

The Bulletin

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



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Vol. 38 No. 10 **Supporting and Encouraging La Societe Public Relations for 38 Years** June 2023



I want to mention the passing of one of my Sous Directeurs, Terry Stanberry. May he rest in peace and blessings to his family. Until Sous are appointed for 2024, I will take his area.

I wanted to get this out prior to Flag Day, my Locale is partnering with the American Legion helping and assisting with the National Pause for the Pledge of Allegiance at 7 pm and a program honoring the U.S. Army Birthday and our flag. Cake, ice cream and hot dogs of course. In keeping with our password this year—try to celebrate and acknowledge the importance of our flag.

A little bit of everything this month. With a lot of Grand Promenades coming up and state gatherings I'm seeing a lot of brochures, programs and ads. Also in the summer great opportunities for fund raising—hence a page or so on ads and flyers. Enjoy your summer—plan on Nationale!! Regards and blessings! L'Editeur Renny

"One flag, one land, one heart, one hand, one nation evermore!" —Oliver Wendell Holmes

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George Hartley

Don Collins

Paul Chevalier



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Re-shaping your brand.....

The company's Kraft Singles are getting a major makeover, with not only "easier to open individual wrapping" but also a refreshed logo and new packaging design. It's the product's first redesign in five years.

The goal of the revamp is to address the No. 1 complaint from customers, which has been the "inability to easily open the clear wrapper," Kraft said in a release. The redesigned flap on each slice adds more texture and makes it easier to find, and it's also thicker and sturdier so it can be opened without tearing.

The exterior packaging features a larger, slightly redesigned logo as well as "simple and bold typography." Kraft is also putting more emphasis on the cheese not having artificial flavors, colors or preservatives, and it's adding a new graphic that says "made with real dairy."

The redesigned wrappers and packaging will be used on all of the Kraft Singles product line, and they will roll out through the end of the year.



Why it matters—This month we are looking at flyers and ads and this is a perfect example of how a company made a slight modification of its packaging with color, fonts, topography—an impressive change!! • L'Editeur

More on the comma controversy...

IN A SERIES: Use commas to separate elements in a series, but do not put a comma before the conjunction in most simple series: *His grandchildren are Vera, Chuck and Dave. He would nominate Marquez, Bedi, Lyman or Wong. She goes to school, plays league soccer and takes private dance lessons.*

Include a final comma in a simple series if omitting it could make the meaning unclear. *The governor convened his most trusted advisers, economist Olivia Schneider and polling expert Carlton Torres.* (If Schneider and Torres are his most trusted advisers, don't use the final comma.) *The governor convened his most trusted advisers, economist Olivia Schneider, and polling expert Carlton Torres.* (If the governor is convening unidentified advisers plus Schneider and Torres, the final comma is needed.) Note, though, that rephrasing often is better:

The governor convened economist Olivia Schneider and polling expert Carlton Torres, his two most trusted advisers. Or - *The governor convened his most trusted advisers: economist Olivia Schneider and polling expert Carlton Torres.* (If Schneider and Torres are the governor's most trusted advisers.)

The governor convened his most trusted advisers, along with economist Olivia Schneider and polling expert Carlton Torres. (If the governor is convening unidentified advisers plus Schneider and Torres.)

Put a comma before the concluding conjunction in a series if an integral element of the series requires a conjunction: *I had orange juice, toast, and ham and eggs for breakfast.*

Use a comma also before the concluding conjunction in a complex series of phrases: *The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.*

See dash and semicolon for cases when elements of a series contain internal commas.

Note—The "comma controversy" we've brought up from time to time, I do like this explanation from the Associated Press. It doesn't hurt to follow basic grammar rules—but most important is what we say and when we timely say it, rather than the mechanics of how. From the AP Stylebook Newsletter • From a variety of web sources

P.A.L.S. Page— 2023 Public Relations Awards

Thomas W. Fay Award - Chef de Chemin de Fer - 1978

Awarded to the Voiture Locale presenting the best publication for the fiscal year.

