's program is particularly directed.

The Foundation appeals to the millions of Americans who desire a reeducation to the ideals that made our country great. All our efforts will go into a program designed to reach all of our fellow-Americans. Time, energy, and materials gladly will be spent to further this cause of good citizenship.

The success of the Program, however, will not be measured in the total miles covered by the Freedom Train or in contributed voluntary work performed. Instead, reward will come when all Americans appreciate the great stake they have in their own form of government and resolve never to lose it through neglect. When this state of mind is attained, then all of us will know we have acquitted ourselves well. And no one will be able to say of our generation that we squandered our richest inheritance and left behind only that of a once glorious freedom.

Thomas D.A. Brophy
THOMAS D.A. BROPHY
President,
American Heritage Foundation

FREEDOM TRAIN DOCUMENTS

Freedom (1784) Religious freedom and slightly modified by the Virginia Convention...

The Boy Patriot Book Printed by Stephen Drake in 1649, this is the first book printed in the North American Colonies...

The Constitution The Federalist (1788) This is one of the only three manuscripts that have survived from the original 85 copies...

John Jay's Original Corrected Manuscript Draft of Federalist No. 10 This is one of the only three manuscripts that have survived from the original 85 copies...

Washington's Own Copy of the Constitution (1787) An edition of the Constitutional Convention showing entry for August 20, 1787...

Washington's Own Copy of the Constitution (1787) An edition of the Constitutional Convention showing entry for August 20, 1787...

Congressional Resolution That Amendments to States (1789) Since three-fourths of the States have to ratify amendments before they become a part of the Constitution...

Virginia's Ratification of the Bill of Rights (1791) By 1791, Virginia had ratified the Bill of Rights and the approval of the Bill of Rights by the Virginia ratifying convention...

Pennsylvania's Ratification of the Constitution (1787) The Constitution begins, and Pennsylvania's ratification begins, and Pennsylvania's ratification begins...

Thomas Jefferson's Letter to James Madison Commenting on the Proposed Amendments to the Constitution (1789) This is one of the original 12 amendments proposed to the Constitution...

James Madison's Letter to Thomas Jefferson Noting That Madison Had Introduced Resolutions for the United States Constitution Guaranteeing Basic Personal Rights (1789) Original manuscript. Lent by the Library of Congress.

Alexander Hamilton's Original Manuscript Outline of Subjects of Part of "The Federalist" (1788) Alexander Hamilton, then a writer for Alexander Hamilton, then a writer for Alexander Hamilton...

The Flag From this text Washington drew some of the original design of the flag of the United States. Lent by the Library of Congress.

William Colvane's Manuscript Account of the First Known Milling of the American Flag (August 3, 1777) The original manuscript, journal of the first known author, New York, while on a tour of the West Indies...

Washington's Leadership Accented Book Written in His Own Hand (1775-83) The Constitution accorded the command of the Continental Army to George Washington...

Washington's Ratification of the Bill of Rights (1791) By 1791, Virginia had ratified the Bill of Rights and the approval of the Bill of Rights by the Virginia ratifying convention...

Pennsylvania's Ratification of the Constitution (1787) The Constitution begins, and Pennsylvania's ratification begins, and Pennsylvania's ratification begins...

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draft of the Emancipation for in Lincoln set down for the first time his plan for ending slavery in the United States which was the first draft of the Emancipation Proclamation. Lent by Dr. A. S. W. Rosenbach.

The Emancipation Proclamation drafted by Lincoln, which was the first draft of the Emancipation Proclamation. Lent by Dr. A. S. W. Rosenbach.

Abraham Lincoln's Gettysburg Address (November 19, 1863) General Robert F. Lee's letter to General Lee's original manuscript letter to the committee of the Board of Trustees of the University of the South. Lent by the National Archives.

Caroline's Attacking Slavery (August 14, 1776) The original manuscript letter written to the Declaration of Independence. Lent by the National Archives.

Abraham Lincoln's Baltimore Address (April 19, 1864) In which he defined the American concept of a humanitarianism of the famous speech given in Baltimore. Lent by Dr. A. S. W. Rosenbach.

Women's Rights Suffrage Association to Congress (1873) At the beginning of the Republic, American women were not allowed to vote. Lent by the National Archives.

Pauline of Malinda Hindman Aikman's Forewell Address (1879) Original manuscript in most famous documents in the writing of one of the most famous documents in the history of the United States. Lent by the National Archives.

Emancipation and Reconciliation Abraham Lincoln's Draft of the Emancipation Proclamation (July 1862) This might accurately be termed the first draft of the Emancipation Proclamation. Lent by the National Archives.

The Nineteenth Amendment-The John Resolutions of Congress Proposing an Amendment to the Constitution Granting the Right of Suffrage to Women (1919) Women's long struggle for the right to vote was crowned with success when the original amendments to the United States Constitution were adopted on August 26, 1920. Lent by the National Archives.

Freedom Follows The Flag The Northwest Ordinance (1787) A milestone in the development of the American way of life, the Northwest Ordinance of 1787 provided for the government of the Northwest Territory. Lent by the National Archives.

Rebecca Gannett's Deposition in Her Own Hand (1818) During the Revolutionary War, a woman from the town of Gannett, Massachusetts, was deposed in her own hand. Lent by the National Archives.

Benjamin Franklin's Own Epitaph in His Own Hand This copy of one of the most famous epitaphs in the English language was written and presented to him on August 31, 1776. Lent by the National Archives.

Abraham Lincoln's Baltimore Address (April 19, 1864) In which he defined the American concept of a humanitarianism of the famous speech given in Baltimore. Lent by Dr. A. S. W. Rosenbach.

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Washington's Own Copy of the Constitution (1787) An edition of the Constitutional Convention showing entry for August 20, 1787...

FREEDOM TRAIN DOCUMENTS

Sam wanted to express his appreciation. Learning that elephants were regarded as the most valuable asset and must not be imported. Lent by the National Archives.

Proclamation of Richard P. Leary, Naval Governor of the Isle of Pines (1900) Our policy has been to extend as rapidly as possible the privileges of free demeritization to all the islands of the West Indies. Lent by the National Archives.

Andrew Jackson's Letter to the Secretary of War Describing the Battle of New Orleans (1815) The War of 1812 is often regarded as a turning point in the history of the United States. Lent by the National Archives.

Benjamin Franklin's Editorial on Original Issue The North British, No. 45 (April 23, 1763) In which John Wilkes attacked the ministers of the British Government. Lent by the National Archives.

Alton Triak (New York, 1838) An account of the trial of persons suspected of being British spies in the town of Alton, New York. Lent by the National Archives.

An Essay on the Liberty of the Press (1799) George Hey (Philadelphia, 1799) book which argued in favor of the right of free press from the press from the press from the press. Lent by the National Archives.

John Milson's "Areopagitica" (1644) The first edition of John Milson's Areopagitica, the great English treatise on the liberty of the press. Lent by the National Archives.

