

# The Bulletin

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## THE PRESS ASSOCIATION OF LA SOCIETE

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**MAKE CHECKS OUT TO P.A.L.S.**



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In keeping with our monthly focus on programs and public relations—this month we give attention to Special Awards.

Next month Voiture Activities.

Within public relations we of course have Blue Chevalier—read inside for updates and changes.

The next important issue of the "Roll Call" will be out very soon. Blue Chevalier is growing fast but our P.A.L.S. membership is waning—perhaps by the fact we generously share the Bulletin and its information freely. But check your card, it's January and we are on an annual calendar basis—so it may be time to renew. We are holding the line on the cost for mailing but in September we may have to ask for a minor increase—mailing and printing costs have increased. Other changes being considered.

Winter is hitting hard in many areas of the country—please be safe if you are traveling. Blessings and good health to all.

Hope you find something of value in this issue—keep smiling!

L'Editeur

**"Positive anything is better than negative nothing."**

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George Hartley

Don Collins

Paul Chevalier



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## P.A.L.S. Page— Blue Chevalier

As many of you are aware the Public Relations Program launched a new project at Promenade Nationale last year in Springfield, Missouri called The Blue Chevaliers. Its sole purpose is to support Law Enforcement and provide recognition and positive public relations for the Forty and Eight. The name, Blue Chevaliers is a mixture of English and French, as is the tradition of La Societe. Blue being the English term that refers to law enforcement and Chevaliers is French for "noble or honored Knight." We felt this was a most appropriate description of our law enforcement personnel in America.

We kicked off this project in January 2022 with donations, pin, and shirt sales to raise the funding to support law enforcement officers and their families and the Law Officer of the Year program that we offer through Special Awards. Every cent raised goes for those purposes.

Now, what some of you may not be aware of is that at the Promenade Nationale, General Session this year in Green Bay, Wisconsin, The Blue Chevaliers project presented a check in the amount of \$2,000.00 to the Forty and Eight Law Officer of the Year recipient, Deputy Sheriff Tyler Post, in addition to the plaque he received from La Societe. We felt so honored to do this and it was made possible by the tremendous participation and support of the Voyagers and Dames in the inaugural year of this project.

As it stands now, we plan to make this award annually at Promenade Nationale. That can only be accomplished by the continued support of the members of La Societe. The Project Manager is Bob Cearlock and Advisors are Mike Wood, Frank Campo and Greg Hall. Please contact any one of these Voyageurs to join The Blue Chevaliers Posse.

In addition to this award they were able to recognize many Officers, Deputies and Sheriffs all over the country with awards and honors, many that the membership of La Societe were not aware of. We now offer a very attractive pin that is a one-time purchase, shirts and decals for your car. In the near future we hope to offer patches and ball caps. In recognition for different level donations are award and achievement certificates and in honor or memorial certificates. We have had an outstanding response in the first year of the project and hope that we can match that participation in 2023, if we can it could lead to making The Blue Chevaliers a full stand-alone program in The Forty and Eight. Join in now and support this project and show the world that The Blue Chevaliers and The Forty and Eight make a great TEAM in supporting law and order in America.

*L'Editeur Note—the above article should also appear in the Forty and Eighter*

*Mike Wood, Project Advisor*

### Law Enforcement Q & A

In what year did the first modern police officers begin operating? *Law enforcement agencies have roots dating back to the 13th century, but the world saw this formalized in 1829.*

In the United States, which state had the first female sheriff? *In 1920, the city of Pittsboro, North Carolina, elected Myrtle Siler as the country's first female sheriff. Just a few years prior, the Los Angeles Police Department welcomed the first African-American policewoman in the U.S. Georgia Ann Robinson started as a volunteer with the force in 1916.*

Approximately how many law enforcement officers are currently serving in the United States? *Currently, there are approximately 900,000 law enforcement officers in the United States. These law enforcement officers work in some 18,000 agencies across the country. To date, this is the greatest number of officers ever employed at once.*

About what percentage of law enforcement officers in the United States are women? *Of the approximately 900,000 law enforcement officers currently serving in the United State, about 12 percent are women. Marie Owens is credited as being the first female police officer in the U.S. She served the city of Chicago starting in 1890.*

What is the biggest problem as police? *The problems facing the police include: poor welfare, poor salaries and remuneration, inadequate funding, inadequate equipment, negative image, lack of respect, inadequate number of police officers, legal/ establishment challenges, operational challenges and political challenges.*

