

# THE BRANDON LEGIONNAIRE



## NEWSLETTER SEPTEMBER 2021 VOLUME XLI : 7

### ***2021 marks the 100th anniversary of the Remembrance Poppy in Canada***

Madame Anna Guérin, later christened "The Poppy Lady from France", inspired by John McCrae's "In Flanders Fields", had an idea: to adopt the distribution of the Poppy on Armistice Day as a way to raise money for Veterans' needs and to remember those who had given their lives during the First World War.



In July of 1921 the Great War Veterans Association (which in 1925 would unify with other Veteran groups to form the Canadian Legion) adopted the Poppy as the flower of Remembrance.

Since then, the Legion and its members have upheld this tradition of Remembrance.





They shall grow not old,  
as we that are left grow old.  
Age shall not weary them,  
nor the years condemn.  
At the going down of the  
sun,  
and in the morning,  
We will remember them.

**Lest We Forget**





# **LEGION BRANDON BRANCH #3 2021 POPPY CAMPAIGN**

## **WHERE?**

Brandon Branch #3  
560—13th Street EAST

## **WHEN?**

**October 29, 2021  
TO November 11, 2021**

## **Why?**

To Honour Canada's Veterans  
&  
Remember those who  
sacrificed for our freedoms of  
today

## **WHO?**

**VOLUNTEERS!**

#GetYourPoppy

#PortezUnCoquelicot



## The Poppy Campaign

W h a t i s t h e P o p p y C a m p a i g n ?

The Poppy Campaign is very much a local initiative, conducted by Legion Branches in cities, towns and communities across the country. Donations collected during the Poppy Campaign are held in Trust at the branch level to directly support Veterans and their families within their community and to help ensure Canadians 'never forget'. Learn more about [how your donations help Veterans](#).

In the days leading up to November 11, Poppies can be seen in every corner of this great country. This show of support and display of remembrance would not be possible without the efforts of thousands of Legionnaires who volunteer to distribute Poppies to the community through schools, community organizations and local businesses. We are so grateful for their efforts, and for the support of the many partners, local and national, who welcome Legion volunteers and Poppy boxes into their locations.

Legion Branches inform the public of the results of their Poppy Campaign and how donations were disbursed over the following year. Dominion Command also releases aggregate national Poppy Campaign figures.

Our most recent reported campaign year was the 2018 Poppy Campaign in which 19 million Poppies were distributed, and more than \$15 million dollars was disbursed between October 2018 to October 2019 to support Veterans and their families.



**HELP!  
VOLUNTEERS  
URGENTLY  
NEEDED!**

**BINGO**—Starts on September 23, 2021 to Volunteer call Legion Office 204-728-5026 please Leave a message for Marian...

Friday & Saturday **MEAT  
Draw, 50/50 &  
CHASE the ACE**

Call Legion Office & leave a message for Fred or Erich

**POPPY CAMPAIGN** Please phone Branch office leave a message for Colleen or Linda



### The Digital Poppy

The last Friday in October to Remembrance Day on Nov. 11, Canadians can visit [www.MyPoppy.ca](http://www.MyPoppy.ca) and download their Digital Poppy to complement the traditional lapel poppy that's synonymous with honouring the service and sacrifice of our veterans.

All funds raised through MyPoppy.ca are directed to the Legion National Foundation, which supports initiatives that further Veterans' health and wellness, connect youth and children to the contributions of Veterans, and provide students with scholarships and bursaries to pursue their education.

