

# The Bulletin

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



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The country seems to be coming back alive—mandatory mask wearing in most stores is rare here now. We had a great Grand Promenade here in Texas despite the heat wave. At any rate, hope everyone is well and being safe in their travels as we start moving again.

I'm excited about this years pins, between Grand and my locale we have the 2022 Boxcar, POW/MIA, Carville Star and Americanism pins with Nurses Training on the way. Looking forward to hitting all the pin tables at Nationale. I'm taking orders already for the new POW/MIA bolo.

A lot of different content in this issue—should be something for everyone. For our digital issue we continue on with our flags getting up to flag 19 out of 27. Between Memorial Day to the 4th of July is a very patriotic time—hope the hot dogs and burgers were great and you've flown your flag!  
L'Editeur

**Work for a cause, not for applause.  
Live life to express.  
Not to impress.**

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### P.A.L.S. since 1984—Past L'Editeurs

George Hartley  
Don Collins  
Paul Chevalier



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## P.A.L.S. Page—From the Directeur



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JULY, 2021

Greetings to the entire 40et8 Family,

I have to begin by apologizing for the delay in this letter and report. As many of you know, Bev and I have been trying to relocate to Tennessee for well over a year. The pandemic threw a wrench in to those plans, but it now appears that we will get it done in the very near future.



A bit of advice to anyone who thinks moving after forty years in one house is a piece of cake, you need to reevaluate your thinking!

That takes care of my bellyaching, now for the business at hand. Even with the pandemic, 2020 was a good year for PR reporting and communication. 2020 PR winners could not be honored appropriately last year but received their awards by mail. I hope that their Grands were able to transmit their congratulations to the appropriate personnel.

This year's awards appear to be developing as profile of the "usual suspects"! It seems as if the same Voitures do the work every year. We have some spotty improvement from Area 4 but little change any of the others.

This years submittals are being reviewed now for selection Award winners for 2021. Continue to send in your submittals. If they don't get in the pool for this year they will count for 2022.

Hope to see you all in Springfield.

Yours in service to La Société,  
*Bob "OB1" Cearlock*  
National Directeur, Public Relations  
La Societe 40 et 8

**AWARDS LIST ATTACHED**

**L'Editeur**—Wishin' and hopin' that many reports are getting done not only for public relations but for all programs. Only a few days left to get newsletters turned over to the sous in your area or directly to Directeur Cearlock if they haven't already been submitted. Newsletters are hard work and deserve recognition.

If you're going to Nationale, look for the P.A.L.S. table, we'll be there as usual with typewriter, a fresh batch of 2022 and beyond cards and a bag of P.A.L.S. pins. Looking forward to seeing you all. Final note—please keep me informed of email and address changes—emails getting rejected and mail-outs being returned.—Renny



## 2021 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 Editeur Award**  
Presented to the Editeur of the Grand or Locale publication exhibiting the best combination of News, Humor, Creativity, and articles promoting the Programs and Traditions of La Société.

**A nomination from a Grand or Locale that has no submittals on the attached PR report must be accompanied by a copy of the publication being nominated**

## THE CLIPBOARD



### USPS defends plan for slower mail service



The United States Postal Service (USPS) has unveiled details of its strategic restructuring plan, which includes the biggest slowdown of mail delivery time in over a generation including significant reduction in airmail service along with geographic limits on how far mail can travel in one day. “The Postal Service has studied customer preferences, and found that reliability is a top driver of customer satisfaction,” Partenheimer wrote. “Consequently, we are confident that the public will benefit from our effort to introduce greater predictability.”

**Amtrak** has announced that it will spend \$7B to upgrade its passenger trains, replacing aging railcars and locomotives with new coaches that will have more comfortable seating, improved accessibility and power outlets, along with elevated food options. The new trains will also improve environmental efficiency and include battery hybrid locomotives that mix diesel power with all-electric power to reduce Amtrak’s carbon footprint.



