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**MESSAGE FROM THE ASSOCIATION
PRESIDENT**



DURING 1963, the strength of the Army National Guard dropped to a figure well below the 400,000 level which the States supported for a number of years. There were reasons for this beyond the control of the Adjutants General and Organization Commanders.

In an effort to recoup losses, the States intensified recruiting efforts. In recent months, it is encouraging to note the tide has been turned. The last strength return of the Bureau showed an aggregate ARNG strength of nearly 380,000, and spot reports indicate a steady climb since then.

The Public Affairs Office of the NGB provides the States with quantities of brochures, billboard posters, car cards, and other material designed to assist the States in their recruiting efforts. In addition, it distributes high-quality, entertaining radio shows which, competent surveys show, are widely used. Radio stations also are furnished recorded spots and printed material. Similar material is furnished for television. It is, if properly used, an effective aid in recruiting.

There is now more competition for the manpower available in a community. Where once there may have been only one or more National Guard units, most communities now have one or more other type Reserve Components which also are seeking enlistments. A larger percentage of young men are going away to college, and, in many instances, participating in ROTC programs. All of these things have an impact.

Major General Arthur Y. Lloyd, The Adjutant General of Kentucky, who for several years has been Chairman of the Public Relations Committee, NGAUS, on several occasions has urged that a greater public relations effort be made in the States as a means of creating the best possible climate for National Guard recruiting. He has taken note that in many instances the splendid recruiting aids furnished by the NGB are not widely or properly used. He has reminded the States that recruiting in recent years has become more of a science and all of the available tools must be properly employed if a unit is to be successful.

Several States and some Organizations already have exceeded their Priority Aggregate strength and are being directed to scale back. For a greater number, however, it will be necessary to continue their aggressive recruiting until they achieve their authorized strength. We are asking, etc.

We are asking the Congress to provide sufficient funds to support a 400,000 strength. The Secretary of Defense recently predicted to the Armed Services Committee of the House that Guard strength would reach a level of 395,000 in Fiscal Year 1965. He has assured the Congress that should the Guard reach the 400,000 level, the Department of Defense would seek a supplemental appropriation to support that figure.

Our strength target is 400,000.
Keep up the good work.

JAMES F. CANTWELL
MAJOR GENERAL, NJARNG
PRESIDENT, NGAUS

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CONTENTS

PRESIDENT'S MESSAGE Inside Front Cover

ARTICLES:

- SOLDIERS OF THE SKY 2**
Army's experimental Air Assault Division tests new concepts in battlefield mobility
- GEN. DOUGLAS MacARTHUR AND THE NATIONAL GUARD 8**
He saw to it that the Guard got a chance to fight
- "INSTANT AIRMEN" 10**
Air Guardsmen constantly step-up reaction time
- THE CHIPS ARE DOWN 24**
Air of "urgency and excitement" surrounds new steps in Army Guard training
- DECLINE OF THE EVENING DRILL 27**
Familiar pattern changing as "back-to-back" wins favor
- NGA LAUNCHES TECHNICIAN INCOME INSURANCE PLAN 30**

SITUATION REPORT:

- THE NATIONAL GUARD: How It Fits Into the Big Picture 15**
A summary of factors that explain what's happening in the Army National Guard and Air National Guard

FEATURES:

- You Ought to Know 14** Pentagon Paragraphs . . 35
- Washington Report 32** Posting the Guard 36
- Letters to the Editor . . . 39**

DEAR GUARDSMEN: This little blurb stems from a passing remark made by a visiting Guard officer yesterday. We got talking about "Letters to the Editor," and he said that once in a while he'd felt like expressing his viewpoint about something or other, but never got around to taking pen in hand, as they used to say.

Maybe others, like he, feel that what they think isn't important to anyone else; or they're leery of seeming to give the impression that they're "pushing" to get their names in print; or that we'd "circular file" their epistles.

That isn't so. We've always felt that the "Letters" column can and should be a meeting place for people whose brain cells have been producing ideas and opinions. We welcome your letters. As with anything else we publish, we appraise them objectively and honestly as to whether, in our opinion, they are of general interest, not libelous, scurrilous, or profane. And, of course, we won't publish anonymous letters. —AGC