Thomas Jefferson's Letter to James Madison (February 11, 1807) Here Thomas Jefferson declares that a free press, supporting the truth honestly, is a necessary part of a free government. Lent by the National Archives.

Edward Carrington (January 16, 1787) Letter to the President in which Carrington conveys vital information in a free press. Lent by the National Archives.

The Nations United Original Typewritten Draft of the Covenant of the League of Nations (1918) Published as three pages of the original draft of the League of Nations. Lent by the National Archives.

Freedom of the Press John Peter Zenger's New-York Weekly Journal, Issue No. 48 (September 1734) Zenger's paper was the first to be published in the colonies. Lent by the National Archives.

John Peter Zenger's New-York Weekly Journal No. 55 (November 25, 1734) Published under his direction from prison. Lent by the National Archives.

John Peter Zenger's New-York Weekly Journal No. 53 (August 18, 1733) This issue published after the celebrated trial which announced the vindication of a free press. Lent by the National Archives.

Benjamin Franklin's Editorial on Original Issue The North British, No. 45 (April 23, 1763) In which John Wilkes attacked the ministers of the British Government. Lent by the National Archives.

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REDEDICATION WEEK

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 local committee.

In virtually all cities the train stops for one day. In a few large cities the train stops for more than one day. In each case, Rededication Week starts seven days before the train leaves the city, and the train exhibit days coincide with the last days of Rededication Week.

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

The 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 renews 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 which the train visits.

Your Mayor's Rededication Committee may wish to shift these special days to suit the needs of your city. Or you may combine two of the days, or substitute other types of days concerned by your committee. An American Justice Day, sponsored by bench and bar, might be added to those set forth in this section. There are others. For example, Freedom Train Arrival Day might be held on a Friday. It could also be held on a Saturday or other day. If the local Rededication Week, your committee should fit in the traditional events of that day with the Heritage theme. Your objective is to focus complete community attention upon the spirit and purpose of Rededication Week, and the coming of the 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 thousands who are not able to visit the Train will be impressed by full realization of the unique freedoms won 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 pageantry—all intensified by press, radio, motion pictures and advertising media—will be your Committee's and your community's share in the National Year of Rededication to the American Heritage.

SPECIAL DAYS OF THE WEEK

Below are described seven days of a typical Rededication Week for your Committee's guidance in scheduling events for various groups in the city.

MAYOR'S MUNICIPAL DAY

The Mayor calls together all city officials and city employees for a mass meeting at City Hall. He speaks to them on the significance of the American Heritage program, and administers the Pledge of Rededication.

The Mayor and city officials also arrange for a rededication luncheon, dinner, or public meeting in which the heads of business, labor, or other representative bodies, civic heads of all types of organizations in the community, are invited to attend.

At any of these events there is a salute to the flag, the singing of the Star Spangled Banner, and a Rededication Pledge.

VETERANS DAY

This can be the most colorful community day of Rededication Week, comparable in its way to the day of the arrival of the Freedom Train.

All local veterans' organizations and auxiliaries should be invited to join together in a parade through the center of the city.

Large units from nearby Army or Navy installations should participate. An adequate number of bands should be spaced throughout the line of parade.

The floats should be decorated with flags, banners and streamers.

The public should be notified of the time and route by press and radio.

The line of march should end at the city's war shrine or similar suitable location. There the placing of wreaths and the pointing of colors takes place. The heads of veterans' organizations speak on the Rededication theme and the sacrifices made to preserve America's heritage.

The assembled throng takes the Rededication Pledge. Chaplains lead the group prayer. The bands provide patriotic music. The ceremonies conclude with the singing of the Star Spangled Banner.

Exhibits or reproductions of major documents on the Freedom Train, and of other material on the American Heritage theme, may be opened to the public on this day in municipal buildings and libraries for permanent display.

On Veterans Day, local units of veterans' organizations can place their Rededication ceremonies at their separate posts or in combinations—in addition to 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 on the importance of steadfast faith in our freedoms and on observation of those freedoms in everyday life.

He takes this occasion to explain to the pupils the procedure to be followed in visits to the Freedom Train.

Selected students, class officers, team captains and other student leaders, may speak briefly on the democratic theme at this assembly. Or students chosen in school-wide American Heritage speaking contests may deliver their winning orations.

The ceremonies conclude with the Rededication Pledge, and the singing of the National Anthem.

Each school principal may also 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 contests for the pupils in the fields of writing, speaking, art and music on the same American Heritage theme.

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

ORGANIZATIONS DAY

There are two optional methods of enlisting the participation of the many organizations in every community. The first is to get together before the train arrives to devote its regular meeting to a special Rededication. We may be better off, however, to call a special meeting for that purpose if no regular meeting is scheduled that week. The second is to conduct a special "Organizations Day", in which all organizations—not 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 Pledges—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 apprised their local units about the Rededication program through their own magazines, special bulletins, and letters.

In addition to this material, your Committee should contact each local organization as to needs for speeches, plays, posters, and other program aids available from the American Heritage Foundation headquarters.

LABOR DAY AND INDUSTRY DAY

On these days, at 11 a.m., in industries and stores, work stops for five minutes so that brief Rededication ceremonies may be held by labor and management. Loudspeaker systems may be used in places where it is inadvisable for employees to leave their benches or immediate floor locations.

The program consists of a call to attention by music, a reading of the Pledge, and a playing of the National Anthem.

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

All places should be appropriately decorated with flags and posters.

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

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

The Rededication Pledge is an essential 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 and highlighting the role that women have taken in developing American freedoms and the American way of life.

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

Plays or pageants at such meetings 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 upon their own 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 in the community speak to their families about Rededication and the Freedom Train.

FREEDOM OF RELIGION DAY

A Freedom of Religion Day dedicated to the common religious inspiration for the democratic concept drawn from all faiths would be highly appropriate. A city-wide ceremony sponsored by leaders of all faiths could be a signal rededication to among the religious faiths. Many established techniques for conducting inter-faith meetings will be made available.

All the churches of your community will be a powerful influence in conveying to their congregations the role of religion in democracy and the meaning of religious freedom in the American Heritage.

Your Committee should communicate with every House of Worship as early as possible, suggesting that sermons be devoted entirely to this theme during religious services held in Rededication Week.

Prayers for America and for a strengthened faith in the American way of life should be included.

Source material for sermons or speeches for Freedom of Religion Day may be obtained by your Committee through the American Heritage Foundation.

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 to participate in the American Heritage Program.

The Secretaries of War, Navy, and Air Forces will in turn issue directives to all personnel, Naval Districts, Army Areas, etc., for all members of the armed forces to participate actively in the local Rededication Week program.

The Army and Navy Public Relations Officers, as members of the Mayor's Committee, can plan parades, exhibits, ceremonies on National and State commemorative days, etc. The Public Relations and Recruiting Services of all branches of the Army, Navy and Air Forces will be alerted to volunteer their services to the Mayor's Committee in each community where a Rededication Week is planned.