What type of person is best suited to be a police officer? *Officers must always be able to work under pressure, to maintain composure, and have sound judgement and decision-making skills during times of need. They must be able to reason, to weigh the consequences, and to consider alternatives, before deciding on the most logical course of action.* •

## THE CLIPBOARD



### HOW MANY STARS WOULD YOU GIVE La SOCIETE?

Star ratings and reviews are essential and helpful. They can help drive people to your brand. They can provide user-generated content for social media, website testimonials, and more. There's no denying that generating high-star ratings and reviews is important for merchants, businesses and organizations. While star ratings and reviews are helpful, they aren't solely sufficient to find important customer insights. While having a lot of high-star ratings is certainly great social proof, it's not all that you need to get the most valuable insights about your organization.

So in terms of La Societe, how many stars would you give it? Something we may consider asking in the future. Star ratings would have to be broken down into specific areas and a space for comments. Stars alone won't tell us what we need. More on this in the future!

### Walgreens and other stores may have "cried wolf" too soon...



Along with other retailers, Walgreens has complained about increasing shrinkage at its stores after the past several years, including taking the unpopular step of locking up a great deal of merchandise. That move is disliked by customers, who understandably hate having to wait for an employee to unlock their deodorant. One report says sales drop 15-25% if an item is locked up. Kehoe also said they may have overinvested in private security — who really can't do much more than call police if there's an issue. The company may cut back.

**Why it matters:** *Kehoe's mea culpa is a reminder to be careful what you say in public, because it could come back to bite you. Walgreens has stabilized its shrinkage, but at what cost? No one wants to shop in a store that feels militarized with guards and has basic goods under lock and key. Before you cry wolf, make sure you understand the issue at hand and communicate a plan to solve it that doesn't drive paying customers away.*

### Instagram redesign coming in February



Instagram announced a redesign that aims to address much of the criticism that has plagued the once-photocentric app that has been accused of transforming itself into a TikTok wannabe in recent years. As TechCrunch reports, the new look will launch in early February and will move Reels out of its prime central real estate on the nav bar, replacing it with the good old compose button, encouraging people to post whatever they want rather than pushing the short video option on them. Additionally, the shop tab will be removed, though the shop functionality is expected to survive in some capacity.

**Why it matters:** *Instagram has faced increasing frustration from users who feel the app has strayed from what attracted them in the first place: the ability to share and look at photos. In a world where every app wants to be TikTok, there is power in being something different and being core to your true mission. But an app redesign alone isn't enough. Instagram needs to be clear about what their overarching mission and goals are, and back that up with algorithms that support what they're trying to achieve.*



### Americans divided on whether brands should take political stances

A poll found that 48% of all Americans believe brands should take stands on political issues, while 52% say they shouldn't. Democrats are more likely than Republicans and independents to feel businesses should publicly share their beliefs about social and cultural issues — 75% of Democrats say they should, compared with 40% of independents and 18% of Republicans.

**Why it matters:** *Communicators need to understand their audience and their wants. Just as importantly, organizations need to understand their own values and what moves them. Speaking up on issues that feel authentic is usually a good move; making rote statements to satisfy perceived pressure will almost always go poorly. • From PR Daily*

## Special Observances—February 2023

**National Salute to Veteran Patients - Feb. 12-18, 2023 (Week of Feb. 14 - Valentine's Day)**

The American Legion has recognized the month of February as Americanism Month since 1960 when Resolution No. 163 was passed during the National Convention in Miami Beach, Fla.

**Feb. 1st—G.I. Joe Day** - G.I. Joe Day is celebrated on February 1 because the toy was introduced to the market in February 1964 by Hasbro, a toy company. The toy was created by Stanley Weston, a toymaker who felt a toy should be created for boys like Barbie was created for girls. A girl version, Action Nurse, was also introduced.



**Feb. 1st—National Freedom Day** - National Freedom Day is a United States observance on February 1 honoring the signing by President Abraham Lincoln of a joint House and Senate resolution that later was ratified as the 13th Amendment to the U.S. Constitution. President Lincoln signed the Amendment abolishing slavery on February 1, 1865, although it was not ratified by the states until later. The purpose of this holiday is to promote good feelings, harmony, and equal opportunity among all citizens and to remember that the United States is a nation dedicated to the ideal of freedom.