The Wall Street Journal reports:

“These new trains will reshape the future of rail travel by replacing our aging 40- to 50-year-old fleet with state-of-the-art, American-made equipment,” Amtrak Chief Executive Officer Bill Flynn said in a statement. “This investment is essential to preserving and growing our Northeast Regional and state-supported services and will allow our customers to travel comfortably and safely, while deeply reducing criteria pollutants.”



**Honda** has unveiled its first electric SUV in the U.S. will be called “Prologue,” framing the new model as an introduction to its upcoming line of electric vehicles and the company’s stated goals to completely electrify its lineup by 2040.

“With the Prologue, our goal is to provide a highly competitive product with the functionality to meet the diverse needs of our customers,” [Honda of America sales chief Dave] Gardner said. “In short, our zero emission focus has begun.” Gardner acknowledged that Honda has a lot of catching up to do with electric vehicles, both to its competitors as well as with the numerous regulations that have been put in place to curb the sale of gas-powered vehicles.

**The Lego Group** has created a prototype brick using PET plastic from recycled bottles that it claims as the first Lego pieces made from recycled materials that meets the company’s strict quality and safety requirements after experimenting with 250 variations of Legos using PET pieces. The company used the announcement as a chance to reframe its biggest sustainability challenge as an opportunity.

According to its press release:

Vice President of Environmental Responsibility at the LEGO Group, Tim Brooks said: “We know kids care about the environment and want us to make our products more sustainable. Even though it will be a while before they will be able to play with bricks made from recycled plastic, we want to let kids know we’re working on it and bring them along on the journey with us. Experimentation and failing is an important part of learning and innovation. Just as kids build, unbuild and rebuild with LEGO bricks at home, we’re doing the same in our lab.”



## PR Editorial — Stop, Look and Listen

Who doesn't remember this from our old school days. "Stop, look and listen" This still holds true today and is good advice for all of us young or old. Of course it is a saying pertaining to watching ourselves at a railroad crossing and of course crossing the street.

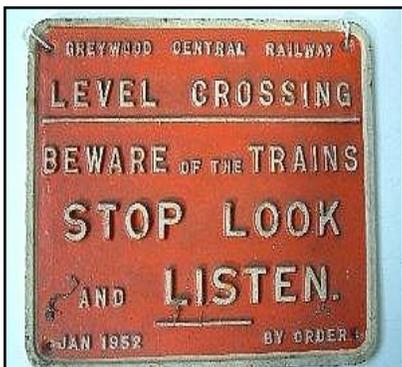
So how can stop, look and listen pertain to us here within La Societe? And this is important because we are at a "crossroads" or a crossing in time if you will as we approach the end of this membership year. It's not just about membership, but assessing end of year activities, programs and our public relations efforts.



Before you can stop you've got to slow down. Ever been in the middle of an activity that seems out of control or is not giving the expected results? So what are some of the things we need to "stop" or slow down if they are impeding progress.

Perhaps we need to stop micromanaging if that is our style—teamwork and delegating drives success. A Chef de Gare should not look upon them self as being solely responsible for success or even failure. It is not a leaders responsibility to solve all problems. However whatever the problem or task, we must at some point stop and give it our full attention—attention that requires managing, coordinating and delegation.

I'm the member of many groups and organizations and I know of none that has as many officers, Directeurs and leadership opportunities as La Societe—we should love that. So as we look at our locale and Grand we see many great Voyageurs Militaire that we need to stop, look and of course listen to as they are the foundation of our great organization.



When we were told to "look" we were told to "look both ways". This is a key element. We have a ritualistic opening and closing to follow with linear steps to follow until we close our promenades. Our ritual and an agenda, following Roberts Rules of Order creates a step-by-step progression of accomplishing our business. But we cannot let that fence us off to thinking any other way. We sometimes need to think outside the lines and the box to be creative. Look around you, possibly change your focus. Look at where you are and where you are going.