General A. A. Vandegriff, Commandant of the Marine Corps, has assumed responsibility for the security of the documents aboard the Freedom Train. A detail consisting of 24 enlisted men and three officers, all combat veterans, under the command of Lt. Col. Robert F. Scott, has been assigned to the train as a security guard to insure the safety and preservation of these basic documents.

A NATION RALLIES TO FREEDOM



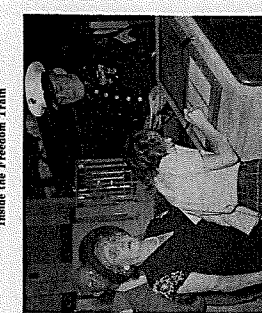
U. S. Marine Corps Guard for the Freedom Train



Week of Rededication — Youth Day Rally



Rededication Week — Women's Rally



Signing the Freedom Pledge Scroll



Week of Rededication — Veterans' Day Parade

EXHIBITING

In outlining the duties of the Train Committee, the most important overall suggestion that can be made is: **THE EXHIBITION SHOULD BE DIGNIFIED AND ENTIRELY IN ACCORD WITH THE SPIRIT OF REDEDICATION.**

It is easy for a large outdoor exhibition to become a carnival and, should this occur, it would detract from the true purpose of the Freedom Train's visit.

There is one other means that the exhibition should take color. No matter what the occasion for real joy—an occasion upon which the entire community has the privilege of celebrating the priceless freedoms of our American Heritage.

So, whatever plans are made, whatever programs are developed, whatever the Freedom Train is a SHINE CARRYING THE DOCUMENTS THAT MAKE POSSIBLE OUR WAY OF LIFE AND THE EXHIBITION SHOULD BE CONDUCTED IN A SPIRIT OF REVERENCE AND RESPECT.

LOCATION OF EXHIBITION — In most instances, selection of the exhibition track has been made for the convenience of the thousands of thousands waiting in line, and the other thousands who may be unable to get aboard the train, may have the best possible opportunity of viewing its inspiring exterior.

SPECIFICATIONS AS TO LOCATION — Experience has demonstrated that the Freedom Train should be located in an area that is accessible to the thousands waiting in line, and the other thousands who may be unable to get aboard the train, may have the best possible opportunity of viewing its inspiring exterior.

DEADLINE FOR SELECTION OF EXHIBITION SITE — Every effort should be made to reach a final decision on the exhibition site as soon as possible before the train arrives, and in no instance less than two weeks prior to its arrival. The exact location of the site should be given immediately to the Area Representative.

POLICE PROTECTION — It must be understood that the Marine Guard is responsible only for the interior of the cars and their precincts. The protection of the exterior of the train and the entire surrounding area from the time the train arrives until it departs.

ESTABLISHING AN EXHIBITION AREA — In view of the fact that the Freedom Train is painted white and unless properly protected will be a natural invitation to "penetration" and "bothering" of the train, a considerable effort should be made to keep under control, a considerable area should be entirely roped off and designated as the exhibition area. No one should be allowed in this area, unless an official business, with the exception, of course, of the line of people

THE FREEDOM TRAIN

FREEDOM IS EVERYBODY'S JOB
PLEASE SIGN
THE REDEDICATION SCROLL
These signatures will be deposited in the Library of Congress.

Due to the limited personnel travelling with the train, the Train Committee should make arrangements to have the Freedom Train exhibit area supervised by the local citizens. It is important that the persons supervising the signing of the Rededication Scroll exercise the responsibility with care. The Train Director should be consulted on the placing of the scrolls and their operation.

HOURS OF EXHIBITION — The maximum length of time that the train can be open to the public on any single day is twelve hours. In most instances, the opening hours will be 10 A.M. to 10 P.M.
In some parts of the country, distances between towns are so great that the train will arrive at the point of exhibition late in the morning or will be forced to depart from a town rather early in the evening. This necessary will be taken into account in the time allocated to the public exhibition.

DEDICATION CEREMONIES — In order that the train may be open to the general public for the full twelve hours of exhibition, any dedication ceremonies should be held on a date other than the day of the opening hour.
Since in most instances the opening hour will be 10:00 A.M., all dedication ceremonies should be held before 10:00 A.M.
It is suggested that the dedication ceremonies be:
a. Short and simple.
b. Held in the morning.
c. In keeping with the spirit of rededication.

SPECIAL PARTIES — The American Heritage Foundation has adopted, as a standing rule, the premise that opportunity to view the contents of the Freedom Train should be open to the public. It has been opened to the public in any community, the only precedent that will be allowed to anyone will be that person's place in the general line waiting to see the train.
Any groups of local officials who desire to view the train should make arrangements with the Train Director to enter the train before the hour opening the train to the public. Since any ceremonies that may be held during the exhibition should be held before the termination of the ceremonies and BEFORE the train is opened to the public at 10 A.M. The same will apply to committee members and workers, and members of the press.

SCHOOL CHILDREN — Children who are twelve years of age or older, and who are in the sixth grade in elementary school will be permitted aboard the Freedom Train. Those who have not attained either that age or grade will not be permitted to view the exhibition, unless accompanied by an adult.
School children who visit the train should be accompanied by a teacher, provided they take their places at the end of the line. Teachers will not be permitted to give lectures within the exhibit cars, and experience has also proven that it is unwise to attempt to set up special hours for schools.

ROUTE THROUGH EXHIBITION CARS — The entrance to the exhibition will be at the head of the first exhibit car, next to the equipment car. The entrance to the second exhibit car will be at the third exhibit car. All doors except the entrance and exit will remain closed throughout the exhibition, and will be opened only in an emergency.

REDEDICATION SCROLL — The purpose of the Rededication Scroll is to record the signatures of all visitors to the Freedom Train. The train will be housed in a rail tank similar to a jetliner. The scroll will be placed in the train and visitors waiting to sign the scroll will not cause any congestion at the EXIT DOOR itself. Directly above each of the scrolls a large sign should be erected, carrying the following legend in large letters:

REDEDICATION SCROLL — The purpose of the Rededication Scroll is to record the signatures of all visitors to the Freedom Train. The train will be housed in a rail tank similar to a jetliner. The scroll will be placed in the train and visitors waiting to sign the scroll will not cause any congestion at the EXIT DOOR itself. Directly above each of the scrolls a large sign should be erected, carrying the following legend in large letters:

CHURCH and ORGANIZATION COOPERATION

The heads of the major organizations in this country—farm, civic, religious, veterans, service, youth, industrial, 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 October 22, 1947, called by the Attorney General, Mr. Clegg, and heard details of the program for the Year of Rededication. The names of those organizations are listed in this book.

The national heads of many of these groups have informed their units in your 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 should keep control of the program, and should have final authority in making decisions about the celebration of special events during Rededication Week. The committee must continually keep close supervision on plans for organization events.

Local organizations should get behind other organizations on the special day during Rededication Week which has been designated by the Mayor's Committee as their particular day.

