

The Bulletin

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STORYTELLING • AMBASSADORSHIP • PERSUASION

Happy Thanksgiving

It goes without saying, but the Public Relations Committee and the Blue Chevalier Project staff wish you all the best for Thanksgiving and the upcoming holiday season.

So blessings, safe journeys and good health to you all!

Content this month over a lot of pictures, just a lot to cover and include. Always looking for and welcoming input. Re-visiting some subjects this month to get fresh ideas and perspectives.

"Thanksgiving Day is a jewel, to set in the hearts of honest men; but be careful that you do not take the day, and leave out the gratitude." *E.P. Powell*

In this issue!!

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George Hartley

Don Collins

Paul Chevalier



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THE CLIPBOARD

Telling vs. Selling!

Four words we never want to hear—"I'll think about it" after you've told and described La Societe. We need to be more than a talking "What is the Forty and Eight" pamphlet.

Telling isn't Selling. Listing off features and programs, figures, and facts about the Forty and Eight is NOT the same as selling it. We go into "selling" La Societe by ASKING QUESTIONS!

Telling has its value of course and a great lead in but we make the sale with great follow-up questions. Questions that provoke thought and interest in us as an organization. Ask how they feel about all that you've just said or anything in particular that interests you?

We've also got to come across as genuine, personable and persuasive! ·

L'Editeurs Top Picks from the Web...

- Lawmakers are again taking aim at TikTok, this time over what they perceive to be an anti-Israel and antisemitic bias. The largely conservative legislators point to the prevalence of pro-Palestinian hashtags on the app as proof of "brainwashing" and a "malign influence operation" carried out by the Chinese government, the Washington Post reported. TikTok denies that the Chinese government has any influence in the app's algorithm. Facebook and Instagram show a similar prevalence of pro-Palestinian content over pro-Israel, a statistic the Post suggests could be due to videos coming not from the United States, but from predominantly Muslim countries. Additionally, there is a wide generational difference in how young people more likely to use social media view the conflict versus older, less social media savvy people. But all of this could still add fuel to the push to ban or otherwise curtail TikTok in the U.S.
- Some good news for your wallet: inflation was flat in October, CNBC reported. The core consumer price index, excluding food and energy, also reached two-year lows, giving hope that we might be leaving this long inflationary period at long last. The stock market bounced on the news, hopeful that the fed won't again hike interest rates.
- In a move that could have implications for the 2024 U.S. elections, Meta (Facebook) will require political ads on its family of social networking apps to disclose AI usage, the Washington Post reported. While "inconsequential" changes like color correction or cropping don't need to be disclosed, these use cases must be revealed: Ads that show a real person doing or saying something they did not say in real life. Ads showing a person who does not exist or events which did not happen. Ads that change depictions of real events.
- Gen Alpha – the group of youngsters coming up behind Gen Z, currently under age 13 – wants skin care over toys this holiday. Unsurprisingly, CNBC reports that this desire to improve upon tween skin is driven by social media, where "skinfluencers" demonstrate elaborate skincare routines. It's a reminder that many brands need to start thinking about the next generation, who will inevitably be different in their wants and needs from their predecessors. It's never too early to start researching, listening and understanding, whether these current middle schoolers are your prospective customers or your future partners and employees.
- Joe Biden has a PR problem. By most measures, the U.S. economy is performing well: jobs data is strong, and the GDP continues to grow. Inflation, however, remains stubbornly high, as do interest rates. These figures are hitting regular voters in the pocketbook and leading to slumping poll numbers for Biden, especially where the economy is concerned. Despite the president's attempts to take credit for the strong parts of the economy with his "Bidenomics" tagline, voters aren't buying it. A New York Times/Siena poll found Biden weak against Trump in five of six key battleground states — and just 2% of those surveyed rated the economy "excellent." Biden has almost exactly a year to figure out how to make Americans feel better about the economy and earn their vote.

P.A.L.S. PR Page



From our nationale website...

In 1947, American newspaper columnist Drew Pearson was so moved by the conditions in war torn Europe that he called on Americans for donations of food, clothing, medical and other supplies to aid the plights of France and Italy. He proposed a plan for a train to cross America collecting car loads of donated supplies as it went.

