

# The Bulletin

L'Editeur, Renslar "Renny" Keagle, rennykeagle@gmail.com

President, P.A.L.S., Robert Cearlock, cearlock@aol.com



## THE PRESS ASSOCIATION OF LA SOCIETE

### MAIL P.A.L.S. DUES TO:

Renslar R. Keagle

8714 Marble Dr., El Paso, TX 79904-1710

Ph: (915) 346-6099 rennykeagle@gmail.com

Annual dues are **\$17 Mail \$10 Digital**

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The Bulletin is an official publication of the Press Association of La Societe, published 12 times a year at an annual subscription cost of \$17.00 (mail only) \$10.00 (Digital only) payable to P.A.L.S. Publication address is 8714 Marble Dr., El Paso, TX 79904. Contributions, ideas or comments welcome. PUFL—\$100.00

Vol. 36 No. 02 **Supporting and Encouraging La Societe Public Relations for 36 Years** October 2020



Mark your calendar for October 24th. It marks the 99th year since the selection of the Unknown Soldier by Sgt. Younger. Lest we forget.

It appears from newsletters and emails I receive the many Locales and Grands are attempting to revive themselves after months of social distancing. Just held my own Grand Promenade two weeks ago and it went great with some joining via WebEx. Two years as Grand Chef and beginning now as Cheminot Nationale and new Grand Correspondant—and I thought things would get easier.

Areas of responsibility enclosed for the PR Committee which had no changes. We all would like to see better communication between us and Grands and even Locales—to include seeing more newsletters. Proud to continue serving Bob Cearlock as the Directeur of Public Relations and P.A.L.S. President. God Bless—Be safe! **L'Editeur**

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(Ctrl-click)

"You can't be a leader who's always looking down. If you never lift your gaze up for the horizon, then you'll never see what's coming, and you won't know where we need to go tomorrow. "

## NATIONAL PUBLIC RELATIONS COMMITTEE

Directeur—Robert Cearlock, POB 1782, Mt. Vernon, IL 62864, 618-244-5761 cearlock@aol.com

Sous/Directeur Area 1—Renslar "Renny" Keagle, rennykeagle@gmail.com

Sous/Directeur Area 2—Paul Yager, pcyager@gmail.com

Sous/Directeur Area 3—Michael G. Paul, nykmykey@comcast.net

Sous/Directeur Area 4—Thomas "Woody" Woodward, 408voiture622@gmail.com

Advisor—Pat Beamer, gpatbeamer@bellsouth.net



## AREA REPRESENTATIONS—PUBLIC RELATIONS COMMITTEE

### **Sous/Directeur Area 1—Renslar “Renny” Keagle, rennykeagle@gmail.com**

ALABAMA, ARKANSAS, FLORIDA, GERMANY, LOUISIANA, MISSISSIPPI, OKLAHOMA, FRANCE, TEXAS

### **Sous/Directeur Area 2 —Paul Yager, pcyager@gmail.com**

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### **Sous/Directeur Area 3—Michael G. Paul, nykmykey@comcast.net**

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### **Sous/Directeur Area 4—Thomas “Woody” Woodward, 408voiture622@gmail.com**

ALASKA, ARIZONA, CALIFORNIA, COLORADO, HAWAII, IDAHO, LATIN AMERICA, MEXICO, MONTANA, NEVADA NEW MEXICO, OREGON, UTAH, WASHINGTON, WYOMING

It is important that each Grand Chef de Gare, Grand Correspondant and even those at the locale level be aware of who their public relations point of contact is on the PR Committee. This relationship works both ways. The Committee is a resource on public relations. The committee members will be contacting each state on a regular basis. Each Grand hopefully has a Publiciste. In the absence of one, that duty usually falls to the Chef de Gare or Correspondant. At the Locale level, a Publiciste is also important but we see many times that effort goes to a L'Editeur.