Listen to your creativity and the creativity of others. Listening is the key to all communication within a locale or Grand. It allows us to make sense and understanding of what is going on around us.

The approach we use to solve a problem or implement a plan or strategy should begin with the process of stop, look and listen—it's a great navigation technique. If we don't "stop, look and listen" it dilutes our ability to move forward and make progress.

I also remember it like this..."Open your eyes, use your ears, before you use your feet." • L'Editeur

"Forget what is gone, appreciate what remains. Look forward to what's coming next." - Sam Keene

"Choose me or lose me. I'm not a back-up plan or a second choice."

"If you get tired, learn to rest, not to quit."

"Never allow waiting to become a habit. Live your dreams and take risks. Life is happening now."



## One Space or Two—A little grammar history

Can I let you in on a secret? Typing two spaces after a period is totally, completely, utterly, and inarguably wrong.

And yet people who use two spaces are everywhere, their ugly error crossing every social boundary of class, education, and taste.

The public relations profession is similarly ignorant; I've received press releases and correspondence from the biggest companies in the world that are riddled with extra spaces.

"Who says two spaces is wrong?"

Typographers, that's who. The people who study and design the typewritten word decided long ago that we should use one space, not two, between sentences. That convention was not arrived at casually. James Felici, author of the *The Complete Manual of Typography*, points out that the early history of type is one of inconsistent spacing.

Hundreds of years ago, some typesetters would end sentences with a double space, others would use a single space, and a few renegades would use three or four spaces. Inconsistency reigned in all facets of written communication; there were few conventions regarding spelling, punctuation, character design, and ways to add emphasis to type. But as typesetting became more widespread, its practitioners began to adopt best practices. Felici writes that typesetters in Europe began to settle on a single space around the early 20th century. America followed soon after.

Every modern typographer agrees on the one-space rule. It's one of the canonical rules of the profession, in the same way that waiters know that the salad fork goes to the left of the dinner fork and fashion designers know to put men's shirt buttons on the right and women's on the left. Every major style guide—including the Modern Language Association Style Manual and the Chicago Manual of Style—prescribes a single space after a period.

(An article by Farhad Manjoo, *Slate.com*)

ing.  A

Most ordinary people would know the one-space rule, too, if it weren't for a quirk of history. In the middle of the last century, a now-outmoded technology—the manual typewriter—invaded the American workplace. To accommodate that machine's shortcomings, everyone began to type wrong. And even though we no longer use typewriters, we all still type like we do.

The problem with typewriters was that they used monospaced type—that is, every character occupied an equal amount of horizontal space. This bucked a long tradition of proportional typesetting, in which skinny characters (like l or 1) were given less space than fat ones (like W or M). Monospaced type gives you text that looks "loose" and uneven; there's a lot of white space between characters and words, so it's more difficult to spot the spaces between sentences immediately. Hence the adoption of the two-space rule—on a typewriter, an extra space after a sentence makes text easier to read. Here's the thing, though: Monospaced fonts went out in the 1970s. First electric typewriters and then computers began to offer people ways to create text using proportional fonts. Today nearly every font on your PC is proportional.

Because we've all switched to modern fonts, adding two spaces after a period no longer enhances readability, typographers say. It diminishes it.

But I actually think aesthetics are the best argument in favor of one space over two. One space is simpler, cleaner, and more visually pleasing. (It also requires less work, which isn't nothing.) A page of text with two spaces between every sentence looks riddled with holes; a page of text with an ordinary space looks just as it should. •

## Speeches— John F. Kennedy July 4th Speech 1962

On July 4, 1962 President John F. Kennedy delivered this speech at Independence Hall in Philadelphia, Pennsylvania.

... Today 186 years later, that declaration, whose yellowing parchment and fading, almost illegible lines, I saw in the past week in the National Archives in Washington, is still a revolutionary document. To read it today is to hear a trumpet call, for that declaration unleashed not merely a revolution against the British but a revolution in human affairs. It's authors were highly conscious of its worldwide implications and George Washington declared that liberty and self government were in his words, "Finely staked on the experiment entrusted to the hands of the American people."