BALANCED PROGRAM

The committee must be careful not to overlook 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 devise original events of their own, with their own speakers, pageants and ceremonies illustrating the American Heritage theme. But the Mayor's Committee should supervise each public program closely to see that it fits into the spirit of the week, and that any special event does not spotlight the community's general celebration too much 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 arranging their share in the Rededication program. Your committee will find elsewhere in this book a suggested list of events for each day 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 eligible 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 luncheon or dinner or other meeting on their 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, pageant, or festival.

The head of each organization should obtain from the Mayor's Committee descriptive matter about the American Heritage theme and the Freedom Train documents upon which to base its program. The committee will order the required materials from Foundation headquarters.

The Rededication Pledge shown in this book should be a definite part of each event arranged by any organization. A dinner, luncheon, meeting or other event should close with the pronouncing of the pledge by the assembly and the singing of the national anthem. Copies of the pledge should be distributed by the Mayor's Committee to the order desks organized by the head of each church. Every effort should be made to get every organization in the community to participate.

SPEAKERS BUREAU

Speakers for any event may be obtained from the Speakers Bureau of the Mayor's Committee. This bureau can supply speakers of the organization's own choice with copies of suggested speeches on the American Heritage theme or background material for speeches of original composition.

Some groups may wish to stage a pageant in an auditorium, dramatizing events associated with the famous documents on the train, or important episodes in the development of freedom in this country.

Music should be an important part of any organization's Rededication program. Songs of a patriotic nature, or otherwise typical of life in America, should be sung.

YOUTH GROUPS

Youth groups in organizations and churches deserve a major role in each program.

Some organizations will want to sponsor contests on the American Heritage theme, and award prizes. A list of suggested contests is given in the Schools Plan section of this book. Other contests may be devised just so long as they remain on the American Heritage theme.

Each organization should plan to send units to march in any parade of a general community nature during Rededication Week. Special costumes and floats picturing the American Heritage theme should be planned for such a parade.

CHURCH PROGRAMS

Sermons may be devoted to the American Heritage story. But in addition, each church group might hold its own American Heritage meeting during the week in which leaders of the congregation plan the program and speak, and young people's groups participate.

Each organization and church group should carry an American Heritage slogan or story, and a Rededication Week calendar, in its bulletins or special letters. Details of each event in which members will take part should be written out in full and sent to each member.

A collection of *Sermon Notes* on the "Religious Foundations of Our American Heritage," has been prepared by the Reader's Digest Program Service. This pamphlet suggests sermon texts, and contains a collection of illustrative anecdotes and pertinent excerpts from the speeches of famous Americans. It also includes a useful bibliography. *Sermon Notes* may be ordered through the Area Representative of the Foundation.

SPEAKERS BUREAU

LOCAL SPEAKERS BUREAU

Speakers will play an important part in the American Heritage program and so each of the events during the seven days of your Rededication Week.

The speeches to be given on the American Heritage theme will be concentrated on this one week. The selection of the speakers and preparation of the subject matter will require many weeks.

TIME IMPORTANT

It is essential that a Speakers Bureau be organized early. This should be one of the first matters on the agenda of your local committee.

The measure of success of your local program will be determined in the community, and preparation of the speakers should be directed to address the many meetings and assemblies during Rededication Week.

IMPORTANCE OF BUREAU

More and more in this age of broadcasting, people have become interested in what they hear. This emphasizes again the importance of your Speakers Bureau.

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

FORMING THE BUREAU

Select as Chairman of the Speakers Bureau a leader in your community who is well known for his skill as a speaker, and for his contacts—his ability to recruit other speakers. Such a man might be a veterans' leader, a prominent educator, or the head of a fraternal or civic group.

Give him detail and persistent effort are required of such a Chairman. If he has the ability to recruit other speakers, he should be empowered to employ a qualified person to assist him.

REPRESENTATIVE GROUPS

The Speakers Bureau Chairman should call a committee representative of the community, including occupational, fraternal, educational, religious, labor, and industrial groups taking part in the Rededication Week program.

FUNCTIONS OF THE BUREAU

The bureau should contact every local group connected with the week's events and inquire as to their needs. Will they want the bureau to supply speakers for luncheons, dinners, dedicatory exercises, assemblies? Or will they use their own speakers, and require only names, titles, and the development of the American Heritage theme. This information should be gathered two to three weeks in advance of the Rededication Week, so that the Speakers Bureau will know exactly what demands it must be ready to meet.

TYPES OF SPEAKERS

When you know what groups will want you to supply speakers, then enroll the men and women who are especially adapted to each group. Try to select speakers who have special standing in these groups.

Make every effort to obtain the very best local speakers. They do not have to be experienced orators, if personalities and messages are sufficient to impress their audiences.

SOURCE MATERIAL

Gather together as soon as possible all the source material your speakers will need. This material will also answer requests from your own community. Each Speakers Bureau should obtain a clear quantity from the American Heritage Foundation. Useful data for speakers are given in this Program Book.

Booklets describing the documents, and historical background, may be requested from the Foundation. Some speakers will derive their material from their own studies of American history and the current American scene.

IMPORTANCE OF EFFORT

After the Speakers Bureau enrolls the men and women who will speak during Rededication Week, they should be brought together as a group and given an explanation of the importance to the community and the nation of the American Heritage program, the Freedom Train, and Rededication Week.

Encourage your speakers to be prepared in advance. Offer them the opportunity to serve that this is the first time in American history that these famous documents have travelled as a shrine open to the public. Hold an open forum period for answering their questions.

SPECIAL DAYS

Remind the speakers of the various days which will be observed during the week—Municipality Day, Veterans Day, Industry Day, Labor Day, School Day, Women's Day, Freedom of Religion Day. Ask the speakers to pay particular attention to the significance of the day upon which they will speak.

ANNOUNCEMENTS

Assign speakers to announce Rededication Week and Freedom Train Arrival Day at all sports events and other local events during the two weeks before the train arrival.

CHECK LIST

Check list of directions for placing speakers:

1. Select each speaker with close attention to the requirements of the particular group he will address.
2. Check all dates for speakers in writing, both with the organization and with the speaker.
3. Confirm these dates with the speakers and organizations.
4. Caution your speakers to arrive at meetings ahead of time.
5. Have a substitute ready for each speaker, in the event of illness or other emergency.
6. Warn your speakers to speak as briefly as possible—never more than fifteen or twenty minutes. Agree upon a time limit in advance.
7. Notify newspapers in advance concerning the time, place and occasion of each meeting, so that they may cover the speeches. Try to have copies of the speeches, or abstracts or major quotes, available for reporters.

MODEL SPEECHES: Three suitable speeches for use by your Speakers Bureau may be obtained from the American Heritage Foundation. These may be amended, or serve as models for other speeches written locally. Order No. SP-902 to obtain all three speeches together.

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 forgotten the struggles our forebears went through to win the personal freedoms we enjoy. They have forgotten that those freedoms can be retained only so long as we perform the duties of democracy. And they are inclined to be lackadaisical, neglectful, even at times cynical about the responsibilities of the individual citizen.