## **BRANDON BRANCH #003 ROYAL CANADIAN LEGION**

### **2020 Executive**

**PRESIDENT,** C. Stumme

**1st VICE PRESIDENT,** F. Pritchard

**2nd VICE PRESIDENT,** R. Burgess

**SGT-AT-ARMS,** F. Pritchard.

**Deputy Sgt-At-Arms,** R. McDonald

**SERVICE OFFICER,** M. Tallant

**CATERING,** E. Stumme

One Year Term: L. Biel, R. Burgess,

Two Year Term : T. Shand, R. Garcia, L. Wakefield, A. Addison

## **LADIES AUXILIARY 2020 EXECUTIVE**

President : Linda Leckie 204-724-5041

Past President: Betty Persian 204-725-2691

1st Vice President: Susan Klyne 204-717-0123

2nd Vice President: Marg Melnyk 204-726-8188

Sgt-at-Arms: Suzanne Cartier 204-922-4512

Treasurer: Pat Simmons 204-727-4591

**Royal Canadian Legion Brandon Branch #3**

**560—13th Street EAST**

**Brandon, MB R7A 7C1**

**OFFICE:** Leave message at 204-728-5026 or [Office.Admin@rclbrandon003.com](mailto:Office.Admin@rclbrandon003.com)

<https://www.brandonlegion.ca/>

<https://www.facebook.com/pages/Royal-Canadian-Legion-Branch-003-Brandon-MB/>

**Brandon Legionnaire Branch #003 Editor - Linda Wakefield** please submit articles or pictures to [mrs wakes@mymts.net](mailto:mrs wakes@mymts.net)



# The Poppy trademark

The Royal Canadian Legion has been entrusted by the people of Canada to uphold and maintain the Poppy as a symbol reminding us to never forget the sacrifices Veterans made to protect our freedom.

*Any proposed usage of the Poppy symbol must be submitted to Dominion Command as outlined below.*

## The Legion safeguards the Poppy trademark

On June 30, 1948, on behalf of the people of Canada, the Legion was given the responsibility to safeguard the Poppy as a sacred symbol of Remembrance, a symbol of the sacrifice of our Veterans. The Legion ensures that the Poppy is not used for commercial or personal gain, and that it be protected from inappropriate use. It is for these reasons that the Legion requires permission for the use of the trademark Poppy, or the Poppy image as it relates to Remembrance.

## Elements included in the trademark

The Canadian trademark for the Poppy includes both the Legion's Poppy logo, as well as the Poppy symbol, as it relates to Remembrance. The trademark does not apply to the use of the actual Poppy flower, unless that usage is used to represent another cause or organization, is misrepresented as the Legion's Poppy by associating it with remembrance or the raising of monies for a purpose other than the Poppy Campaign.

For example a single item that has a Poppy or Poppy image that is not the Legion trademark Poppy symbol is considered acceptable within the legal allowances as it pertains to trademark law. However should that same Poppy or Poppy image be used within Canada in the context of remembrance, to represent another cause or organization or for profit then that item runs afoul of the Poppy trademark as it pertains to the Poppy image.

As way of explanation the following points are noted:

- The Poppy Trademark image represents remembrance.
- The Poppy Trademark image is the symbolic focal point of the Poppy Campaign.

## Requesting the use of the Poppy

The Legion has been entrusted with the significant task of safeguarding the sacred Poppy, protecting it from misuse and commercializing. Our Veterans bravely accepted the duty and responsibility to protect our rights and freedom; it is now we who must accept the duty and responsibility to protect and honour them. We will ensure that the Poppy remains the symbol of Remembrance for their sacrifices.

(Continued from page 7)

The Legion welcomes and encourages Canadians to promote Remembrance and honour Canada's Veterans through the use of the Poppy.

**What is required to request use of the Poppy:**

- Contact information for the individual or organization making the request
- A description of how and where the Poppy will be used or displayed (attach a draft design of image placement or size, if applicable)
- An explanation of why the Poppy usage is requested
- An indication of what period of time the Poppy will be used or displayed
- A disclosure, if intended for use on a product, of the selling cost of the item and a projection of the expected profit to be made
- An indication of where the profit, if any, will be directed, whether to an organization, charity or manufacturer

**Send requests to:**

Secretary of the Poppy and Remembrance Committee  
The Royal Canadian Legion  
86 Aird Place  
Ottawa, ON K2L 0A1

Fax: 613-591-9335  
[FChute@legion.ca](mailto:FChute@legion.ca)

For questions related to the Poppy trademark, contact [FChute@legion.ca](mailto:FChute@legion.ca).

Consult the Legion's [Poppy Manual](#) for guidelines governing the use of the Poppy trademark.



Brandon Legion 'Jack'  
Hamilton  
Archival Project

SEPT 1960





Brandon Legion  
'Jack' Hamilton  
Archival Project

## CANADIAN LEGION. BRANDON September, 1960

CANADIAN LEGION. BRANDON.  
SEPTEMBER 1960.

Dear Comrades:

Well I guess we have come to the end of another summer, now we can expect to hear quite a few good duck shooting stories for the next few weeks.

The Branch has been fairly active this summer and in this issue I hope to be able to touch on a few of the things that have been happening.