“In the very simplest of terms, “PR” refers to presenting an image to the public of who and what we are. It means communicating to others in any one of numerous mediums. A flyer, a pamphlet, a letter, a news prelease, a speech, a radio or television interview or a prepared video or audio piece all are means of communications and all provide a medium for public relations.” - *From the Voyageurs Guide*

“If we are to survive and grow as an organization, La Societe has to get into the public relations (PR) business or close our doors! The 40 & 8 must become well-known and respected in our communities and throughout the country as the fraternal veteran’s organization that gets things done and cares deeply for one another. We must realize that today in most parts of the country we are the least known veterans group. That must change and PR is the tool to use for this to happen. The challenge is there....it needs to be met – head on. Public Relations is a term that is not clearly understood. PR by definition is any type of communication with another person, in or outside of the organization. Literally, every time we open our mouths, we are doing either a good or a bad job at public relations. Good PR must begin within your Voiture and Grand. Each Voiture and Grand should have a PR person who is responsible for all communications. However, it should be emphasized that PR is everyone’s responsibility. “ - *From the Public Relations Manual*

<https://www.fortyandeight.org/public-relations/> (Ctrl-Click)

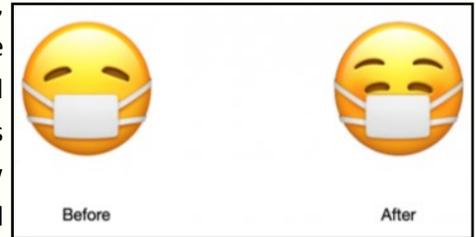


## THE CLIPBOARD



**Apple made a change to its face mask emoji, giving the image a more upbeat look.**

Apple has updated its face mask wearing emoji, known as “Face with Medical Mask,” with the release of its iOS 14.2 beta 2 this week. Instead of being a plain yellow with sad eyes that looks sick, the face mask wearing emoji in the new beta appears to be... happy. In fact, one could say that it’s sporting a familiar smile.



### PR headlines...

**Coca-Cola to drop unpopular beverages**—The company is streamlining its offerings amid COVID-19, which includes discontinuing Zico coconut water. Coke might also drop its Diet Coke Feisty Cherry soda, along with its Northern Neck Ginger Ale, Delaware Punch and Coke Life. The beverage company has 500 fully or partially owned brands around the world and last month said it is aiming to cut that number by more than half. The effort is part of a broader restructuring spurred by the coronavirus crisis that includes layoffs and a revamped marketing strategy.



**Have Allstate Insurance?** - Allstate is laying off roughly 3,800 employees in its sales, support, services and claims departments in a restructuring plan costing \$290 million, pre-tax. Tom Wilson, the company’s chair, president and chief executive, said in a press release titled, “Allstate advances transformative growth plan”:

“Implementing this plan is difficult as we still deal with the impact of the pandemic but necessary to provide customers the best value. We have expanded transition support for impacted employees including prioritized internal hiring, extended medical coverage, expanded retraining support and help in employment searches.”

**Does anybody NOT shop at Walmart?** - Walmart is rolling out a new store design that’s meant to connect online shopping through its app with its in-store experience. The design, which includes more self-checkout stands offering contactless payment options, will be integrated into 200 locations by early 2021 and in another 1,000 stores by the early 2022. Walmart used customer and employee feedback to create the setup.

“We’re working hard to make it easy for customers to be able to toggle between their physical experiences that are in the store and their digital journeys. We think customers are going to really enjoy and find this a much easier shopping experience.”

**Cream of Wheat Lovers?** - B&G Foods to remove Cream of Wheat chef from packaging. Roughly three months after B&G Foods said it would review branding for its Cream of Wheat brand, it’s removing the Black chef depicted on the boxes. Bye bye also Uncle Ben and Aunt Jemima!

*Note—I could not find an image of the new box yet!*



**Ladies and Gentleman!!! - TACTICALLY SPEAKING**

Japan Airlines announced that it’s removing the phrase, “ladies and gentlemen” from English in-flight announcements to promote inclusivity. Announcements in Japanese won’t change, as those greetings are already not gender specific. Airlines such as Easy Jet and Air Canada have also removed the phrase from its announcements.