PROGRAM OBJECTIVES

1. A more active participation by citizens in the process of democracy in citizenship, state and community, and in fulfilling the duties of American citizens.
2. An increase in the awareness of our individual rights and liberties as guaranteed by the Federal Constitution and expressed in other historical documents.
3. An augmented pride in our past and in our accomplishments as a people and
4. A wider recognition of our obligations to the world to maintain our free institutions as an example of democracy preserving the rights and dignity of the individual.

In order to raise the level of citizenship—which means persuading more men and women to perform the duties of the individual citizen—we must first make them aware, or refresh their awareness, of the peculiar privileges we enjoy. These rights and freedoms are not given to us by nature, as rain and sunshine are. They were won by blood and zeal. And they can slip through our hands, as they have slipped through the hands of other people in the world, unless we work at them. So appreciation and understanding are a part of the job—and so is arousing the realization that there are still things endangered by neglect of our duties as citizens. The first step is to do to do to make them fully effective because, by the actions of some groups, some of our freedoms are not respected.

There are many ways in which this awareness can be accomplished by advertisements. It can be done simply by giving the old idea a new and arresting presentation. It can be done by showing how radical and revolutionary, in terms of world history, the Bill of Rights section of the Constitution really is, proceeding as it does the individual's freedom of speech and press; his right to assemble and to petition the government; his right to be secure in his person and property against unlawful searches and seizures; against having his property taken by the government without compensation; his right to speedy trial by jury, etc. It can be done by pointing out that in a large part of the world the freedoms we enjoy do not exist. There are many ways to accomplish this greater appreciation of our good fortune.

But awareness alone is not the final object of the campaign. The campaign will succeed if we can persuade our reader that we may lose our freedoms, as people elsewhere have lost them, unless we conscientiously work at democracy. By working at democracy is meant not only voting in political elections, but taking the pains, through reading and discussion, to know for whom and for

what we are voting—and keeping in touch with our congressmen. It also means voting in city, county, and in stockholders' meetings, serving on juries and school boards—helping as individuals to make our system work. For in a democracy we are the people to be mastered. We must either exercise that mastery or become, as others have become, the pawns of a master state.

So each advertisement should have two purposes which may be summed up in the two words "awareness" and "action." Both must be accomplished if the campaign is to succeed. But even more we should avoid national desk-thumping or anything that would contribute to jingoistic nationalism. We should restrain anything that may offend our country. We can speak of ideas that exist in other parts of the world, but should not point the finger at any one country.

This avoidance of the appearance of "nationalism"—as the word is now understood—is the most important of all the warnings. It may also be the most difficult to accomplish in advertisements, because, by the nature of our subject, we will be writing in enthusiastic praise of American ideas. But our country, and the American Heritage Foundation, are committed to a policy of international cooperation. Advertisements should breathe an international spirit instead of a narrow nationalistic one—remembering, however, that we are the world's strongest proponents of the freedom and dignity of the individual. And we hope, in all friendliness, to persuade other nations to the way of thinking by giving them an example of democracy efficiently at work.

The American Heritage Program symbol and slogan should be included in all advertisements. The slogan is—

FREEDOM IS EVERYBODY'S JOB!

WHAT THE PROGRAM IS NOT

It has to do with our heritage of political and democratic ideals, traditions and forms which we are proud to have inherited and which we must maintain and further extend in the future. It is not a program to do with our economic system. Another Advertising Council campaign—the American Economic System Campaign—is being conducted in cooperation with a Joint ANA-AAAA Committee — is concerned with the achievements of our free economic system, the interdependence of its various parts, and the rallying of all Americans in a national effort to raise our living standards.

This program is not an attack on communism or freedom or participation as they exist in other countries, except as it inadvertently attacks these

RADIO SUGGESTIONS

News about the Freedom Train, the Year of Rededication, Community Rededication Weeks, the Freedom Pledge and the American Heritage Campaign—freedom is everybody's job—may be heard by every American, not once but many times during the year.

SPECIAL EVENTS

From time to time national radio back-ups will describe the various Rededication activities along the Freedom Train route. Special nationwide broadcasts by public figures, arranged through the National Speakers Bureau, may also be expected.

THE ADVERTISING COUNCIL'S RADIO ALLOCATION PLAN

Practically all advertisers having national network and national spot radio programs cooperate with the Advertising Council in the administration of its allocation of public service messages for radio coverage. Under the Council's Radio Allocation Plan, national advertisers contribute time on their programs to a public service message once every six weeks (once every three weeks on 5-a-week or 3-a-week programs). These messages are prepared by the advertiser or his advertising agency from radio fact sheets on a variety of noncontroversial public service campaigns prepared by the Advertising Council.

The American Heritage programs will be given an important place in the Radio Allocation Plan. This radio coverage results in about 300 million listener impressions each week, divided usually among three public service programs. Each week, therefore, that the theme of the American Heritage is given radio allocations results in about 100 million listener impressions. (A listener impression is a message heard once by one listener.)

During the Year of Rededication, national radio shows will carry American Heritage messages resulting in listener impressions which will be measured in billions. This tremendous "back drop" will make it easier for your Committee to secure local radio support and aid tremendously in arousing community-wide enthusiasm for your Rededication Week.

LOCAL RADIO PLANNING

Although the programs of local radio advertisers are not included in The Advertising Council's radio allocation plan, you may have national radio advertisers in your community who will be approached for local support in radio or other media. It is important that you do not ask them to disturb their regular allocated public service messages from the Council. The task of your Radio Committee is to arrange for local broadcasts only to supplement the national programs and to bring local Rededication Week events to the attention of the community.

The Radio Committee has the responsibility of receiving radio scripts and transcripts from national headquarters, personally delivering them, and scheduling the broadcasts on local stations. The Advertising Council is preparing a constantly increasing volume of radio materials for use during preceding and following your community Rededication Week. These materials may be ordered through the Area Representative of the American Heritage Foundation.

LOCAL RADIO KIT

The materials are offered in a Radio Kit and include dramatic scripts, spot announcements, and transcripts of the Freedom Pledge recited by well-known stars. The Radio Kit may be ordered through your Area Representative.

The Radio Committee must decide the schedules for these radio materials, as well as promote the writing and production of additional materials especially designed for use in your community.

SPOT COVERAGE

Coverage of all possible special events of Rededication Week, including the train arrival ceremony, should be planned well in advance by the local Radio Committee with local stations and with all local participating organizations.

This will require close attention to a great many details in organizing and following through each day's schedule.

If no volunteer member of the Radio Committee is able to devote adequate time to this job, the Radio Chairman should employ a full-time assistant to handle this work during the weeks prior to the train arrival. The local Special Events Chairman will help out on radio tie-in plans for Rededication Week meetings, parades, ceremonies, etc.

COMMITTEE COOPERATION

The Advertising Chairman of the Mayor's Rededication Committee should collaborate closely with the Radio Chairman in arranging support by local radio advertisers.