Award John Kilgus - Chef de Chemin de Fer - 1977

Awarded to the Grande Voiture presenting the best publication for the fiscal year

Arthur McDowell Award

Awarded to the Grande Voiture presenting the best publications without advertising for the fiscal year. Award and Honorable Mention

John W. Emerson Award

Awarded to the Voiture Locale presenting the best publication without advertising for the fiscal year. Award and Honorable Mention

La Verne Eccleston Award

Awarded to the Voiture Locale for excellence in promoting 40/8 Programs and fostering effective communication with the community during the year. Award and Honorable Mention

Robert Kaseman Award

Presented to the Grande Voiture for excellence in promoting 40/8 programs and fostering effective communication within the community during the year. Award and Honorable Mention

Don Collins Award

Presented to the Voiture Locale that submits the best entry showing utilization of the public media (TV, Radio, Newspapers, etc.) to promote the activities of the 40 & 8. Award and Honorable Mention

Directeurs L'Editeur Award

Presented to the L'Editeur of a Grand, Locale or Nationale publication exhibiting the best combination of News, Humor, Creativity, and articles promoting the Programs and Traditions of La Société.

Renslar "Renny" Keagle

Directeur of Public Relations Nationale

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Note: The above awards will be presented from the floor of Promenade Nationale this September. To be eligible, copies of newsletters have to be sent to myself, P.A.L.S. President Bob Cearlock or your area Sous. Those who have been routinely sending material and their newsletters please continue to do so. Deadline July 15th. Next year, upon approval by the Public Relations Committee, the Don Collins Award will be changed to include best utilization of social media.

Special Observances—July 2023

July 1—3—The battle of Gettysburg (July 1-3, 1863) is considered the turning point of the Civil War.

July 4th—9th—National Veterans Wheelchair Games—“The National Veterans Wheelchair Games is the world’s largest annual wheelchair sports event solely for military veterans. The event demonstrates the unstoppable character of veterans and seeks to foster wider respect for all people with disabilities.



**NATIONAL VETERANS
WHEELCHAIR
GAMES**

The Wheelchair Games is open to all U.S. veterans with spinal cord injuries, amputations, multiple sclerosis, or other central neurological conditions who require a wheelchair for athletic competition. Every year, hundreds of American heroes from World War II, the Korean War, the Vietnam War, the Gulf War, and the post-9/11 era compete in this celebration of courage and camaraderie.”

July 54th—Independence Day

July 10, 1940—Germany launches an air war, known as the Battle of Britain, against the United Kingdom.

July 21—Department of Veterans Administration Created

July 25—National Hire A Veteran Day



July 27—National Korean War Veterans Armistice Day—July 27, 2023 marks the 70th Anniversary of the Korean War Armistice. Three years after the Korean War Memorial was finished, U.S. Code Title 36 was amended to recognize Korean War Veterans Armistice Day in the United States every July 27. While not a federal holiday, the law asks Americans to recognize the day with appropriate activities and ceremonies. ***It also orders all U.S. government agencies and installations to fly the flag at half staff*** to honor those who died to keep South Korea free from communism. American officials visit Arlington National Cemetery, and speeches are made to commemorate the day.

It was at 10 a.m. on July 27, 1953, that two years and 17 days of negotiations finally ended three years of brutal fighting on the Korean Peninsula. More than 23,600 U.S. service members had died during the fighting. Between 300,000 and 900,000 communist troops were killed, along with an estimated 2.5 million Korean civilians. South Korea's defense ministry estimates more than 137,000 South Korean troops died in the war. Relatively little territory changed hands, given the volume of the destruction the war caused.

July 28—National Buffalo Soldiers Day—“Buffalo Soldiers Day on July 28 commemorates the formation of the first regular Army regiments comprised of African American soldiers on September 21, 1866, seventeen months after the end of the Civil War. Established by Congress, these regiments were the first peacetime, all-black regiments in the regular U.S. Army.”

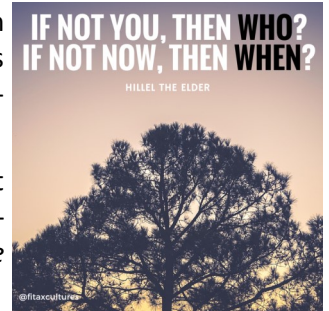
July 29—Army Chaplain Corps Anniversary—July 29, 2023 marks the 248th Birthday of the United States Army Chaplain Corps. “The U.S. Army Chaplain Corps is one of the oldest and smallest branches of the Army. The Chaplain Corps dates back to 29 July 1775, when the Continental Congress authorized one chaplain for each regiment of the Continental Army, with pay equaling that of a captain. In addition to chaplains serving in Continental regiments, many militia regiments counted chaplains among their ranks.”