**Feb. 2nd—Army Nurse Corp Established**—The establishment of the Army Nurse Corps on February 2, 1901 opened the door for women in the military, but it wasn't until the U.S. Government got involved in World War 1 (April 6, 1917), that some parts of the Government and the Military became serious about using women in the Armed Forces.

**Feb. 3rd—USO Incorporated**

**Feb. 3rd – Four Chaplains Day** – A day to remember the four U.S. Army chaplains who made the ultimate sacrifice when the USAT Dorchester sank during World War II.

**Feb. 4th—USO Day**—The USO strengthens America's military service members by keeping them connected to family, home and country, throughout their service to the nation



**Feb. 12th—International Day Against the Use of Child Soldiers**

**Feb. 13th—Marine Corps Women's Reserve Established (1943)**

**Feb. 15th—Remember the Maine Day (U.S.S. Maine)**

**Feb. 19th—Coast Guard Reserves Birthday**

**Feb. 19th—Iwo Jima Day**—Iwo Jima Day on Feb. 19 takes place every year to mark the anniversary of a battle that lasted around five weeks. The fight between the U.S Marines and the Japanese soldiers took place amidst World War II and turned out to be quite horrific. Thousands of people on both sides lost their lives. However, in the end, the U.S Marines emerged victorious even when faced with impossible challenges. Hence, the day is officially observed in Massachusetts and unofficially marked across the United States. On this day, pay a tribute to our lost soldiers, celebrate their victory, and rejoice at how the country has emerged as a united nation.

**Feb. 20th—President's Day**—(Third Monday in February)

**Feb. 20th—Washington's Birthday** - (Third Monday in February). Some State and Local Governments refer to this day as President's Day. His Actual Birthday is on February 22.

**Feb. 23rd—Iwo Jima Flag Raising (1945)** - Raising the Flag on Iwo Jima is an iconic photograph of six United States Marines raising the U.S. flag atop Mount Suribachi during the Battle of Iwo Jima in the final stages of the Pacific War and was later used for the construction of the Marine Corps War Memorial in 1954.

**Feb. 27th— Persian Gulf Cease-Fire Day** •

## PR Editorial — “Fire in the Hole”

Early cannons had a little hole in them, packed with gunpowder. They were shot by lighting up the gunpowder which then burnt in the hole until it reached the main powder charge. Hence “fire in the hole” meant literally that there was “fire in the hole”, thus giving the others time to prepare for an explosion.

Today, the mining industry as well as the military has adopted the term to warn of an impending explosion of ordnance, and NASA uses fire in the hole when talking about igniting multi-stage rockets.



Fire in the hole is sometimes used in a slang fashion, to mean watch out. According to Wiktionary, “it’s a generalized warning that something is about to happen”. So for La Societe, is it time to say “Fire in the Hole”?

There are a ton of positive things to say about the Forty and Eight. La Societe is the most unique veterans organization, great programs, dedicated and motivated members, etc. The list goes on. But who can deny a decline in membership? You would actually think the opposite. I hear all the time that La Societe is “the least known of all veterans organizations”. Who hasn’t run across many who say “What is the Forty and Eight”?

This is not a foretelling of gloom and doom. Personally, at my Locale, Grand and my recent experiences at Nationale, I see a lot of motivation and especially spirit—a spirit unique to La Societe. If I had to sum it all down to one issue—I would say recruitment and new members. I see hard work on renewals and successes—with still some work to do. But from my standpoint a remedy could be in the finding, cultivating and mentoring of new members.

Let me ask this question—are you overlooking public relations? Public relations can help. Over the past few months and even years in the Bulletin we have discussed, examined and analyzed strategies and techniques for recruiting. But how can we use public relations in that effort? We need to use public relations strategies to gain exposure in our veteran communities.

An obvious choice is press releases and posting them. Potential new members will want to see what your organization has been up to. You want to demonstrate the progression of your organization by not limiting press releases to the local media but getting it out there on social media. Ensure press releases are published regularly at least on your website, Facebook, etc.

A potential new member may want to check you out—if your web page is out of date, not current, lacks postings, articles, pictures, calendars—all little things which could effect its impression. The more topics, press releases and stories you create, the more angles you have with which you can discuss your Locale or Grand and stir interest.