The Organizations Chairman and the Church Chairman can arrange with the Radio Chairman for local broadcasts by leaders of organizations and by dignitaries on the Heritage theme. Music can be provided by the organizations and by church choirs, in line with the American heritage of music.

The Schools Chairman of the Committee can work with the Radio Committee in arranging for the broadcasting of speeches by school contest winners on the Heritage theme, quiz shows for school children on this subject, dramatic shows on episodes in American History and musical shows of patriotic or folk music by school bands, glee clubs and orchestras.

In scheduling all the above local radio events, the Radio Chairman should keep the local Publicity Chairman informed, so that he can be sure that radio writers for local newspapers give adequate advance publicity to all broadcasts.

SIXTEEN MILLIMETER FILMS WHICH TELL THE STORY OF THE FREEDOM TRAIN DOCUMENTS AND OUR LIBERTIES

of the American Heritage Foundation's Motion Picture Committee. The films described here pertain to the documents found on the Freedom Train and to the development of our freedoms in this nation.

The Foundation does not produce or distribute these pictures, but does recommend their use. The list is not complete, but is considered a representative selection from among the hundreds of educational films of this nature issued by non-theatrical producers. The films have been shown at many schools, colleges and clubs throughout the country.

All of the pictures listed are sixteen-millimeter sound.

The Rededication program of the American Heritage Foundation—the story of the development of our liberties—the story of the famous documents on the Freedom Train—the duties of a good citizen—all these can be brought vividly to your local groups through the use of sixteen millimeter sound motion pictures.

Local civic and fraternal organizations, schools, churches, labor unions and other groups can rent these films at a small cost from the nearest educational or commercial motion picture library.

The list of pictures on this page was prepared by the non-theatrical sixteen-millimeter picture members

LAND OF LIBERTY

This film made up of scenes from 112 different feature and short subject motion pictures, and newreels, tells the story of the men and women who struggled to attain and defend American freedom. An excellent film. (20 min.)

MILESTONES OF DEMOCRACY

High School social-studies class discusses contributions of long chain of democratic milestones, such as Magna Carta, Declaration of Independence, Constitution, Bill of Rights, etc. (11 min.)

OLD HICKORY

The story of Andrew Jackson from the War of 1812 to the Presidency of the United States. (20 min.)

PIONEERS OF FREEDOM

A re-enactment by British Statesmen of the basic ideas about freedom as contained in such documents as the Magna Carta, English Bill of Rights, etc. (13 min.)

THE PEOPLES CHARTER

Mostly edited footage, giving the background of the writing of the Bill of Rights. (17 min.)

SERVANT OF THE PEOPLE

The story of our Constitution. Shows the background for the convention, the convention itself, and its successful conclusion. (20 min.)

SONG OF A NATION

A story about the writing of the "Star Spangled Banner." This film shows the events which inspired Francis Smith Key, to write our national anthem. (20 min.)

THE STORY OF OUR FLAG

An inspiring documentary, dramatization, of our flag to the present time. (9 min.)

THE HOUSE THAT COULDN'T BE PRINTED

Andrew Hamilton's masterful statement in defense of freedom of the press and in vindication of John Peter Zenger, pre-revolutionary war patriot and publisher. (10 min.)

OUR BILL OF RIGHTS

Re-creates the formation and adoption of the first ten amendments to the Constitution, the Bill of Rights, to the Constitution. (20 min.)

COLONIAL EXPANSION

Animated drawings and interpolated scenes characterize events in the colonial expansion of North America from 1492 to 1763. (9 min.)

OUR CONSTITUTION

George Washington, Benjamin Franklin, James Madison, etc., are depicted in their roles framing the Constitution. (20 min.)

THE DECLARATION OF INDEPENDENCE

Signers of the Declaration are shown with background of reasons for the Declaration. (20 min.)

DEMOCRACY

Animated drawings and photography present the nature and meaning of democracy—shared and shared power—are defined and described. The film discusses two important conditions which have historically promoted the distribution and enlightenment. (10 min.)

DESPOTISM

The two chief characteristics of despotism—restricted respect and concentrated power—are defined and illustrated. This is a companion film to DEMOCRACY. (10 min.)

DISCOVERY AND EXPLORATION

Describes with animated drawings the North American Territory involved during the period of discovery and exploration from 1492-1700. (10 min.)

THE FLAG SPEAKS

America's symbol of freedom and democracy with modern interpretation of the meaning of our flag depicting freedom of the press, religion, and assembly. Correct flag usage is included. (20 min.)

THE HOUSE I LIVE IN

A powerful emotional appeal for racial and religious tolerance starring Fred Sinatra. He convinces a group of children of the importance of tolerance and understanding in their neighborhood because of race or creed. (10 min.)

WESTWARD MOVEMENT

Treats the period from 1790 to 1890 showing routes of migration, and transportation, and admission of states to the union. (9 min.)

WE THE PEOPLE OF THE UNITED NATIONS

The aims of the United Nations Charter and organization formed to carry them out are discussed. There are two accompanying slide films and teachers guide. (9 min.)

THE PILGRIM FATHERS

Increasing British-made historical background film, showing the Pilgrims' journey to their hazardous journey, the Mayflower Compact, and how early settlers lived at peace with the Indians. (10 min.)

SEED OF THE CONSTITUTION

Common problems confronting the Colonies lead to conference of colonial delegates at Lancaster, 1764, and the formation of the Continental Congress without immediate effective result. All delegates well costumed and set. (10 min.)

OUR DECLARATION OF INDEPENDENCE

Friction with another country creates intolerable conditions for the American Colonies. Grievances prove unavailing, they sharpen, and finally evolve into the demand for outright independence. How the famous "Declaration" came to be written. (20 min.)

MARCH OF FREEDOM

Birth and growth of democratic institutions and practices in the United States, resulting in peace and progress in other lands. (21 min.)

SCIENTISTS FOR DEMOCRACY

Karl Nickel, Peter Winners, Albert Einstein, Theodor von Karman, and Dr. C. Urey, express hope for a bright future for views on democracy as only road to lasting peace and progress. (11 min.)

MOTION PICTURE INDUSTRY, EXHIBITOR COOPERATION

NATIONAL EXECUTIVES COMMITTEE

Cooperation by a National Committee of Motion Picture Executives with the Foundation's program has resulted thus far in the production of a one-reel documentary and a trailer, in the production and distribution of theatre accessories, and in the alerting for participation of exhibitors all over the country.

The Documentary—A one-reel running nine and a half minutes. The film, entitled "The American Heritage," dramatizes the rise of the American tradition of liberty and ends in a strong plea for more active citizenship. Dore Sclar produced the film and Joseph Cotten is the narrator. Some of the finest actors, writers and technicians contributed their talents. It is to be shown in theatres during each local Week of Rededication, just before the arrival of the Freedom Train.