... If there is a single issue in the world which divides the world, it is independence. The independence of Berlin or Laos or Vietnam, the longing for independence behind the Iron Curtain, the peaceful transition to independence in those newly emerging areas whose troubled some hope to exploit. The theory of independence is as old as man himself and it was not invented in this hall. But it was in this hall that the theory became a practice, that the word went out to all, in Thomas Jefferson's phrase, "That the God who gave us life gave us Liberty at the same time."

... In urging the adoption of the United States Constitution, Alexander Hamilton told his fellow New Yorkers to think continentally. Today, Americans must learn to think intercontinentally. Acting on our own by ourselves, we cannot establish justice throughout the world, we cannot ensure its domestic tranquility, or provide for its common defense, or promoted to general welfare, or secure the blessings of liberty to ourselves and our posterity. But joined with other free nations, we can do all this and more. We can assist the developing nations to throw off the yolk of poverty. We can balance our worldwide trade and payments at the highest possible level of growth. We can mount a deterrent powerful enough to deter any aggression. And ultimately we can help to achieve a world of law and free choice, banishing the world of war and coercion.

... On Washington's birthday in 1861, standing right there, President Elect Abraham Lincoln spoke at this hall on his way to the nation's capital. And he paid a brief but eloquent tribute to the men who wrote, who fought for, and who died for the Declaration of Independence. It's essence, he said, was "Its promise not only of liberty to the



people of this country but hope to the world. Hope that in due time, the weight should be lifted from the shoulders of all men and that all should have an equal chance."

On this fourth day of July, 1962, we who are gathered at this same hall, entrusted with the fate and future of our states and nation, declare now our vow to do our part to lift the weights from the shoulders of all, to join other men and nations in preserving both peace and freedom, and to regard any threat to the peace or freedom of one as a threat to the peace and freedom of all. And for the support of this Declaration, with a firm reliance on the protection of divine providence, we mutually pledge to each other our lives, our fortunes, and our sacred order.



*In his speech the President praises the American democratic system which encourages differences and allows for dissent, discusses the enduring relevance of the Constitution and the Declaration of Independence, and addresses the role of the United States in relation to the emerging European Community. •*

[President Kennedy at Independence Hall, 1962 – The JFK Library Archives: An Inside Look](#) (Ctrl-click)

## Newsletter Filler, Trivia or Just for Fun

# TRIVIA

### One liners this month...

American flags left on the moon have been bleached white by the sun.

Shoes that were specific to left and right were not made until the Civil War.

A human loses about a million skin cells per 24 hours.

The sound of Darth Vader's difficult breathing was made with a scuba regulator.

The word "good-bye" is a contraction of "God be with ye."

One of the NBA's top scorers, Kareem Abdul-Jabbar made only one 3-point shot his entire 20-year career.

The chess term "checkmate" is from a 14th-century Arabic phrase, "shah mat," meaning "the king is helpless."

If you type the word "askew" into the Google search box, the entire page will tilt slightly. *(They're right!)*

The term "astronaut" comes from Greek words that mean "star" and "sailor."

About 700 grapes go into one bottle of wine.

\*\*\*\*\*

The oleander is the official flower of the city of Hiroshima. It was the first to bloom again after the explosion of the atomic bomb in 1945.

Rocky Road ice cream was originally marketed during the Great Depression as a metaphor for coping with the economic crash.

The 100 folds in a chef's hat represent 100 ways to cook an egg. Yes, that tall, pleated white hat that chefs wear — technically called a toque — has 100 folds for a reason! According to *Reclutant Gourmet*, the pleats used to signify a chef's level of experience, like the number of ways he or she knew how to prepare eggs.

Apple Pie isn't actually American at all. The next time you call something "as American as apple pie," you might want to consider the fact that neither apple pies nor apples originally came from America. Apples are in fact native to Asia, and the first recorded recipe for apple pie was actually written in England.