The “Friendship Train”, as it was called, left Los Angeles on November 7, 1947 with eight empty boxcars. The response from across America was overwhelming and eleven days later on November 18, 1947 the “Friendship Train” arrived in New York with some 700 Box Cars loaded with donated goods worth \$40 million. The supplies were then shipped to the region.

As the aid began to pour in, a French veteran of WW I and railroad worker named Andre’ Picard was so grateful for America’s outpouring of generosity that he formulated a response and joined with the French Veterans Association to reply with a 49 car “Merci Train” of WWI era boxcars, each filled with mementos from the French people and sent to America.

The boxcars arrived in New York Harbor February 3, 1949 and as the “Gratitude Train”, as came to be called in America, crossed the Nation one boxcar with it’s contents was donated to each of the 48 States with one shared by the District of Columbia and the territory of Hawaii.

Today these “Box Cars” stand in their respective States as a testament to these two incredible displays of goodwill and have evolved through the efforts of “La Societe de 40 and 8” and the National Boxcar Association to annually raise funding to support the many charitable programs of the 40/8 in support of our communities across this great Nation.

Go to www.mercitrain.org

Most know the above story, it’s part of our La Societe history and heritage. With the 75th Anniversary approaching in 2024, now is the time to get our public relations going to promote this special event. I know several states are planning special activities and it is our goal to publish those activities. Next month we’ll highlight what Texas is doing—a big event planned.

The Texas 75th Anniversary Celebration will be 1200 hours, Friday March 22, 2024 at the Texas Military Forces Museum (home of the Texas Boxcar), Camp Mabry, Austin, Texas and at 1400 Friday March 22nd, at the Capitol visitors Center 112 E. 11th Street, Austin Texas. More details next month.

What is your state planning—let us know!!!

How important is the Chaplain?

Special thanks to Ralph W. Rounds II, Aumonier, Grande du Illinois for his submission. I've had a couple months and I want to give it it's due.

"In today's world the topic of faith is taking a proverbial beating. Many will tell you that God is not an important part of life let alone not be included in the United States.



It seems many are hung up on the idea of "separation of church and state" and they believe that it is in the U.S. Constitution which in fact it is not. All the Constitution states is "Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof."

The idea of separation of church and state came from a letter that Thomas Jefferson send to the Danbury Baptists where he stated, "I contemplate with sovereign reverence that act of the whole American people which declared that their legislature should 'make no law respecting an establishment of religion, or prohibiting the free exercise thereof,' thus building a wall of separation between Church and State."

So, what is the point here? The point is that our Founding Fathers believe that God was important. It was important enough that our first Commander-In-Chief of U.S. forces George Washington made a request to the Continental Congress that he be allowed to establish a Chaplain's Corp. He felt and believed that a persons faith and their relationship with the lord was not only important but that relationship with the Lord would get the United States through the war with England and help ensure the United States victory.

On July 29 July 1775, Washington's request was granted by Congress and the Chaplain's Corps was created. That's how important Chaplains (Aumoniers) are. Chaplains have been with the United States since the beginning." ·

Chaplain Joseph T. O'Callahan—Father Joseph O'Callahan was not only a priest, but a math and physics professor. He joined the Naval Reserve Chaplain Corps in 1940 and served in various combat and non-combat locations. O'Callahan was aboard the USS Franklin near Japan on March 2, 1945, when a Japanese pilot dropped two bombs on the ship, killing, injuring, or blowing overboard around 1,000 men instantly. O'Callahan immediately went to work to rescue those who were injured or trapped, put out fires, and direct survivors to wet down ammunition to prevent further explosions. He also administered Last Rites to those who did not survive. O'Callahan and the crew members who stayed aboard spent three days working to put out fires, evacuate the wounded, offload dangerous ordnance, and keep the ship afloat. His leadership and encouragement kept the other crew members going. For his service aboard the USS Franklin, O'Callahan was awarded the Medal of Honor. He remained in the Naval Reserve after the war, retiring in 1953 with the rank of Captain.