## PR Editorial— Forty and Eight's General Orders



Remember those General Orders in basic training? I recall getting dropped for getting them wrong in the beginning, later the whole platoon got dropped for push ups if anyone in the platoon messed one up.

General orders are the set of rules guiding sentry duty in the United States Armed Forces. They provide guards—including sentries and officers—a set of rules and guidelines to follow during specific duties. General Orders are essential to duties for all branches of the military. So why were they important? Essentially they helped to maintain order and organization among all recruits and provide guidance throughout military service.

Depending on the military service, recruits may experience 11 General Orders but for my purpose lets look at the Army's three General Orders...

- "I will guard everything within the limits of my post and quit my post only when properly relieved."
- "I will obey my special orders and perform all of my duties in a military manner."
- "I will report violations of my special orders, emergencies, and anything not covered in my instructions to the commander of the relief."

When I read these it obviously brings back memories and it's not hard to make a connection with my thirty years in La Societe. We clearly have some types of "General Orders" in the Forty and Eight...

- "I faithfully promise to obey the rules and regulations of La Societe."
- "I promise to faithfully attend the Promenades of my Voiture."

There are many more instances in our Ritual and Manual of Ceremonies of promises to be made, pledges to be kept.

As our (Field) Manual states—"Each Voyageur Militaire should be issued a copy of this Ritual when initiated into La Societe." As a new Voyageur Militaire transcends "basic training" from PG, through their wreck, installation and welcomed into the ranks of La Societe—ritual is extremely important. Just like in the military, ritual provides guidance throughout a Voyageur Militaires service.

Rituals help to rally people around a shared value, unify their experience, and forge stronger individual relationships within the Locale and Grand. Our rituals should become habit when performed correctly with no short-cuts. Who is not moved in some way when the altar cloth is presented or we do the POW/MIA chair ritual? When is the last time the Calvin Kain Ceremony was performed in your Locale? All these little things that we do sustain our identity as members of La Societe and increase our bond of fellowship.

It is an easy step to tie ritual with our internal public relations. Adherence to our rituals will help us to attract and keep new members and keep those already in the fold coming back—sharing a common identity as proud Voyageurs Militaire. • L'Editeur Renny Keagle

"The modern habit of doing ceremonial things uncere-  
moniously is no proof of humility; rather it proves the  
offender's inability to forget himself in the rite, and his  
readiness to spoil for every one else the proper pleas-  
ure of ritual." - C.S. Lewis

"Someday is not a day of the week." – Denise Brennan-  
Nelson

"The difference between ordinary and extraordinary is  
that little extra." – Jimmy Johnson

Ritual is important to  
us as human beings. It  
ties us to our traditions  
and our histories.

## Public Relations and the Corona Virus

**The COVID-19 pandemic continues to dominate the national conversation every day, proving that it's not going anywhere and that the world will simply have to adapt—and that includes public relations.**

Last month we covered the rising importance of newsletters and may touch a bit on that again. During these times, we should be aware that members of our Voiture Locale and Grand may be craving information since many are still not meeting on a regular basis. They might be wondering what is going on behind the scenes, what is being planned—expecting some kind of vision for their future as a Voyageur Militaire.



The key here is not to make information for our membership difficult to find. Many post regularly to Facebook, Twitter, etc., however we must consider that not all members are users or have access to these platforms.

So now is the time for those within La Societe to become great communicators and step-up our internal public relations. We must be there—and stay there—to support our membership. Now is the time to share good news whether it be upcoming events, how our membership is doing or plans for the future. Now is the time to be creative.

Social media is now through the roof in participation—but as I stated—not all of our membership participates. A singular approach to communicating with our membership will accomplish little. Members who feel disconnected during this crisis may be reluctant to renew or get new members for us.

For years I used Yahoo as my regular email, then Outlook for a while—now Gmail (two accounts). Despite not promoting the Yahoo account or even using it, I still get tons of emails there. One Gmail I use for official business, the other I try to use for social things such as when I order something and they request an email. My point is that our membership are always changing emails and we seem to be the last ones to get informed. Every month, I get at least 8 to 10 P.A.L.S. Bulletins returned due to bad or expired email addresses. At every level within La Societe this is a problem we need to fix.