Neil Armstrong didn't say "That's one small step for man."

The astronaut insists he actually stated, "That's one small step for a man, one giant leap for mankind." "That's the only way the statement makes any sense," Armstrong told biographer James Hansen. And for the record, no real astronaut ever uttered "Houston, we have a problem" — Tom Hanks only said that in the movie *Apollo 13*.



Only one NFL team has a plant for a logo. The New Orleans Saints' fleur-de-lis is actually a stylized lily historically associated with the French monarchy. It's also the state symbol of Louisiana and appears on the Quebec flag.

Not every Model T was black. For the first few years of production, Ford's famous car came in gray, green, blue, and red. It was only after 1914 that customers could order "any color so long as it is black," as the dark paint dried faster than other hues.





# *Spotlight on Public Relations*

BE THE AMBASSADOR  
FOR WHAT YOU  
STAND FOR.

- NISHA MOODLEY

## **Ambassadorship is Public Relations**

*We've talked about ambassadorship before—but it's been a while and as we approach the beginnings of a new membership year let's look at it again...*

Every time we wear a chapeau or a ball cap, t-shirt or jacket with the Forty and Eight logo we are showing the world we are ambassadors for La Societe. Ambassadorship is public relations.

There are two levels of ambassadorship—the inspiration and leadership that empowers the locale or Grand—the image that we exhibit representing La Societe.

Good ambassadors increase public awareness of the Forty and Eight. Good leaders as ambassadors know that their membership is the living, breathing embodiment of La Societe. Good ambassadorship should be a driving and compelling force in recruiting new members. How do we develop it?

First we have to make it easy for our membership to be ambassadors. This starts with recruiting—selecting for membership in La Societe those that are enthusiastic to join and show a desire and energy to participate and learn about the Forty and Eight.

Motivation is a big part—how good of an ambassador is a Voyageur Militaire going to be if he or she is not motivated. Motivation comes from the inspiration instilled by following our rituals and ceremonies and doing our best to support programs and nurses—giving VM a reason to join, belong and stay. How many of us have joined a company or organization and attended a new employee orientation? Orientation in La Societe should begin before installation.

Outside of La Societe, how can we as ambassadors share our vision as an organization and shape our communities perception about the Forty and Eight. How many of us still hear “what is the Forty and Eight.” Take a few minutes during Good of the Voiture to ask voyageurs how best we can share knowledge of our great organization. Your members bring different experiences, expertise, and perspectives to the table.

I know a few voyageurs that I never see without some kind of La Societe branding as a cap or jacket. Encourage emblem sales.

Your newsletter can be your best ambassador—especially if you share it outside of your locale or Grand. Copies of my locale newsletter goes to the Daughters of the American Revolution, Kiwanis, The Stars and Stripes and many in the military community outside of the Forty and Eight. We get checks and support without asking.

Think of it like this... “To the outside world YOU are the Forty and Eight.”

The relationship you should have with your locale is friend, mentor, guide and ambassador. •

# POSTER OF THE MONTH



If you want something you never had,  
You have to do something  
you've never done.

*Thomas Jefferson*

# Things to celebrate or remember in August

## Antiterrorism Awareness Month

August 1st—Air Force Day—Air Force Day was established on August 1, 1947, by President Truman "in recognition of the personnel of the victorious Army Air Forces and all those who have developed and maintained our nation's air strength." August 1 was chosen to mark the 40th anniversary of the establishment, in 1907, of the Aeronautical Division

August 4th—Coast Guard Day—Every year, August 4 is celebrated as the U.S. Coast Guard Birthday, commemorating the military organization for its valor and discipline. Since 1790, the U.S. Coast Guard has kept the nation's waterways safe, playing a critical role in national security.