PR Editorial — “If not you, then who”

“If not you, then who? If not now, then when?” is a very old quote having been quoted in speeches by Ronald Reagan, Robert F. Kennedy, Martin Luther King and many others. It is meant to inspire people to take action now and not to wait for someone else to step up. Personally I feel it is meant to avoid the pitfalls of procrastination.

Look at it this way... The question itself throws it back to the person making or asking it. That if we have a task or job to complete—if we are not willing to take action now, then the ultimately question puts it on the individual to ask themselves—*when is it a good time to take action.*



Look at the calendar... It is time for reports, special awards, elections and the final push on membership. All of the above are important but my attention is drawn to elections and who will lead us into our next year. Someone in our Locales and Grands knows the answers to many of the issues facing us and knows the answers or has new ideas and the motivation—and is just waiting for the opportunity to lead.

The first half of the above quote is dependent on the second half... you have to be willing to step up and take responsibility and you have to do it now, on the spot, because waiting for the right time or perfect conditions won't help.

Remember the old Army mindset—“Don't volunteer for anything”? Be middle of the road, avoid notice, and if we do that we will be successful. The smart ones quickly found out the opposite is true—those that volunteered generally got ahead. I love this quote by General Patton: “*A good plan, violently executed now, is better than a perfect plan next week.*”

Thinking of running for office? If not you, then who? And if not now, then when!

L'Editeur Renny

ARE YOU GHOSTING? By Texas Voyager (TVN) L'Editeur David Knutson

What is Ghosting? Ghosting occurs when a person ends all communication and contact with another person without any justification or warning. It also includes ignoring them when the person tries to reach out.

I am aware of only one or two instances within Grand du Texas where Grand was ghosted by a member. A large part of our issue is poor communication. We all have the ability to communicate but we are not using it. No updates or communication from a locale seems like ghosting but it really is not what is going on. It is very important that we regularly communicate. We can all improve in this area. It really only takes one strong member to help take the lead. Add in one or two more and a lot more can be done. Then before you know it – you are making a difference. Please understand – this is not directed at anyone specific – but to ALL of us.

All of our locales do things that are helpful to their respective community. They may fund a nurse or make a donation of time or money or through another organization. We are all busy and I too have failed to communicate or report activity in the past. It really is very beneficial in many ways. Submitting your reports is a way to help solve this problem. Need help – Ask! Aside from reports we need to show others what we do. It can be our reports, newsletters, Facebook or whatever! We have a lot that is posted on our website – www.texasboxcar.org. Even small things count, but if nobody knows how can we ask others to get involved.

As L'Editeur for the TVN I have tried to include everyone who is doing work through their locale and we have a few locales who always shine. Remember, it's not a competition. Yes we recognize the locales who are working hardest, but we also recognize locales who do only a few things or even work one event per year. Getting information is pretty tough sometimes and I will be more than happy to publicize your good work, but we need to know about it. Even a simple email and photo can be very helpful. Where do we go from here? Help pass along our customs on to the younger Voyageurs Militaire and help them be productive and successful. Voiture 266 is setting an example to follow with some of their younger members who are helping to bring some changes.

Remember the famous words from Ratatouille – “Not everyone can become a great artist, but a great artist can come from anywhere.” Anton Ego, 'Ratatouille'

Taken from the April to June issue of the Texas Voyager News Newsletter, Grand du Texas

A good flyer is great Public Relations...

Flyers and brochure ads can be an effective and inexpensive way to promote your Locale or Grand, no matter your size. The goal is to grab and hold people's attention long enough for them to actually read your flyer or ad and then act on it. How do you achieve this goal? Here are some proven flyer tips that professionals use to make great flyer designs.