Chaplain Father Herman Felhoelter—was born in Louisville, Kentucky, in 1913 and was ordained in 1939. He served as an Army chaplain in World War II and received a Bronze Star for service under fire. After that war, Felhoelter became an assistant pastor in Cincinnati, but was re-commissioned in 1948. During the Battle of Taejon in July of 1950, North Korean troops cut off a supply line road, preventing evacuation of wounded U.S. troops. A group from the 19th Infantry tried to carry them over the hills, but became exhausted by the rough terrain and put down the litters of those who could not walk. One medic, Captain Linton J. Buttrey, and chaplain Felhoelter stayed behind with the wounded men. Both were unarmed, and both men wore the insignias of their vocations, clearly indicating they were non-combatants. A North Korean patrol approached them, and Felhoelter ordered Buttrey to flee. He did, but was shot in the ankle while running. The chaplain continued to give last rites to the wounded. The enemy patrol shot Felhoelter in the head, then proceeded to kill all thirty wounded men. The attack was witnessed from hills some distance away through binoculars by other members of the 19th Infantry. Felhoelter was awarded the Distinguished Service Cross. ·

Public Relations and Photography

It goes without saying how important photos and imagery are within La Societe. Many of our publications depend on it like the Forty and Eighter and Voyageur Briefs. When we post to social media we see the greatest impact and reaction to photos more than anything else and of course photos and images are great storytellers.

While reading a complete story will obviously offer a nice perspective on any subject, even the best prose can't compete with a picture's ability to instantly provoke an emotion or reaction. *Editors, reporters and journalists are just as susceptible to the power of images as readers, and the right image can convince them to run one story over another.*

PR photography is all about choosing the perfect photo to accompany a pitch for an article, capture an event or a press release. It's vital because images amplify the content, catching the reader's eye and prompting their curiosity. Images also make your story more memorable: research suggests that using an image increases the chances of a reader remembering it by 55%.

Images are critical to getting noticed on the internet. On social media in particular, images aren't just an asset; they're practically a necessity. On Facebook, 87% of posts that users share contain photos, and Twitter has found that including a photo in a tweet increases retweets by 35%.

There are three key steps to perfect PR photography. The first step is setting the scene. This means choosing the right background to emphasize your subject and setting up proper lighting. Try to get the lens as close to the subject as possible.

The second critical component is angle. We're used to seeing the world from standing height, so mix it up and sit on the floor, crouch or stand on a piece of furniture to get a new perspective. As news photographer Giulio Saggin, put it: "If you can't move your subject, move yourself."

The final consideration is action. Your pitch is probably full of verbs, and your photo should be equally dynamic. Capture the subject in motion or doing an action, and if that's not possible, give them something to hold or capture an animated expression. *Scene, angle, action. It's as simple as that.*

Photos can be used to add clarity and vision to any PR initiative. "Action" images of members in action, officers speaking to groups or organizations, and members at work and/or group outings, can add a different perspective for journalists as well as present and possibly future members.

*** Photos can be made into a video. A digital album or group of photos can be easily made into a video for either in-house or outreach purposes. Done properly, a set of well executed photographs adds warmth, understanding, and assists in the perceptive value associated with the overall strategic goal of the event.

Photos, PR and fundraising...

Fundraising lends itself to fostering human connections. Let your passion for your cause show through your photos! If your images capture your excitement about your project, your donors will be excited about it, too.

Blurry, unfocused, or grainy photos can harm your fundraising efforts and make your organization seem less competent. Photos that are clear, in focus, have bright color, and are high "resolution" will appeal most to your donors and strengthen their trust in you. Large images simply show details better, and will help your project look more professional. We recommend that photos be at least 1,000 pixels wide or 1MB in size.

For the best impact, only use photos that were taken of your actual project. Donors will respond more positively to genuine, real, authentic images than they will to stock photography.

Before publishing images, posting them on social media, uploading them to your fundraising page, sharing them with the media, or including them in your printed materials, it is important that you have the appropriate permission to use and distribute the photo. • *Tip and ideas above from a variety of web sources*

PR Editorial— “PR” also stands for “Partnership Relations”

I’ve known about partnership relations for some time and it’s a little hard to wrap your head around and understand.

We’ve always assumed that public relations was an area we managed internally within La Societe—being our relations with our membership, the media and our communities—traditionally dealing with the media through press releases, interviews, published articles, etc. Internally through our newsletters and social media. Lots of in-betweens in public relations but most of us have a general idea of what it is about. Like we have said, public relations is basically about storytelling, ambassadorship in our communities and of course using persuasive techniques to get out our story and perhaps help achieve membership goals.