August 7th—Purple Heart Day

August 10th—U.S. Department of Defense Birthday



August 10th—Agent Orange Awareness Day

August 14th—Navajo Code Talkers Day

August 16th—National Airborne Day—On Aug. 16, 1940, soldiers from the 29th Infantry Division conducted the first official U.S. military parachute jump at Fort Benning, Georgia, according to Army history. Airborne soldiers will be celebrating the 81st anniversary of that jump on National Airborne Day. Former President George W. Bush proclaimed Aug. 16 to be National Airborne Day in 2001, and the U.S. Senate backed that up in Senate Resolution 235 in 2009.

August 29th—Marine Corps Reserve Birthday



**Your P.A.L.S. card must say 2021 to be in good standing!**



## P.A.L.S. APPLICATION—RENEWAL or NEW MEMBER

Full Name \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ New Member  Renewal

Email \_\_\_\_\_ **PUFL \$100.00**

Voiture Locale \_\_\_\_\_

Dues: Mail only \$17.00

Mail and Digital \$17.00

Digital only \$10.00

**PUFL down payment (minimum \$25)**

### Checks made out to P.A.L.S.

**Remit to:**

Renslar R. Keagle  
8714 Marble Drive  
El Paso, TX 79904-1710  
[rennykeagle@gmail.com](mailto:rennykeagle@gmail.com)



## The Stars and Stripes: Here are the 27 different US flags and their histories

### 16. Thirty-Four Star U.S. Flag

- Years flown: 1861 ~ 1863
- Who was president: Abraham Lincoln (1861-1865)

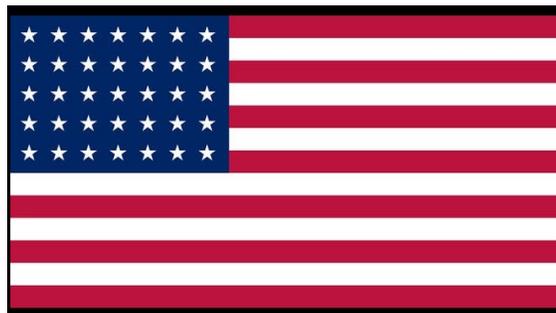
Kansas became the 34th state to join the Union. Voter fraud over whether the state would be admitted as a slave state or a free state delayed its admission. Kansas joined the Union on Jan. 29, 1861 as a free state, just as the southern states were seceding, and its star was represented on the flag six months later.



### 17. Thirty-Five Star U.S. Flag

- Years flown: 1863 ~ 1865
- Who was president: Abraham Lincoln (1861-1865) and Andrew Johnson (1865-1869)

The onset of the Civil War did not halt the admission of states to the Union. The western part of Virginia was pro-Union and contained many abolitionists. It split from the rest of the state, which had seceded. President Abraham Lincoln was unsure about dividing Virginia and admitting the western portion as a separate state. He agreed to its admission on the grounds that West Virginia's action was an act of secession in favor of the Constitution. West Virginia joined the Union on June 20, 1863, and a new flag on July 4 included the 35th state.



### 18. Thirty-Six Star U.S. Flag

- Years flown: 1865 ~ 1867
- Who was president: Andrew Johnson (1865-1869)

The Civil War was engulfing the nation when Nevada was admitted as the 36th state on Oct. 31, 1864, and the 36th star on the U.S. flag the following July. Nevada was pro-Union and President Abraham Lincoln saw Nevada's admission as a way to buttress support for the war. To speed up statehood, Nevada sent its entire state constitution to Washington, D.C. – 175 pages – by telegram.



### 19. Thirty-Seven Star U.S. Flag

- Years flown: 1867 ~ 1877
- Who was president: Andrew Johnson (1865-1869), Ulysses S. Grant (1869-1877), and Rutherford B. Hayes (1877-1881)

Nebraska was the first state to be admitted to the Union after the Civil War. After the Civil War, rapid economic development accelerated by the growth of railroads helped speed Nebraska's admission to the Union on March 1, 1867, becoming the nation's 37th state and the 37th star on the flag.