- **A striking yet professional image.** The quality of the images you use is very important. If the pictures are dull and unclear, then your message will be dull and unclear to the readers as well. Always use high-quality, crystal-clear and colorful images that will grab attention, create a mood, and support your story. Using an image as your focal point can effectively pull viewers in to look at your flyer more closely. There are plenty of free stock photos available online.
- **Brilliant colors.** Use colors that are consistent with your brand as well as colors that have an eye-catching effect. If you use a large image, find a subtle but active color in the image. Use that color scheme for your flyer and stay consistent. Avoid using too many colors, as it will make your flyer more distracting than eye-catching.
- **Right font style and size.** Your choice of lettering is critical to developing your flyer's focal point. A great image and dazzling colors will look better if you use the right font style and size. Whatever your choice is, just make sure that the text is legible, clean and reflective of your brand. Getting too creative when it comes to fonts may not be a good idea. Your priority should be that people can actually read what your flyer says. For a more cohesive look, don't use more than two fonts throughout your flyer.
- **Snappy headline or title.** Make the headline catchy or provocative using a few carefully chosen words. Get creative in incorporating powerful words and phrases. However, don't be afraid to let a big, bold header dominate a large part of the promotional flyer. This is one of the most important tips for making a good flyer.
- **Use action words.** Make your product offering even more exciting by using active verbs. Avoid using passive voice.
- **Use bullet points.** Have the text, particularly the benefits, in easy-to-read and digestible bullet points instead of long paragraphs.
- **Consider "gridding"** - Ok, you've got to fit a lot of info on this flyer or ad—so consider drawing a "grid, dividing your flyer into four boxes—one for a picture or logo, one for details, one for date, time, location, etc.—plan out what to go into each part of your grid. A brochure ad might have a list of leadership, Locale or Grand info, etc.
- **Itinerary**—For a special event does it have date and time—specific location—POC contact information, cost and where to get tickets, etc. Text large enough to quickly read and digest.
- **Call to action**—The brochure or ad is to get attention— if you need to provide background information or more details, add a separate fact sheet or direct to a social media site for more details. Focus on one key message! Edit the text content down to the essential information only.
- **Print in high quality**—Another vital element to creating attention-grabbing flyers is the final print. A quality print finish can be just as important as everything else you put on your flyer or ad. Using a glossy finish and quality paper for your flyer can help create a great first impression and can reflect the same quality of your organization. If you're printing at home, run a test print to make sure all the elements on your flyer look correct.
- **Tip**—Our flyer design tip for you is to stick to a black, white, and grey palette. Restrict yourself to just one or two splashes of bold (but appropriate) color. Teals, mustards/golds, pale greys, French blues and mint greens are great! Colors should be complementary, not distracting. Color will play a significant part in enticing a viewer to take your ad or flyer seriously and take the time to consider it or pass it on. • *From a variety of web sources and articles*

Great Speeches— Woodrow Wilson—July 4, 1914: Fourth of July Address at Independence Hall

We are assembled to celebrate the one hundred and thirty-eight anniversary of the birth of the United States. I suppose that we can more vividly realize the circumstances of that birth standing on this historic spot than it would be possible to realize them anywhere else. The Declaration of Independence was written in Philadelphia; it was adopted in this historic building by which we stand. I have just had the privilege of sitting in the chair of the great man who presided over the deliberations of those who gave the declaration to the world. My hand rests at this moment upon the table upon which the declaration was signed. We can feel that we are almost in the visible and tangible presence of a great historic transaction.

Have you ever read the Declaration of Independence or attended with close comprehension to the real character of it when you have heard it read? If you have, you will know that it is not a Fourth of July oration. The Declaration of Independence was a document preliminary to war.

It was a vital piece of practical business, not a piece of rhetoric; and if you will pass beyond those preliminary passages which we are accustomed to quote about the rights of men and read into the heart of the document you will see that it is very express and detailed, that it consists of a series of definite specifications concerning actual public business of the day. Not the business of our day, for the matter with which it deals is past, but the business of that first revolution by which the Nation was set up, the business of 1776. Its general statements, its general declarations cannot mean anything to us unless we append to it a similar specific body of particulars as to what we consider the essential business of our own day. ..

...In one sense the Declaration of Independence has lost its significance. It has lost its significance as a declaration of national independence. Nobody outside of America believed when it was uttered that we could make good our independence; now nobody anywhere would dare to doubt that we are independent and can maintain our independence.

As a declaration of independence, therefore, it is a mere historic document. Our independence is a fact so stupendous that it can be measured only by the size and energy and variety and wealth and power of one of the greatest nations in the world. But it is one thing to be independent and it is another thing to know what to do with your independence.



It is one thing to come to your majority and another thing to know what you are going to do with your life and your energies; and one of the most serious questions for sober-minded men to address themselves to in the United States is this: What are we going to do with the influence and power of this great Nation? ...

...A patriotic American is a man who is not selfish in the things that he enjoys that make for human liberty and the rights of man. He wants to share them with the whole world, and he is never so proud of the great flag under which he lives as when it comes to mean to other people as well as to himself a symbol of hope and liberty.