A tie in to this months theme—awards—getting active and participating in community awards will stimulate interest. Just submitting an award with specifics and background information spreads the word. Submit someone for an award or received one—do a press release or get the submission out there on social media. This amplifies its effect and serves as an endorsement.

A pet peeve—not circulating your Locale and Grand newsletters beyond your membership. Posting beyond is a must. My Locale newsletter goes out to the Kiwanis, Rotary, Daughters of the American Revolution, American Legion, VFW and a variety of community boosters.

We passionately believe in La Societe, but you can’t assume that the general public or the veterans community feels the same way. We need to consider what the Forty and Eight looks like to the outside world. How do prospective members know us? Do they even know us at all? Help potential members see what you know by building your image. One of the most effective ways to do this is to introduce some public relations principles to your traditional recruitment efforts.

So... “Fire in the Hole”? Yes, but lets create an explosion targeting new members and recruitment efforts. Public relations can play an invaluable role in helping to recruit and retain our membership. Forty and Eight organizations that consider and refine their messages, audiences and strategies for reaching those targets will be better able to recruit and retain members in a competitive veterans market.

**L’Editor—Renslar “Renny” Keagle**

## Public Relations and Special Awards

It goes without saying that we all know much about the national special awards program—or we should. We have Law Officer of the Year, City or Town of the Year, Hero of the Year and Voyageur of the Year. Those are at the top, but that is where they end, the real work begins at the Grand and especially the Locale level.

Lets not ignore the Americanism Award, a very prestigious award given to an individual who meets specific Americanism criteria, history and scrapbook awards, the Anderson Award under Nurses Training, the Ritual Sam Friedman Award (awarded to the Voiture Locale Conducting the greatest number of wrecks), the Joel A. Bunch Award for outstanding ritual performance and of course public relations awards which now includes Blue Chevalier. I'm probably still missing some considering Locale and Grand awards.

A great portion of time and effort at Promenade Nationale is honoring those that deserve and worked hard for recognition.

**\*\* Some awards are presented at the discretion of the Directeur based on submitted reports—the issue being the lack or failure of report submission—leaving some or many who are deserving with no voice.**

By making someone or a Voiture Locale or Grand proud, we show that we appreciate the work people perform, respect them for it and recognize their accomplishments. Appreciation and recognition are powerful motivators leading to an increase in performance/attendance, productivity, morale, member retention and overall satisfaction.

All the above being said, La Societe stands out among veterans organizations in the recognition and support of its own. Now, how does public relations fit into all of this...

The simplest reason is an award is more than a handshake, a quick presentation and maybe photo—that is the beginning, not the end.

**The value of an award is actually diminished if we do not publicize it in some form of manner. To maximize an award, it's important to utilize it to its fullest extent, i.e. post it on your website, newsletters, press releases, social media, etc.**

So it's not rocket science to figure out how to promote awards and of course to know the value in doing so.



An award can serve as effective and authentic PR for your Locale or Grand as it acts as an independent third-party endorsement. An award can improve interest and awareness and promote La Societe in our communities and to other veterans groups.

**Award recognition supports membership! It's helpful and can be reassuring for possible new members and existing ones to know what has been achieved.**

Some media find press releases about awards enticing, especially if it's prestigious, unique or points out something special about both the honoree and the award sponsor. Check out the Spotlight page on a template/sample.

Well, nuff said on Forty and Eight awards, we've touched on their value and importance. What other kind of awards are out there?

Community awards come to mind. Kiwanis, Rotary, DAR, DAV, Elks, Chambers of Commerce, government awards, awards for patriotism, etc. come to mind. Awards that focus on individual leadership and performance are also to be considered.

Every forty and Eighter I know is connected in some form or fashion to many of the above.

Consider creating your own awards...

Consider taking advantage of La Societe's "Horses Ass" Award—create a trophy or maybe award the pin (emblem sales) and a certificate. (Need more horses ass ideas—contact me—I'm a certified one!)

Emblem sales has a treasure of items for awards beyond just certificates. Our Voyageur of the Year gets a jacket, Americanism award is a satchel—tons of ideas there.

At Grand, consider ribbons for locale colors to recognize and reward as an alternative to plaques.