However partnership public relations takes us out of the norm we are used to and takes the philosophy of PR in another direction—third party relationships. Our Locale and Grand opportunities expand when we find ways to shape multi-dimensional partnerships where each side succeeds and benefits each other.

The bottom line is that smart PR partnerships expand opportunities. An effective partnership program has the potential to increase revenue, donations and financial support, drives growth and heightens our community awareness.

We, as Forty and Eighters, interact in our communities all the time. Presentations, public speaking and Flags for First Graders are perfect examples. Partnerships take this to another level. Some are doing this already, but it takes a bit of work and motivation to actively seek partnerships in your community. If you are going to partner with another group or organization, it is usually the leadership of one group beginning the conversation with the other.

We must consider what the purpose of the partnership is, what is our goal and what do we hope to achieve? Is this a short term partnership like for an event, or is going to be a long term relationship? Has a group or organization reached out to you or will you begin the conversation? How about some real-life examples of partnerships that are working...

A Locale had developed a partnership with the Kiwanis Flag Foundation resulting in annual donations for their Flags for First Graders program. The same Locale has a great partnership with the local chapter of the Daughters of the American Revolution with public speaking and many mutual interactions resulting in donations and a shared partnership with Wreaths Across America.

I know of a locale that has a long term partnership with Flags Across America to help, assist and promote the honorable retirement of flags—mutually helping and assisting each other in this endeavor.

These organizations do not have to ask “What is the Forty and Eight”. Community partnerships takes the knowledge and appreciation of a Locale or Grand outside the boundaries of our closed door promenades and ritual. Those with whom we have partnerships with, need to be kept informed of our activities and special events. They need to be on our mailing list for our newsletters, flyers and notices. They need to be invited to activities that are appropriate.

Whether you want to boost revenue and donations, drive membership growth or increase community awareness, pave the way to partnership success by launching a partnership program benefiting both you and your partner. •

- L’Editeur

"You need to be aware of what others are doing, applaud their efforts, acknowledge their successes, and encourage them in their pursuits. When we all help one another, everybody wins." – Jim Stovall

"If you want to go fast, go alone. If you want to go far, go together." – African Proverb

"Hard work beats talent if talent doesn't work hard." – Tim Notke



Great Speeches—Pres. George Bush Christmas Message to American Troops

This message was recorded on December 11 in Room 459 of the Old Executive Office Building. It was broadcast on the Armed Forces Radio and Television Network to American troops worldwide on Christmas Day, 1990.

Merry Christmas and happy holidays to you who are standing watch around the world. Never have I been prouder of our troops. Never have I been prouder to be your Commander in Chief. Because in this season of peace, it is your commitment and your courage that makes peace possible.

We think of you in the snowy fields and runways of Europe, where thanks to you millions are celebrating Christmas and Hanukkah openly for the first time in 45 years. We think of you off the coast of the Philippines and Japan and the DMZ in Korea. We think of you in Panama, where lightning success last Christmas ended the reign of a despot and brought peace to a people. We think of you in the air, on the high seas, and at bases and Embassies around the world, who kept our country untouched and at peace throughout the long winter darkness of the cold war.

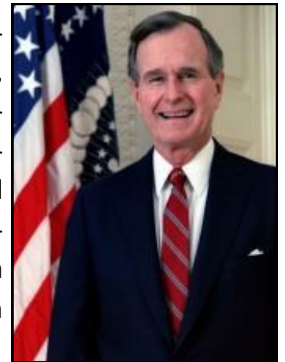
Back home, some talk of the cost of war, but it is you who understand the price of peace. Each Christmas Day, we close our eyes in prayer and think of what Harry Truman called the humble surroundings of the Nativity and how from a straw-littered stable shone a light which for nearly 20 centuries has given men strength, comfort, and peace.

It's distant in time, but close within our hearts; because on this Christmas Day, hour by hour, hand in hand, Americans will send their prayers eastward across the ocean and halfway across the world not only to the town of Bethlehem but to the sands and shores where you stand in harm's way.

We're in the Gulf because the world must not reward aggression, because our vital interests are at stake, and because of the brutality and danger of Saddam Hussein. We're there backed by 12 United Nations resolutions and the forces of 25 other countries.