When I have made a promise as a man I try to keep it, and I know of no other rule permissible to a nation. The most distinguished nation in the world is the nation that can and will keep its promises even to its own hurt.

It is very inspiring, my friends, to come to this that may be called the original fountain of independence and liberty in American and here drink draughts of patriotic feeling which seem to renew the very blood in one's veins.

...My dream is that as the years go on and the world knows more and more of America it will also drink at these fountains of youth and renewal; that it also will turn to America for those moral inspirations which lie at the basis of all freedom; that the world will never fear America unless it feels that it is engaged in some enterprise which is inconsistent with the rights of humanity; and that America will come into the full light of the day when all shall know that she puts human rights above all other rights and that her flag is the flag not only of America but of humanity.—Pres. Woodrow Wilson •

[July 4, 1914: Fourth of July Address | Miller Center](#)



Was Agent Orange a powder or liquid? The name comes from the orange-labeled containers the herbicide was shipped in. Thus, Agent Orange is not orange; rather it is a colorless, clear liquid. Thousands of barrels of Agent Orange was stored on Johnston Island, an atoll in the South Pacific, for six years until the last barrel is destroyed on a Dutch incineration ship in 1977. Agent Orange has a short half-life of days and weeks after application to vegetation, and has not been found to persist, after 50 years, in the water or soils of southern Vietnam.

SPAM HISTORY—Spam was introduced in 1937 as a 12-ounce convenient, long-lasting protein source — something sorely needed during the Great Depression. It originally cost just 25 cents and was made with pork shoulder, chopped ham, water, sugar, and sodium. It was created by George and Jay Hormel, who then offered a \$100 prize for the best name. The brother of a corporate executive came up with the name Spam, a combination of “spice” and “ham.”

When the United States entered World War II in 1941, Spam was given to American and Allied troops, particularly those stationed at Pacific outposts, where access to refrigeration was severely limited and local sources of meat were scarce. Citizens of conflict-wracked countries in the Pacific quickly embraced Spam, which was absorbed into many local cuisines after American troops departed. (Spam was introduced to Korea a little later, during the Korean War in the early 1950s.)

Many returning soldiers swore off Spam after eating large amounts of it in their ration meals, but in Hawaii, where the US military has long maintained a major presence, Spam caught on and became part of the local cuisine, much like it did anywhere that American troops had a presence during the war. It is now part of Hawaiian and Asian culinary traditions. In recent years, Spam has also experienced a resurgence of popularity throughout America, in part due to creative and multicultural preparation techniques.



In 1962, a 10 year old found a radioactive capsule and took it home in his pocket and left it in a kitchen cabinet. He died 38 days later, his pregnant mom died 3 months after that, then his 2 year old sister a month later. The father survived, and only then did authorities found out why.

An American POW in World War 2 was questioned about US atomic bombs after the bombing of Hiroshima. He told them he didn't know anything about that, but when they threatened to kill them, he "revealed" they had hundreds and that Tokyo and Kyoto were next.

Neil Armstrong completed almost all required coursework towards a master's degree when he joined NASA in early 1960s. A semester short, he returned to USC after his moon landing in 1970 to give a one-hour seminar on the technical aspects of landing Apollo's lunar module to receive his Masters.

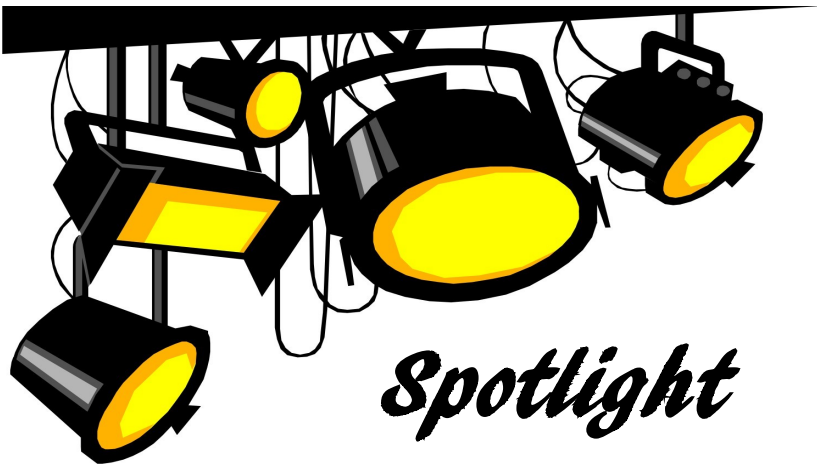
In 2016 a rat broke into an ATM and ate \$19,000 worth of cash.