Contact Directeurs on specific Nationale awards—but a reminder—awards begin with reports!!!! •

## Great Speeches—John F. Kennedy—"Citizen of the United States, 1963"

**"Of all the talents bestowed upon men, none is so precious as the gift of oratory. He who enjoys it wields a power more durable than that of a great king. He is an independent force in the world. Abandoned by his party, betrayed by his friends, stripped of his offices, whoever can command this power is still formidable." - Winston Churchill**

*Winston Churchill is known in history for many great things—but I most admire his oratorical abilities. Some of the greatest speeches in history were made by him in times of peace and war. We've featured many of them in the Bulletin. On April 9, 1963 at 2:45 pm, President John F. Kennedy used this pen to sign House Resolution 4374 into law, allowing him to proclaim Winston Churchill the first honorary citizen of the United States .*

The White House, Washington D.C., April 9, 1963

President John F. Kennedy said:

"We meet to honour a man whose honour requires no meeting - for he is the most honoured and honourable man to walk the stage of human history in the time in which we live. Whenever and wherever tyranny threatened, he has always championed liberty.

Facing firmly toward the future, he has never forgotten the past. Serving six monarchs of his native Great Britain, he has served all men's freedom and dignity.

In the dark days and darker nights when Britain stood alone - and most men save Englishmen despaired of England's life - he mobilized the English language and sent it into battle. The incandescent quality of his words illuminated the courage of his countrymen.

Given unlimited powers by his citizens, he was ever vigilant to protect their rights. Indifferent himself to danger, he wept over the sorrows of others.

A child of the House of Commons, he became in time its father. Accustomed to the hardships of battle, he has no distaste for pleasure. Now his stately Ship of Life, having weathered the severest storms of a troubled century, is anchored in tranquil waters, proof that courage and faith and the zest for freedom are truly indestructible. The record of his triumphant passage will inspire free hearts for all time.

By adding his name to our rolls, we mean to honour him - but his acceptance honours us far more. For no statement or proclamation can enrich his name -- the name Sir Winston Churchill is already legend."

I, JOHN F. KENNEDY, President of the United States of America, under the authority contained in an Act of the 88th Congress, do hereby declare Sir Winston Churchill an honorary citizen of the United States of America.




President John F. Kennedy signs a proclamation declaring former British Prime Minister, Sir Winston Churchill, an honorary citizen of the United States. Looking on (L-R): three unidentified persons; financier Bernard M. Baruch; Representative Frances P. Bolton (Ohio); Senator Olin D. Johnston (South Carolina); Sylvia Thomas Ormsby-Gore, wife of the British Ambassador to the United States, David Ormsby-Gore; Ambassador Ormsby-Gore; Representative Michael A. Feighan (Ohio); Senator J. William Fulbright of Arkansas (in back, mostly hidden); unidentified; Senator Leverett Saltonstall (Massachusetts); Representative Carl Vinson (Georgia). Oval Office, White House, Washington, D.C



Every day, memories of World War II—its sights and sounds, its terrors and triumphs—disappear. Yielding to the inalterable process of aging, the men and women who fought and won the great conflict are now in their 90s or older. They are dying quickly—according to US Department of Veterans Affairs statistics, 167,284 of the 16 million Americans who served in World War II are alive in 2022.

The below statistics are as of September 30, 2022, with approximately 180 WWII veterans dying each day—according to the VA.



## LIVING WWII VETERANS BY STATE 2022

Alabama	1,576	Maine	1,181	Pennsylvania	9,675
Alaska	99	Maryland	2,876	Rhode Island	1,033
Arizona	3,986	Massachusetts	5,006	South Carolina	2,142
Arkansas	1,144	Michigan	5,989	South Dakota	463
California	15,946	Minnesota	3,845	Tennessee	2,372
Colorado	2,699	Mississippi	1,259	Texas	8,200
Connecticut	2,810	Missouri	3,406	Utah	1,230
Delaware	648	Montana	758	Vermont	133
District of Columbia	310	Nebraska	1,086	Virginia	3,914
Florida	14,823	Nevada	1,791	Washington	4,176
Georgia	3,299	New Hampshire	1,004	West Virginia	1,021
Hawaii	672	New Jersey	4,712	Wisconsin	3,700
Idaho	788	New Mexico	1,131	Wyoming	136
Illinois	6,114	New York	9,635	Puerto Rico	632
Indiana	4,583	North Carolina	5,061	Island Areas & Foreign	483
Iowa	1,767	North Dakota	307		
Kansas	1,596	Ohio	6,919	<b>Grand Total</b>	<b>167,284</b>
Kentucky	2,478	Oklahoma	2,301	<b>Deaths Per Day</b>	<b>180</b>
Louisiana	1,600	Oregon	2,769		

Here's a few more WWII facts:

More US servicemen died in the Air Corps than the Marine Corps. Over 100,000 Allied bomber crewmen were killed.

