

VETERANS OF FOREIGN WARS OF THE UNITED STATES



February 19, 2020

**MEMORANDUM:**

**FROM:** DAVE STOUT, STATE ADJUTANT-QUARTERMASTER  
**TO:** ALL CONCERNED  
**SUBJECT:** ADVERTISING SALES IN OUR STATE PROGRAM BOOKS

Comrades,

The purpose of this memorandum is to alert all of our VFW Posts to be aware of the fact that the Golden Rule Publishing Company will again have Sales Representatives in areas throughout the state of Illinois and to urge all Post Commanders to place this Memorandum in a **PROMINENT PLACE IN THE POST HOME IMMEDIATELY, TO THAT ALL MEMBERS, AND ALL VOLUNTEERS OR EMPLOYEES (INCLUDING BARTENDERS, WAITRESSES, OR PERSONS WHO MAY ANSWER THE TELEPHONE) WILL KNOW THAT THIS IS A STATE OF ILLINOIS VFW AUTHORIZED ADVERTISING SALES CAMPAIGN** in case local person or businesses call to see of this Sales Campaign is on the "Up and up."

Golden Rule Publishing Company (Public Relations-Marketing-Publishing) will also contacting local businesses to sell advertisement space in our Voice of Democracy Program Book and Fall Conference Book. If you need to contact Golden Rule Publishing you may call them at 1-800-433-4680 or 317-897-6704 and ask to speak to Jim Alyea.

As your Post or District Commander, you are hereby instructed to inform you members that we have pledged our complete cooperation in this matter. So many times, outside solicitors go into an area and use the name of Veterans of Foreign Wars without our knowledge or consent and people become suspicious so that is why your cooperation is so vitally important.

With your cooperation, we feel we can continue to have a Convention Program Book, a Voice of Democracy Book, and a Fall Conference Book that we can all be proud of. These advertising sales will not detract from the VFW Post, Auxiliary and/or District Ads. These Ads will still be handled in the same manner as before.

**PLEASE DON'T LAY THIS ASIDE...READ IT AND PLACE IT ON A BULLETIN BOARD IN THE POST WHERE EVERYONE CAN READ IT!!!!**

DEPARTMENT HEADQUARTERS

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