Time magazine was the first to introduce the name "World War II"

Pennsylvania is the only state that observes Flag Day as a state holiday.



The flag that flew at Ft. McHenry, immortalized by Francis Scott Key, is still around. A 2" x 5" swatch of it was sold at an auction in 2011 for a whopping \$38,000. The rest of the flag is on display at Smithsonian's National Museum of American History.



Spotlight on Public Relations

Information—915-244-1799

V-605 40-8
NURSING FUNDRAISER
ADVANCE TICKETS AT POST 58
*****GUARANTEE YOUR MEAL**
ONLY 150 TICKETS WILL BE AVAILABLE

American Legion Post 58
Saturday—OCT 22nd 5—8pm

 **Schnitzel**

***** Choice *****
Schnitzel w/lemon
Schnitzel w/brown gravy
Jaeger Schnitzel
German Potatoes
Cucumber salad
Roll

Dine-in \$15.00 Take-out

** TICKETS AVAILABLE AT POST 58 - 4724 Vulcan, 79904 **

Your Checklist to Make Awesome Ads & Flyers in 2023

Keep this checklist at hand when you're tackling a new flyer design project:

- Consider function before form. Think about the practical purpose your flyer will play before you dive into the aesthetics.
- Consider an irregular grid to make the most of small print space.
- Consider an understated, restrained design for more formal flyers or ads.
- ... or make a bold statement with an attention-grabbing trio of bright color, strong photo, and bold typography.
- Introduce some tech appeal to your flyer with app-inspired design elements.
- Make your flyer appear friendly and approachable with personable, informal photography.
- Make use of transparencies and gradients to create a layered effect without compromising on the impact of your chosen photography.
- Use shapes with shape tools to create a modular effect on your flyer—great for showcasing many images.
- Adjust the mood of your flyer in a flash by switching your color palette.
- Try to make your flyer a keeper. Convert more long-term interest by making your flyer into a reminder that the viewer prints.
- **Tip:** Print a test version—hang on a wall—walk by it a few times, look at it from different distances—does it grab your attention immediately and in a few seconds can I get the jist of its message. • *This is an add-on to our previous page on flyers and ads, brochures, etc.*

POSTER OF THE MONTH



— *I find that* —
THE HARDER I WORK
****The more luck****
I SEEM TO HAVE

Thomas Jefferson

L'Editeurs Back Page... "Butts in seats"



Let's talk a bit about public relations in general. When you think about it—the measure of public relations for La Societe, the Dallas Cowboys, Anheuser-Bush or any business or organization is the end result of how many “butts in seats”. All the advertising, marketing, commercials, newsletters, press releases, social media “likes” mean nothing if the seats are empty or the shelves of Bud Light are full.

Public relations is a means to an end...and the end is measured in success.

So one thing we have to look at is how well we are doing all of the above. How many press releases did we do? How many news articles about us have been printed? Did we get any TV or radio attention? You can measure a PR campaign's success by considering the number of likes, shares, new followers and average monthly posts reached on your social media. All the kind of stuff we ask on our annual Public Relations Report.

Membership is not just making goal but how many members are attending promenades, participating in programs and events. Membership is how many Voyageurs are seeking leadership positions. This is how we measure “butts in seats” for membership. Measuring your PR results allows you to make the most of your efforts and justify putting time and energy into this aspect of a Locale or Grand. - L'Editeur

APPLICATION FOR MEMBERSHIP TO THE BLUE CHEVALIERS		INITIAL MEMBERSHIP		
NAME:		40ET8 MEMBER	LA FEMMES MEMBER	NON MEMBER SUPPORTER
ADDRESS: STREET:	CITY:	ST:	ZIP:	
PHONE:	EMAIL:			
<p>New members: \$15.00 Renewals: \$2.00 PUFL: \$65.00 for new members \$50.00 members</p> <p>Checks payable to P.A.L.S. - Remit to:</p> <p>Renslar R. Keagle, 8714 Marble Drive, El Paso, TX 79904</p>				

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

P.A.L.S. APPLICATION—RENEWAL or NEW MEMBER	
Full Name _____	
Address: _____	
City _____ State _____ Zip _____	New Member <input type="checkbox"/> Renewal <input type="checkbox"/>
Email _____	PUFL \$100.00 <input type="checkbox"/>
Voiture Locale _____	
Dues: Mail only \$17.00 <input type="checkbox"/>	Checks made out to P.A.L.S. Remit to: Renslar R. Keagle 8714 Marble Drive El Paso, TX 79904-1710 rennykeagle@gmail.com
Mail and Digital \$17.00 <input type="checkbox"/>	
Digital only \$10.00 <input type="checkbox"/>	
PUFL down payment (minimum \$25) <input type="checkbox"/>	

More Unremembered...