Barbara and I spent Thanksgiving with our men and women over there. And when we got back, I spoke to the American people -- told them of your bravery and reminded them why we're there. First, I put the immorality of the invasion of Kuwait itself. I said I was deeply

concerned about what has happened and is happening there, concerned about a ruthless despot's attempt to dominate a volatile and critical region, concerned about his efforts to acquire nuclear arms, and concerned that a promising era is threatened by an international outlaw.



And I told the American people something else: that we want peace, not war, and that I will do my level-best to bring you home without a single shot fired.

And let me say one other thing: The sacrifices you make will never be forgotten. America is behind you, the world is behind you, and history is behind you. When you come home -- and we hope it's soon -- you'll be welcomed as what you are: all-American heroes.

Today at the White House and all across America, candles burn in remembrance of you and all our troops across the country and around the world. There is no way Americans can forget the contribution you are making to world peace and to our country. Whenever we see Old Glory snapping in the breeze, we think of you. Whenever we hear the inspirational words of "The Star-Spangled Banner," we think of you. And whenever we enjoy the boundless opportunities of a free country, we think of you.

And so it is with the holidays, for tonight the star of Bethlehem and the candles of the menorah will cast their light in American outposts around the world with a timeless message of hope and renewal that radiates to people of all faiths. Each of you is precious. Each life is important because it touches so many other lives. And while you may be out of America's sight, rest assured no matter where you serve you will never be out of America's heart.

Merry Christmas and happy holidays to you all. God keep you and watch over you. And God bless America.

George Bush

41st President of the United States: 1989 - 1993



The April 8, 2024 Total Solar Eclipse will be a stunningly long eclipse with over 32 million people living on the path of totality. It will be the most-watched celestial event in our lifetime. The April total solar eclipse travels an impressive 100-mile-wide “path of totality,” a narrow ribbon that crosses northward out of Mexico to traverse Texas and other states before curving eastward to pass over Cleveland, Buffalo, Plattsburgh, NY, and Burlington, VT. Then, the Moon’s shadow heads rightward across northern New Hampshire and Northern Maine, even skimming parts of several Canadian provinces. Not only do 32 million people live on the 2024 path of totality in the United States (versus 12 million people in 2017) but also tens of millions of people in North America live near the path of totality. This should be the most watched total solar eclipse in history. The maximum duration of totality along the April 2024 eclipse path will be 4 minutes and 28 seconds of total darkness. For comparison, the maximum length of totality for the 2017 total solar eclipse to cross the continental U.S. was just 2 minutes 40 seconds.

*** The path crosses through Dallas, Little Rock, Indianapolis, Cleveland, and Buffalo—with San Antonio, Austin, Cincinnati, and the Canadian city of Montreal lying just at the edge of the 120-mile-wide eclipse path.

The Year of the Dragon—Lunar New Year begins on the date (in East Asia) of the second new Moon after the winter solstice, which always occurs in late December. This means that the first day of the Lunar New Year can occur anytime between January 21 and February 20. In 2024, the second new Moon occurs in China on Saturday, February 10, marking the start of a new lunar year. Although this holiday is commonly called “Chinese New Year” in the West, China is not the only country to observe it. Lunar New Year, also known as the Spring Festival, is the most celebrated and longest of all Asian festivals and is observed by millions of people worldwide.



Beer is the third-most popular drink on Earth, after water and tea. A government-funded organization in Amsterdam, the Rainbow Group, hires alcoholics to clean litter from city streets and pays them with beer. In 2001, some Belgian elementary schools began serving low-alcohol beer to schoolchildren at lunch as a healthier alternative to soda. McDonald's offers beer on its menu in many countries, including France, Germany, Portugal, and South Korea.



The strongest beer in the world is "Snake Venom," brewed by Scottish brewery Brewmeister. It is 67.5% alcohol by volume (abv). For comparison, most vodka is 40% abv, with beers typically between 3% and 10% abv. You can buy a "boot of beer" in many German drinking halls. The boot-shaped glass hearkens back to the practice of German soldiers drinking beer from an actual boot in the trenches of World War I.

You cannot snore and dream at the same time.

The Lipton Tea Factory in Jebel Ali, Dubai, produces 5 billion tea bags a year.