The Trailer—Brief but striking, it heralds the advent of the Week of Rededication. An eye-catching trailer will be available for theatrical exhibition during the week of Rededication, just before the arrival of the Freedom Train.

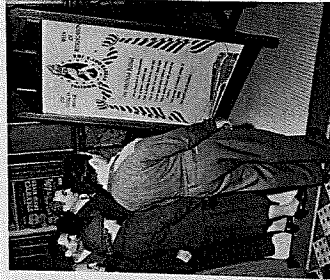
The Accessories—One-shots and 40-60s will be available for theatrical exhibition, as well as for round-down posting.

THE LOCAL EXHIBITOR COMMITTEE

A local committee of motion picture exhibitors should be formed, consisting of the most active element of the motion picture exhibitor group in each community. Advised by the National Industry Committee and working as a part of the Mayor's Rededication Week Committee, these exhibitors will be able to add to their own showmanship to proceedings, in order to attract theatre operators behind the program.

Committee Responsibility—This local committee will cooperate, essentially, on five points:

- 1.—Booking the trailer to run during the week of advance campaigning.
- 2.—Booking the documentary during the Week of Rededication in all motion picture theatres in the community and surrounding areas.
- 3.—Distribution and posting of accessories.
- 4.—Encouraging special, holiday-type lobby and front displays and activities to promote the Week of Rededication.
- 5.—Overseeing overall exhibitor participation in the general program.



Special exhibits, lobby and front displays in all local theatres will do a great deal to promote the success of your local Week of Rededication.

The American Heritage Foundation Accessory Service will service the theatres in the community, with the documentary, the trailer, and accessories.

MOTION PICTURE COMMITTEE FOR THE AMERICAN HERITAGE FOUNDATION

Embracing Production, Distribution, and Exhibition, both Theatrical and Non-Theatrical

Chairman—BARRY BALABAN, President, Paramount Pictures

Vice Chairman—S. H. FRANK, President, Felskin Theatre

ARTHUR KRAM, President, Eagle-Lion Pictures

WILLIAM F. KRUSE, President, Allied Non-Theatrical Film Association

P. C. LOWRY, National University Executive Association

CARL H. MILAM, Executive Secretary, American Library Association

DONALD M. NELSON, President, Society of Independent Motion Picture Producers

N. PERA RAYWOOD, President, RKO Radio Picture Corporation

C. R. TRUMAN, President, Film Council of America

RONALD BRAMAN, President, Street Action Guild

HERMAN BROWN, President, National Screen Service

SAM ROSE, Chairman, Vitaphone Manufacturers Council

L. L. RYAN, President, Society of Motion Picture Engineers

SWANOS P. SCORANIS, President, 20th Century-Fox Film Corporation

MAJOR ALBERT WANNEN, First Vice President, Warner Brothers

PEDRO WERNERSBERG, President, Motion Picture Theatre Owners of America

J. K. BRUSHMAN, President, Educational Film Library Association

NETE BURBANK, President, Universal International Pictures

STEVIE BRANN, President, Monogram Pictures

M. D. COOPER, Chairman, National Committee

TOBY COOPER, President, National Distributors Committee, 20th Century-Fox Film Corporation

BENJAMIN A. COUSINS, President, National Association of Vitaphone Dealers

C. SCOTT FORTACIO, President, Europhanda Brilanteo Films

TED R. GAMBLE, Chairman of the Board, American Theatre Association

JAMES R. GRANGER, President, Republic Pictures

JEAN HENSHOLTZ, President, Academy of Motion Picture Arts and Sciences

ERIC HENSTON, President, Motion Picture Association of America

HOWARD O. JONES, Honorary President, Allied Non-Theatrical Film Association

JACK KATZ, President, Allied State Association of Motion Picture Exhibitors

RETAIL STORES SUGGESTIONS

SELECTING THE RETAIL CHAIRMAN

Your Mayor should select a man who has had experience in mobilizing the cooperation of local retailers. Since new members will be added to the Retail Stores Pledge Committee, the Chairman should represent a store or a group of stores who can set an outstanding example of cooperation by his firm's or association's contribution of newspaper and other advertising support.

SELECTING THE RETAIL COMMITTEE

The Retail Chairman should appoint a representative group of retailers to assist him in the development of the program. The group should include business men, labor, women merchants, and one each for the various neighborhood store groups.

APPOINTING THE RETAIL ADVISING COMMITTEE

Since advertising support is one of the major contributions of retailers in this program, many Retail Advertising Committees have been formed. The Retail Advertising Committee consisting of local store publicity directors and advertising managers should develop the most practical recommendations for a newspaper advertising schedule. In cities where newspaper space is allocated their influence with newspapers and judgment will be most useful in securing a solution.

INDEPENDENT AND CHAIN STORE ADVERTISING

Generally speaking, a major part of the retail advertising comes from independent stores. However, certain large advertisers in chain stores, food, drug, variety and department stores, can be counted on to give considerable advertising help. Since most of these stores budget their advertising 30 to 60 days in advance, they may be able to make a special request for support far enough in advance to give these stores an opportunity to budget their participation.

COOPERATIVELY SPONSORED ADVERTISING

In some communities the policy of the downtown merchants' association is to participate in programs such as Rededication Week through cooperatively sponsored advertising. Such support usually requires the favorable action of the executive committee with the secretaries of the various retail associations for the best approach and timing of this request.

RETAIL ADVERTISING SCHEDULE

The most desirable plan for obtaining the maximum retail support is for the Mayor's Committee to designate as early as possible the special days to be celebrated during Rededication Week. Then a tentative schedule can be set up for the various retail stores. In some cities, each retailer has contributed advertising to the best of his ability and time to suit his own convenience. In other cities, retailers run their individually sponsored ads on days requested by the Mayor's Committee. In still other cities, a published series of cooperatively sponsored ads. They run additional ads under their own store names on the same theme. Or they run ads to promote exhibitions, window displays or other features developed by their own exclusive group for Rededication Week.

NEWSPAPER ADVERTISING

The advertisements prepared by the Advertising Council for use during Rededication Week have re-

the public at the Freedom Train prior to boarding and viewing the exhibition. Recommended imprimatur is supplied and distributed as a public service. The Week of Rededication at (35) 9 (Name of sponsor).

This booklet must be ordered far enough in advance to allow for local imprint. Price, 25¢ per thousand copies. F. O. B., New York City. Order from Publications Division, American Red Cross, 17 N. Y. Place, New York 17, N. Y. Please send check with order. Shipping will be by Railway Express, collect.

APPOINTING THE RETAIL WINDOW DISPLAY COMMITTEE

To obtain the maximum number of displays, appoint a Retail Window Display Chairman, preferably a man from one of the larger stores or groups of stores who can set an example by his own store's displays.

This Committee will decide on how to cooperate with the city-wide program and to coordinate the scheduling of windows. This group will be in a position to make suggestions for developing themes. It will make practical suggestions for small store displays.

Some stores will have special displays made to their order, others will rent itinerant displays, others will use local material. But all require sufficient notice in order to do the best job.