Navy Veteran Lt. Cmdr. George Gay, who was the sole survivor of the USS Hornet-based planes during the Battle of Midway. George Gay, often referred to as the “sole survivor” of Torpedo Squadron 8, was born in March 1917 in Waco, Texas.

In February 1941, Gay was accepted to serve in the United States Naval Reserve. That year, he began flight training at the Naval Reserve Aviation Base in Miami, Florida. On Sept. 3, he officially earned his wings. A month later, he was assigned to serve on USS Hornet and Torpedo Squadron 8, located in Norfolk, Virginia.

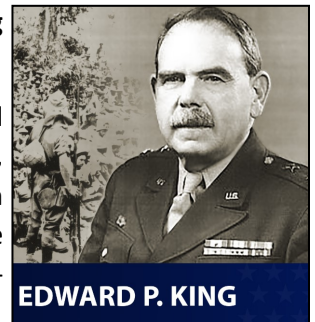
With USS Hornet assigned to the Pacific Theater, Gay first saw combat during the Battle of Midway. Thirty men, including Gay, were ordered to fly toward the Japanese aircraft carrier; their squadron commander ordered all five groups to attack the Japanese Zero fighters. With no support nearby, the Japanese fleet attacked each American plane, killing Gay’s gunner. Gay’s plane was later shot down by Zeros. The only chance for him to survive was to pull himself out of the cockpit. He managed to survive for over 30 hours in the ocean before a Navy patrol boat rescued him.

For his actions at Midway, Gay was awarded the Purple Heart, the Navy Cross and the Presidential Unit Citation. He returned to his home state of Texas to recover from his injuries. Upon his return, he was featured on the cover of Life magazine and was offered a movie about his story by 20th Century Fox. He turned down the offer and instead returned to serve in the war in 1942.

In May 1946, he got married and, together with wife Esther, moved around the country to several different states. On Oct. 21, 1994, Lt. Cmdr. George Gay died from a heart attack. His ashes were spread along with 29 of his squadron’s aviators who died in combat. We honor his service.

Army Veteran Edward P. King, who chose to surrender to Imperial Japanese forces during World War II rather than have his troops be subject to unnecessary slaughter.

April 9 is National Former Prisoner of War (POW) Recognition Day. The man most associated with this remembrance is Maj. Gen. Edward Postell King Jr. (July 4, 1884, to Aug. 31, 1958), who on this day in 1942 surrendered his command, in violation of direct orders, on the Bataan Peninsula in the Philippines to the invading Imperial Japanese forces. Not doing so would have led to the pointless slaughter of his sick, starved and exhausted soldiers, as well as of the civilian population under his control.



A decorated artilleryman, King made the moral choice to risk his career and reputation by refusing to sacrifice his men for no military gain. His men had fought for four months with antiquated weapons, dwindling resources and no hope of rescue. The approximately 75,000 troops (63,000 Filipinos and 12,000 Americans) were the largest contingent of U.S. soldiers ever to surrender to the enemy. According to one source, King emphasized to his men that he surrendered them—they did not surrender, for they “had no alternative but to obey [his] order.”

Upon surrender, the troops and civilians were forced on the infamous Bataan Death March up the peninsula to a makeshift POW camp 100 miles north. King and the survivors became POWs for the next three and a half years, enduring abuse, starvation and torture in the Philippines, Formosa and Manchuria.

King assumed command of the American-Filipino forces on Bataan on March 12, 1942, shortly after MacArthur was evacuated from the Philippines to Australia. He oversaw a tenacious and courageous defense of the Peninsula. He expected, however, to be court-martialed after the war. He was not, but neither was he promoted or invited to be on the deck of the USS Missouri for Japan’s formal surrender.

He died peacefully at his home in Brunswick, Georgia, on Aug. 31, 1958. We honor his service. •