The word dinosaur was coined by British paleontologist Richard Owen in 1842. It is Greek, meaning terrible lizard. Rather than implying that dinosaurs were fearsome, Owen used the term to refer to their majesty and size.

Juneau, Alaska, can be reached by cruise ship, ferry, or air, but it is the only U.S. state capital that cannot be reached by road.



Spotlight on Public Relations



The Power of Video: Elevating Public Relations

The use of video has become a dominant force in public relations strategies, capturing attention, evoking emotions, and leaving a lasting impact. With its dynamic and engaging nature, video enables organizations to tell compelling stories, strengthen their brand, and create meaningful connections. By incorporating video into our PR arsenal, we can unlock a powerful tool that can amplify our message, engage our target audiences, and drive favorable outcomes, fundraising and even membership.

So what are some strategies...

Storytelling—Use videos to tell compelling stories about your Locale, Grand or document a special event. Craft narratives that resonate with your members and communities emotions and values. Highlight real-life experiences, behind-the-scenes footage, or interviews with members.

Press Releases and Announcements—Instead of traditional written press releases, create video announcements to share important news, special events, or organizational updates. Videos can make your content more shareable and increase the chances of media coverage. The younger the viewer, the more impact videos have—it's in their culture now.

Media Relations—Offer media outlets and journalists video content that can be used in news stories. This can include video interviews or event coverage. Provide high-quality, relevant footage to enhance their stories and increase the visibility of your organization.

Thought Leadership—Position your Locale or Grand as a thought leader in your veterans community by creating educational and informative videos. Offer insights, expert opinions, and analysis on veteran trends, challenges, and innovations. Publish these videos on your website, social media platforms, and share them with community publications.

Social Media Engagement—Optimize your video content for various social media platforms to increase engagement. Create short, attention-grabbing videos that are easily shareable. Experiment with different social media video formats.

Live Streaming—Utilize live video streaming platforms such as Facebook Live, Instagram Live, or YouTube Live to broadcast special events, interviews, special promotions or highlight program sessions. This interactive format allows real-time engagement with your audience and can generate excitement and buzz and even membership.

La Societe cannot afford to overlook the immense potential of video in our public relations strategy. By strategically leveraging video content, we can differentiate ourselves, build trust, and foster a loyal community of members and community advocates—which directly ties to fundraising.

Whether through captivating storytelling, thought leadership, or engaging live streams, video allows us to convey our organizational message with impact and authenticity. • *From an article by the divigroup.com*

POSTER OF THE MONTH



**When a train goes through a tunnel
and it gets dark,
you don't throw away the ticket
and jump off.
You sit still and trust the engineer.**

L'Editeurs Back Page...

What are you eating for Thanksgiving? We all know the story taught by primary schools in America has been, to put it mildly, embellished.

First of all, the menu was drastically different. I don't know how sweet potatoes (introduced to North America in the mid-1700s), cranberry sauce (first turned into a sauce in 1670) or green bean casserole (created by the Campbell's soup company in 1955) made it onto our traditional Thanksgiving table, but I give thanks for mashed potatoes making the cut, despite not being introduced to the colonies until 1750. The real menu was better in some ways, worse in others.

Only two documents detailing the menu survive from 1621. They mention "waterfowl," which likely means ducks, geese and/or swans were the bird of the day. In the traditional style of terrible English cooking, they were all likely boiled at the first Thanksgiving and perhaps turned into pies. It's likely that mussels, dried fish, lobsters and maybe even seals were included in the feast. Those early documents also say that venison and "Indian corn" were served at the first adult's table.

Another bird likely served at the first Thanksgiving was the eagle!

Don't burn the turkey— and Happy Thanksgiving!

Info from the web



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:		

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



P.A.L.S. dues are annual from January to December

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 _____			
ANNUAL DUES	MAIL ONLY: \$20.00	<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: \$20.00	<input type="checkbox"/>	
	DIGITAL ONLY: \$10.00	<input type="checkbox"/>	
	PUFL down payment (minimum \$25)	<input type="checkbox"/>	



More Unremembered...

Seaman 1st Class Houston Temples Accounted for from World War II

Submitted by Robert Latino, V-1360, Bogalusa, LA

Houston Temples was born in 1917 in Louisiana. He was one of the eleven children of Tommie Temples and Dixie Sheridan.