We do not need to “stop the presses” when it comes to such things as press releases. The news media is dealing with a lot itself—but a press release with a covid related angle might get their attention. Reporters are looking for news stories and are on the hunt for covid-related community news. My Locales latest press release will be about how our Flags for First Graders program is proceeding within our school system despite the virus.

Back to newsletters—it's time to examine content and relevancy in light of our current situation. The current crisis should be looked at as an opportunity to examine all aspects of our public relations programs. In your newsletters are you addressing personal safety of members at social get-togethers, promenades, etc.? This might have a positive impact on attendance.

Now is the time to generate allies. Many of us have good relationships with the VFW and Legion, however some don't. Now is an opportunity for deeper relationship building. Reach out and offer communications help to allies with whom you would like to build real, not transactional, relationships. Many posts are closed but some may be able to offer help for gatherings and promenades. Share newsletters!

Finally it is time to use public relations and all the ways we communicate to offer thanks! Now is a great time to offer gratitude to our membership and “helpers” who are doing so much for others, at no small risk to themselves. In the big picture, it's timely to remind folks of the value and importance of holding our society together. The sky is not falling on public relations! • L'Editeur

## A Snapshot Look at the U.S. Signal Corp.



The United States Army Signal Corps (USASC) is a branch of the United States Army that creates and manages communications and information systems for the command and control of combined arms forces. It was established in 1860, the brainchild of Major Albert J. Myer, and had an important role in the American Civil War. Over its history, it had the initial responsibility for portfolios and new technologies that were eventually transferred to other U.S. government entities. Such responsibilities included military intelligence, weather forecasting, and aviation.

While serving as a medical officer in Texas in 1856, Albert James Myer proposed that the Army use his visual communications system, called aerial telegraphy (or "wig-wag"). When the Army adopted his system on 21 June 1860, the Signal Corps was born with Myer as the first and only Signal Officer.

On 1 August 1907, an Aeronautical Division was established within the Office of the Chief Signal Officer (OCSO). In 1908, on Fort Myer, Virginia, the Wright brothers made test flights of the Army's first airplane built to Signal Corps' specifications. Reflecting the need for an official pilot rating, War Department Bulletin No. 2, released on 24 February 1911, established a "Military Aviator" rating. Army aviation remained within the Signal Corps until 1918, when it became the Army Air Service.

During World War I, women switchboard operators, known as the "Hello Girls", were sworn into the U.S. Army Signal Corps. Despite the fact that they wore U.S. Army uniforms and were subject to Army regulations (Chief Operator Grace Banker received the Distinguished Service Medal), they were not given honorable discharges but were considered "civilians" employed by the military, because Army regulations specified the male gender.

Not until 1978—the 60th anniversary of the end of World War I—did Congress approve veteran status/honorable discharges for the remaining "Hello Girls" .



When the War Department was reorganized on 9 March 1942, the Signal Corps became one of the technical services in the Services of Supply (later Army Service Forces). Its organized components served both the Army Ground Forces and the Army Air Forces.

Modern warfare utilizes three main sorts of signal soldiers. Some are assigned to specific military bases ("Base Ops"), and they are charged with installation, operation and maintenance of the base communications infrastructure along with hired civilian contracted companies. Others are members of non-signal Army units, providing communications capability for those with other jobs to accomplish (e.g. infantry, medical, armor, etc.) in much the same way as, say, the unit supply sections, unit clerks, or chemical specialists. The third major sort of signaleer is one assigned to a signal unit. That is to say, a unit whose only mission is to provide communications links between the Army units in their area of operations and other signal nodes in further areas served by other signal units.

The first Vietnam War death on the battlefield was a Signal Corps radio operator, SP4 James Thomas Davis of the 3rd Radio Research Unit of the United States Army Security Agency.