In World War II, British soldiers got a ration of three sheets of toilet paper a day. Americans got 22.

In 1941, more than 3 million cars were manufactured in the US. Only 139 more were made during the entire war.

Four of every five German soldiers killed in the war died on the Eastern Front.

To avoid using the German sounding name 'hamburger' during World War II, Americans used the name 'Liberty Steak.'

Had it been necessary for a third atom bomb, the city targeted would have been Tokyo.

Specialist is the most-prevalent rank among soldiers — by far. There's a reason many soldiers joke about the existence of an "E-4 Mafia." That's because if you want anything done in the Army, you'll probably need a Specialist (or three) to get it done. Across active-duty and reserve ranks, there are 264,890 specialists, making up more than one-quarter of the U.S. Army. *One of my favorite ranks was Spec-5 until 1985 when all Specialist ranks were eliminated except E-4.* •





# *Spotlight on Public Relations*



## Award Press Release Template and Tips

NEWS RELEASE

FOR IMMEDIATE RELEASE

[Locale/Grand Name] [Date]

### **[Headline] (Bold and center)**

*[Subheading] The subhead is slightly longer than the headline, coming in at around 120 characters. Generally, the subhead is italicized and is placed just below the headline. Use the subhead to further explain your headline.*

[Location], [Date] – News release content. Your first paragraph should answer your five Ws

Here you can include 3-4 paragraphs explaining what the news is. The copy should outline why this news is important and provide enough details for readers to understand what is going on.

Optional... Add a feature quote. This detail adds more credibility and offers journalists direct quotes from leaders involved in the project. Your quote should be relevant to the actual news presented in the press release. Avoid long and intricate quotes that require further explanation. A quote should only consist of two sentences.

About [Company Name]

This is a brief boilerplate description of what your Locale/Grand is and what it does. In this paragraph you should state what makes you unique and this award important.

Media Contact:

[Name] [Job Title]

[Email address] [Phone number] [Website]

Tips for all Press Releases...

Avoid making use of uncommon fonts. Instead, stick to the basics like Times New Roman or Arial. This is mandatory because media outlets make use of these fonts when publishing articles. Furthermore, your font sizes should be standard sizes and only be 1 point apart in size. For example, your headline should be 14, your subhead should be 13, and your body should be 12.

All headlines and subheads should be written in title case. This rule only applies to headlines and subheads. Other capitalizations should only be applied to the appropriate noun.

Dates are the only exception when it comes to numbers. All dates should be written in numerals, while months with more than five letters should be abbreviated.

Experienced editors notice small details and too many little errors can lead to your press release being disregarded.

A press release will typically start with the title "News Release," followed by "FOR IMMEDIATE RELEASE." This detail indicates that the information listed in the press release is ready for immediate use. •

# POSTER OF THE MONTH



**Focus on what is important  
Capture the good times  
Develop from the negatives  
And if things don't work out  
TAKE ANOTHER SHOT**

# L'Editeur



*Next month we hope to bring back our monthly motivation...*

Please see the Blue Chevalier application below—no changes except in one regard. Project Coordinator Bob Cearlock is undergoing some medical treatment and will be out of the loop for a while—we wish him the best! That being said, I have taken over some of his duties. I will very soon have the cards, pins, decals and eventually patches. The next issue of the Roll Call—out soon will have more details. Remember—joining gets you your card, pin and ability to nominate!

So for the immediate future, all applications, renewals, etc., should come to me to get them completed expeditiously. This includes orders for shirts, etc. Our shirt vendor was closed for a bit but now back up and running for these great shirts. So mail to my address—the other change is to make your check out to P.A.L.S. please and we'll use that account for a while. I'm keeping strict separate accounting.