The Retail Campaign Book will illustrate and list many of the displays which may be used by retailers to cooperate with Rededication Week. This book will be mailed to retailers far in advance of your Community Program.

The display trade magazines will publicize successful displays of the National Association of Display Industries, and other display houses, will provide retailers with ready-made or specially created displays.

Blow-ups of window displays appearing on the front page of newspapers or others associated with the purpose of Rededication Week, are excellent for window tie-ups.

Reclamations or historical relics or costumes of local origin are very effective for window displays. Museums and ornamental objects should be considered for storage for the loan of this material to retailers.

POSTERS

A handsome poster will obtain the greatest participation by stores, large or small. It would be a great asset to every retailer with one or more depending upon the size of his store. It assures a common denominator for participation by every retailer.

In order to finance the cost of posters, stores are usually willing to pay their share.

RETAILERS SPECIAL EVENTS COOPERATION

In recent years, retailers have become increasingly interested in staging special events in support of civic or national patriotic programs. They have participated on an individual or cooperative basis in many spectacular events. Some stores have rented exhibits, sponsored dinners, given special performances of historic films or events scheduled by the Mayor's Committee.

Stores can be expected to participate in parades and other special events planned by the Mayor's Committee for schools, theatres, and women's groups.

Retail Stores—

SIX POINT COOPERATION PROGRAM

• Offered by the National Retail Committee

1. Immediately after the appointment of the Retail Chairman of your Mayor's Rededication Committee has been announced, the National Retail Committee will send to him a brochure of suggestions based on the recent successful experience of retailers in cities where the Rededication Week has been held.
2. 60 to 90 days in advance of your Rededication Week each large retailer in your community will receive a letter from the National Retail Committee alerting him to the event and urging his cooperation.
3. 30 to 60 days in advance of Rededication Week these same retailers will receive from the National Retail Committee a copy of the Retail Campaign Book.

Wherever possible the objective of "more active citizenship" should be promoted by showing specific things to do.

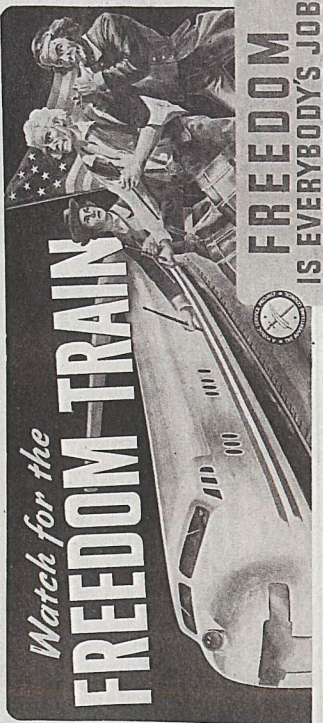
LOCAL RETAIL PROMOTION

The main points of cooperation which your local Retail Committee should seek from all your local stores, and should follow through in every detail, are:

- Lecture facilities.
- Merchandise package stickers.
- Window display.
- Radio advertising.
- Publicity releases.
- Speakers at local conventions.
- Inserts in monthly statements at end of month preceding train arrival.
- Blevator Display.

THE NATIONAL RETAIL COMMITTEE

- HAROLD BRIGHTMAN, Chairman**
Liz Brothers, Philadelphia, Pa.
- SAMUEL J. COHEN, Executive Director**
Liz Brothers, Philadelphia, Pa.
- | | |
|---|---|
| R. E. KENNEDY
R. E. Kennedys Co., Jackson, Miss. | O. W. ESCOFFIER
Layman, Joseph & Lay, Birmingham, Ala. |
| GEORGE E. LUDWIG
Gardner's, Providence, R. I. | H. J. SCHEWYER
Madison Black Co., New Orleans, La. |
| E. C. LIPMAN
The Emporium, San Francisco, Calif. | CHARLES A. SMYTH
The Dresser Dry Goods Co., Denver, Colo. |
| LEON MAYER
Mayer Bros., Inc., Chicago, Ill. | MORAY SORTIN
Yankee Brothers, Detroit, Mich. |
| MORRIS M. WATSON
Morris M. Watson, St. Louis, Mo. | HAROLD STANFIELD
Albert Stanfield & Co., Inc., Tucson, Ariz. |
| WALTER H. MCGOWAN
Millsdale Mercantile Company, Milwaukee, Wis. | WILLIAM S. SNEY
Frederick & Nelson, Seattle, Wash. |
| H. SPANGLER MARCUS
The Newman-Marcus Co., Dallas, Tex. | WILLIAM E. TULLINGER
Tullinger Brothers, Richmond, Va. |
| WALTER MORGAN
American Retail Federation, Washington, D. C. | OSCAR WEBER
J. L. Hutton Company, Detroit, Mich. |
| LEO MOURABIAN
L. S. Ayres & Co., Bangor, Me. | GEORGE E. WHITTEN
Bretter's, Miami, Fla. |
| DOROTHY G. FRANKS
Strawbridge & Clothier, Philadelphia, Pa. | J. J. WELLS
J. J. Wells & Company, Newark, N. J. |
| E. F. PERRY
The Herald Dispatch, New York, N. Y. | HARVEY H. WILSON
Harvey, Bird, Taylor Dry Goods Company, Kansas City, Mo. |
| B. EARL PUCKETT
Allied Store Corp., New York, N. Y. | P. G. WINNETT
Blain's, Los Angeles, Calif. |
| WILLIAM T. RUBY
Mills and Ruby, Inc., Burlington, Vt. | IRWIN D. WOLF
Kaufmann Department Store, Inc., Pittsburgh, Pa. |
| HARVEY D. BURZAR
Kaufmann Street Co., Louisville, Ky. | BAO K. YOUNG
The Greening Dry Goods Company, Pueblo, Colo. |



FREEDOM
IS EVERYBODY'S JOB

Outdoor Advertising

"WHY SHOULD I SQUAWK? Why should I complain about my union, or the companies I own stock in, or my government—if I don't take every opportunity to vote for what I believe in? In a country like this, everybody's free to have his say. So speak up—take part in America."



RALPH POLLACK
386 Germantown Ave., Philadelphia, Pa.

FREEDOM IS EVERYBODY'S JOB!

The power of outdoor advertising has been aligned behind the American Heritage program through The Advertising Council. The poster reproduced above will be received by the National Railway Museum in Washington, D.C., and posted by him three weeks prior to the arrival of the Freedom Train, and will remain on display during the time the Train is on exhibition.

The member of the Advertising Committee representing the outdoor industry, who will be named by the American Heritage program may be available for local sponsorship.

Working with the National Association of Transportation Advertisers, the New York Subway Advertising Company has made available to car and bus card advertising companies its "editorial car cards" for display throughout the country.

Throughout the Year of Rededication, the American Heritage program, two cards will be issued each month, similar to the one illustrated on the left.

The representative of the car card industry on your Advertising Committee will tell you what display is being given or will be given to these cards in your community.

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