During the course of its 150 year history, the U.S. Army Signal Corps has had five individuals recognized for acts of personal bravery or sacrifice above and beyond the call of duty through award of the Medal of Honor . Charles E. Kilbourne Jr. is the only Signal officer to win the Medal of Honor while performing a combat communications mission. *"Within a range of two hundred and fifty yards of the enemy and in the face of rapid fire climbed a telegraph pole at the east end of the [Paco] bridge and in full view of the enemy coolly and carefully repaired a broken telegraph wire, thereby reestablishing telegraphic communication to the front "* •

## Speeches— Recall Reagan's Words

The following is an excerpt of President Ronald Reagan's Veterans Day speech at Arlington National Cemetery in 1985. It is a contemplation. A contemplation on strength, peace, service and sacrifice — ideals that we should all be mindful of today:

**... A few moments ago I placed a wreath at the Tomb of the Unknown Soldier, and as I stepped back and stood during the moment of silence that followed, I said a small prayer. And it occurred to me that each of my predecessors has had a similar moment, and I wondered if our prayers weren't very much the same, if not identical.**

We celebrate Veterans Day on the anniversary of the armistice that ended World War I, the armistice that began on the 11th hour of the 11th day of the 11th month. And I wonder, in fact, if all Americans' prayers aren't the same as those I mentioned a moment ago. The timing of this holiday is quite deliberate in terms of historical fact but somehow it always seems quite fitting to me that this day comes deep in autumn when the colors are muted and the days seem to invite contemplation...

Perhaps we can start by remembering this: that all of those who died for us and our country were, in one way or another, victims of a peace process that failed; victims of a decision to forget certain things; to forget, for instance, that the surest way to keep a peace going is to stay strong. Weakness, after all, is a temptation — it tempts the pugnacious to assert themselves — but strength is a declaration that cannot be misunderstood. Strength is a condition that declares actions have consequences. Strength is a prudent warning to the belligerent that aggression need not go unanswered.

Peace fails when we forget what we stand for. It fails when we forget that our Republic is based on firm principles, principles that have real meaning, that with them, we are the last, best hope of man on Earth; without them, we're little more than the crust of a continent. Peace also fails when we forget to bring to the bargaining table God's first intellectual gift to man: common sense. Common sense gives us a realistic knowledge of human beings and how they think, how they live in the world, what motivates them. Common sense tells us that man has magic in him, but also clay. Common sense can tell the difference between right and wrong.



Peace is only maintained and won by those who have clear eyes and brave minds. Peace is imperiled when we forget to try for agreements and settlements and treaties; when we forget to hold out our hands and strive; when we forget that God gave us talents to use in securing the ends He desires. Peace fails when we forget that agreements, once made, cannot be broken without a price.

Each new day carries within it the potential for breakthroughs, for progress. Each new day bursts with possibilities. And so, hope is realistic and despair a pointless little sin. And peace fails when we forget to pray to the source of all peace and life and happiness. I think sometimes of General Matthew Ridgeway, who, the night before D-day, tossed sleepless on his cot and talked to the Lord and listened for the promise that God made to Joshua: "I will not fail thee, nor forsake thee."

We're surrounded today by the dead of our wars. We owe them a debt we can never repay. All we can do is remember them and what they did and why they had to be brave for us. All we can do is try to see that other young men never have to join them. Today, as never before, we must pledge to remember the things that will continue the peace. Today, as never before, we must pray for God's help in broadening and deepening the peace we enjoy. Let us pray for freedom and justice and a more stable world. And let us make a compact today with the dead, a promise in the words for which General Ridgeway listened, "I will not fail thee, nor forsake thee."

In memory of those who gave the last full measure of devotion, may our efforts to achieve lasting peace gain strength. And through whatever coincidence or accident of timing, I tell you that a week from now when I am some thousands of miles away, believe me, the memory and the importance of this day will be in the forefront of my mind and in my heart. •

California was originally called the Grizzly Bear State. However, grizzly bears were hunted to extinction in California, so it's now called the Golden State .



As a teenager, Trump was a troublemaker, so his parents sent him to military school in the hopes of reforming him. Trump's hair has gained its own iconic status. To achieve this look, Trump blow dries his hair forward and then combs it backward .