**EMAIL ALERT!** We all have to add or change emails for one reason or another—but sadly those in need are not getting made aware of those changes. Both Blue Chevalier and P.A.L.S. are having the same issue. Please update us when changes are made—it helps everyone!!!! Mostly you.—L'Editeur

<b>APPLICATION FOR MEMBERSHIP TO THE BLUE CHEVALIERS</b>		<b>INITIAL MEMBERSHIP</b>			
<b>NAME:</b>			40ET8 MEMBER	LA FEMMES MEMBER	NON MEMBER SUPPORTER
<b>ADDRESS:</b>	<b>STREET:</b>	<b>CITY:</b>	<b>ST:</b>	<b>ZIP:</b>	
<b>PHONE:</b>		<b>EMAIL:</b>			

**New members: \$15.00   Renewals: \$2.00   PUFL: \$65.00 for new members \$50.00 members**

**Checks payable to P.A.L.S. - Remit to:**  
**Renslar R. Keagle, 8714 Marble Drive, El Paso, TX 79904**

**SEE ABOVE! Note change: Until further notice, remit renewals, new memberships, orders above.**

<b>P.A.L.S. APPLICATION—RENEWAL or NEW MEMBER</b>	
Full Name _____	
Address: _____	
City _____ State _____ Zip _____	New Member <input type="checkbox"/> Renewal <input type="checkbox"/>
Email _____	<b>PUFL \$100.00</b> <input type="checkbox"/>
Voiture Locale _____	
Dues: Mail only \$17.00 <input type="checkbox"/>	<b>Checks made out to P.A.L.S.</b> <b>Remit to:</b> Renslar R. Keagle 8714 Marble Drive El Paso, TX 79904-1710 rennykeagle@gmail.com
Mail and Digital \$17.00 <input type="checkbox"/>	
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## Ever see a ticker-tape parade?

*As military I've either been in or seen a multitude of parades. I saw this article and thought I'd share. More Unremembered back next month...*

The term originated in New York City after a spontaneous celebration held on October 28, 1886, during the dedication of the Statue of Liberty and is still most closely associated with New York City. The term ticker tape originally referred to the use of the paper output of ticker-tape machines, which were remotely driven devices used in brokerages to provide updated stock market quotes. The term ticker came from the sound made by the machine as it printed.



In New York City, ticker-tape parades are reserved for special occasions. Soon after the first such parade in 1886, city officials realized the utility of such events and began to hold them on triumphal occasions, such as the return of Theodore Roosevelt from his African safari, Gertrude Ederle swimming the English Channel, and Charles Lindbergh's trans-Atlantic flight.

The first individual to be honored with a ticker-tape parade was Admiral George Dewey, hero of the battle of Manila Bay, in 1899, when two million people came out to New York City. Following World War II, several ticker-tape parades were given in honor of victorious generals and admirals, including General Dwight D. Eisenhower and Admiral Chester Nimitz. Two of the longest and largest ticker-tape parades were given for World War II and Korean War General Douglas MacArthur in 1951, after he was relieved of duty by President Harry S. Truman, and for astronaut John Glenn in 1962. Golfing greats Bobby Jones (1921 and 1930) and Ben Hogan (1953) were honored with ticker-tape parades after their British Open triumphs.

In those early years, curmudgeons did their best to rain on the parade. A 1904 letter to the editor urged the New York Times to speak out against the "evil" practice, suggesting that parade horses spooked by falling ticker tape might plow into the crowd on the sidewalk and cause "disaster." (A few years later, an overzealous reveler reportedly neglected to tear the pages out of a phone book and instead threw the whole thing out the window; it struck a passerby and knocked him unconscious.)

By 1926, New York Stock Exchange officials had grown concerned about the cost of tossing miles of ticker tape out the window any time someone important came to town: they considered buying confetti to distribute to employees but decided against it. In 1932, another irate Times letter writer demanded that lobbying paper be "promptly and strictly banned," to be replaced by tossing flowers or waving handkerchiefs, the more dignified customs of "civilized cities" in Europe and South America.

The most material ever thrown for a parade was in 1945. Following the Allied victory over Japan in 1945, over 5,000 tons of paper, confetti, cloth and more streamed down, the most material ever used—100 times as much as the average parade. Ticker tape technology became obsolete in the 1960s, as television and computers came into use for transmitting financial information. Modern parades utilize waste office paper and toilet paper that have been cut using conventional paper shredders. The city also distributes paper confetti.



The section of lower Broadway through the Financial District that serves as the parade route for these events is colloquially called the "Canyon of Heroes". More than 200 black granite strips embedded in the sidewalks along the Canyon of Heroes list honorees of past ticker-tape parades. •



*From a variety of web sources and articles.*