The Defense POW/MIA Accounting Agency (DPAA) announced that Navy Seaman Houston Temples, 24 of Varnado, LA, killed during WWII, was accounted for on April 16, 2021.

On Dec. 7th, 1941, Temples was assigned to the battleship USS Oklahoma, which was moored at Fort Island, Pearl Harbor when attacked by Japanese aircraft. The USS Oklahoma sustained multiple torpedo hits, which caused it to quickly capsize. The attack on the ship resulted in the deaths of 429 crewman, including Temples.

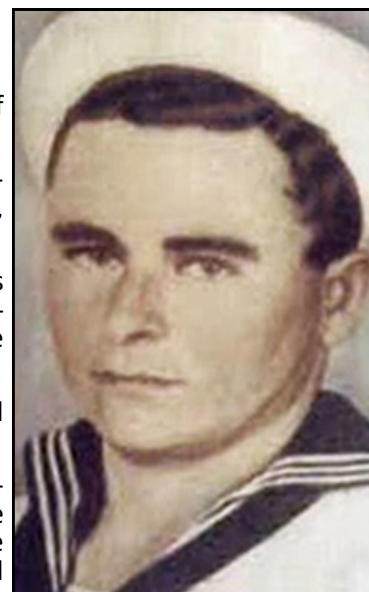
From Dec. 1941 to June 1944, Navy personnel recovered the remains of the deceased crew, which were subsequently interred in the Halawa and Nu'uaniu Cemeteries.

In September of 1947, tasked with recovering and identifying fallen personnel in the Pacific Theater, Graves Registration disinterred the remains and transferred them to the Central Identification Laboratory at Schofield Barracks. Only 35 men were able to be identified at that time. In October of 1949, a military board classified those who could not be identified or recoverable, including Temples.

To ultimately identify Temples remains, scientists from DPAA used dental, DNA and anthropological analysis.

Note: The USS Oklahoma Project is a six year effort by the Department of Defense to match disinterred remains with DNA samples donated by families—and has resulted in the majority of crew members unaccounted for identified.

To date of the 429 casualties, 394 remained unidentified after initial post-war efforts. 361 casualties individually identified during the project, 94% of the total. 33 casualties could not be individually identified, 8% of the total.



James J. Jacques is one of the last names on the Vietnam Veterans Memorial wall. His name appears on Panel 01W Line 131.

Born and raised in Colorado, Jacques enlisted in the Marine Corps soon after his eighteenth birthday in 1974. Though his family was worried about him joining, they supported his desire to serve his country.

Jacques deployed to Vietnam in December 1974. Though the Paris Peace Accords had been signed, establishing peace in Vietnam and ending the war, the agreement did not encompass Laos and Cambodia, where Jacques' unit served.

From May 12 to May 15, 1975, the U.S. merchant vessel, "SS Mayaguez," was seized and its crew taken hostage by Khmer Rouge, the name given to communist forces in Cambodia. The U.S. launched a rescue operation on May 15th, encountering much stronger defenses than expected.

Jacques was killed during this operation when his helicopter was shot down. His family received the news of his death just seven months after he enlisted.

ed. "The Mayaguez Incident" was the last battle of the Vietnam War. Twelve Marines were unaccounted for at the battle's end, Jacques among them. It wasn't until 1995 that the location of his remains were discovered, after a Cambodian civilian turned in his dog tags to U.S. officials. It took another 17 years for DNA technology to positively identify his remains.

In 2012, after almost 40 years, Jacques's sister was notified that her brother was finally coming home. In October, Pfc. James Joseph Jacques returned to Colorado to be buried in Fort Logan National Cemetery.

The Defense POW/MIA Accounting Agency (DPAA) website: <https://www.dpaa.mil> (Ctrl-Click)

From the above website—Korean War Disinterment Project Phase 5 Begins

U.S. service members with the Defense POW/MIA Accounting Agency (DPAA) honor the fallen during a disinterment ceremony Oct. 23, 2023, at the National Memorial Cemetery of the Pacific (NMCP) in Honolulu, Hawaii. Given the large number of remains, DPAA has begun phase five of seven to disinter 652 sets of unknown remains associated with the Korean War that had been buried at the NMCP.