For those of you who have not been attending the meetings, the Branch needs your support. 1961 is going to be a very busy year and it can not be done by the few. Comrade Fred Scmerville has a big job ahead, how about lending a hand?

We had a spot of bother a few days ago when we tried to light up the furnace we found the "gosh dinged" stack falling apart. However thanks to Bill Webb and Freddie Fiedler emergency repairs were started immediately so no great damage was done.

Many thanks to all those who have donated books and magazines to the sick visiting committee lately, they need a lot, so keep them coming. Comrade Carey and his committee can use all they can get just now.

Watch the bulletin board closely for the next few weeks as Comrade Billie Jackson who has taken on the Poppy Campaign this year will soon be calling for help to put the campaign over. WE MUST raise more this year than we did last.

Well Comrades on that sad note I will leave you and get on to some more cheerful news.

Fraternally,

W.G. Flay.

Brandon Legion  
'Jack' Hamilton  
Archival Project

### CONVENTION.

Comrade Fred Somerville (one M. Fred) Chairman of the Convention committee has things in full swing now. This is a tremendous job for any Branch to take on and it will take the combined efforts of all of us to put this over. Fred has a good active committee but there is always some job that YOU could do.

Our Ways and Means chairman for the Convention has draw tickets available on a 1961 Pontiac Station wagon, and fellows, these tickets have the cutest little gimmick added better get in touch with Ed Lange or the Secretary and get a book right away.

### LEGION BAND.

Successful Band concerts were recently held at Minnedosa and at the Brandon Mental Hosp. Bert Sheen and his boys are a credit to the Branch, not only as a Legion Band, but also in that they are giving a lot of the younger instrumentalist a chance for some real good training.

Some of us are prone to forget that these Bandsmen are also all volunteer workers for the Branch.

### Carnival Equipment.

Wanted . . . A permanent place to store a lot of Carnival equipment. Any one got a twenty foot or larger trailer or vehicle that could be converted, and they would like to donate or sell cheap to the Branch will immediatly become #1 Hero of the year.

### FISH STORY ?

Well at last one of the members came up with a fish story we have to believe. Comrade George (Time Gentleman Please) Crompton took second prize with his fish caught during the recent Fish Derby near Ericksön. We did hear that the first prize fish wasent a record breaker so maybe George didnt have to pull so hard at that.



## THE LADIES CORNER—SEPTEMBER 1960

Brandon  
Legion  
'Jack'  
Hamilton  
Archival

THE LADIES CORNER.  
Well here I am back again. Gee where did  
the summer go? by the feel of the weather way  
you'll soon be needing those snuggles---On  
well in the meantime lets just relax over a hot  
cup of tea while I try to give you the latest in  
and around the Auxiliary.  
First of all I am sorry to report the pass-  
ing of a friend and former active member of  
the auxiliary, Mrs Laura Gray, our sincere sym-  
pathies go out to the family. Also our sympathies  
are extended to Mrs. Galipeau upon the recent  
passing of her husband.

Our Auxiliary has been busy and will con-  
tinue to be busy by all reports. The fair booth  
was a big financial success it netted over \$600.  
Good work Ladies On Oct. 1st. second floor  
Legion Hall there will be a rummage sale, Mrs.  
Roney is in charge. Any one with clothing to  
donate please contact Mrs. Roney or leave it in  
the Kitchen on the second floor Legion Hall by  
Friday September 30th.

In November the Auxiliary is sponsoring a  
Cooking School in the City Hall I will give you  
further information next month.

Some of our Auxiliary members meet every  
Wednesday, afternoon on the second floor Legion  
Hall and do work, e.g. making of mats---and a  
quilt for our annual Xmas tea and Bazaar on Dec.  
3rd. if you would care to help, why just go  
down, tea is served after the work period. I haent  
been down myself yet, but they tell me they sure  
enjoy themselves.

Mrs. George Bartlett has been voted in as  
Chairman for the convention committee with Mrs.  
P.A. Smith as alternate. There is a lot of work  
to be done, so if you are asked to help please  
try and do so.

Mrs. Peggy Vallance, our entertainment  
chairman has left us to reside in Ottawa, We  
will certainly miss her and wish them all the best.  
Mrs. Bess Calkin, assisted by Mrs. Jean Cham-  
berlain have consented to carry on as Entertainment  
Conveners.

Well must close now so untill next  
month. Good bye and Thirty. Irene Hogeland.

Now until next month. Cherio & 30-

Irene Hogeland.