Some election trivia... George Washington blew his entire campaign budget on 160 gallons of liquor to serve to potential voters. In 1845, Congress decided that voting day would be the first Tuesday after the first Monday in November, which was after the fall harvest and before winter conditions made travel too difficult. Jehovah Witnesses don't vote in presidential elections. Grover Cleveland is the only candidate ever to be elected to one term, defeated for a second term, and then elected again four years later. Thus, he became both the 22nd president and the 24th president. It is illegal to drink alcohol in Kentucky and South Carolina on election day.

The moon is not round—it is shaped like an egg . A full day on the moon, from one sunrise to the next, lasts about 29 Earth days on average. Driving a car to the moon would take 130 days. A rocket would take 13 hours. Traveling by the speed of light would take 1.52 seconds. Easter is calculated based on the moon. The holiday is the first Sunday after the first Saturday after the first full moon after the equinox. Cellphones today are 400 times more powerful than the computer that helped guide humans to the moon.

**Flag stuff:** In July 1969, Neil Armstrong placed the first U.S. flag on the moon, as part of the Apollo 11 mission, the first manned landing. Five more Apollo moon landings—from missions 12, 14, 15, 16, and 17—resulted in five more flags being planted on the surface of the moon. All flags have been bleached white.

Old Glory was the nickname of a specific U.S. Flag — that owned by sea captain William Driver. He was given the flag by his mother and other women in his hometown of Salem. He named it Old Glory upon seeing it flying on his ship's mast in 1831, and continued to display it outside his home. The name later went on to become synonymous with any American flag.

The Civil War Union flag was the basic stars and stripes design, but changes to the number of states also meant changes to the number of stars. The Union flag had 33 stars at the beginning of the Civil War, and by the end of the war there were 35 official stars on the flag. The Civil War began on April 12th, 1861 and ended on April 9th, 1865. The original flag was adopted by the United States on June 14th, 1777, with thirteen red and white horizontal stripes. When the Civil War began the star pattern on the Union Flag was not official, so a variety of designs emerged over the course of the war. Until 1912 when Arizona became a state an official star pattern was not made official.

**The national anthem "The Star Spangled Banner" has four verses. Oliver Wendell Holmes wrote a fifth verse to "The Star Spangled Banner" in 1861. The fifth verse was written in support of the Union cause during the Civil War.**

When our land is illum'd with Liberty's smile,  
If a foe from within strike a blow at her glory,  
Down, down, with the traitor that dares to defile  
The flag of her stars and the page of her story!  
By the millions unchain'd who our birthright have gained  
We will keep her bright blazon forever unstained!  
And the Star-Spangled Banner in triumph shall wave  
While the land of the free is the home of the brave.





# *Spotlight on Public Relations*



## **Public Relations is a Leadership Function**

*In the Forty and Eights Public Relations Manual we address the function of leadership in public relations but we haven't brought it to the forefront in a while—so as we begin a new leadership year perhaps we should look at it further.*

Public relations doesn't begin as we sit down to do a press release, prepare for a speech or work on a power-point presentation. It is an important function that is strategic to our success within La Societe and begins with our leadership. But honestly, public relations is probably one of the weakest leadership areas within La Societe.

Let's look at the important task of elections for example. As important positions "roll-over" or new leadership takes their oaths we assume the job is done and our leaders go off into their functional areas and their work begins. Fine and dandy. But then is the time for leadership to embrace public relations—embrace it within their planning and establishing of goals for the upcoming year. Leaders who will be successful, that means Locales and Grands as a whole, will have incorporated public relations into their leadership philosophies.

We have stated here on our pages many times that public relations is about **relationships**, not just the technical aspects of producing a press release or making a speech. The official definition of public relations, as adopted by the PRSA (Public Relations Society of America) board of directors, is *a strategic communication process that builds mutually beneficial relationships between organizations and their publics.*

So how does our leadership attack public relations...some thoughts...

First step, identify some Voyageurs Militaire that are willing, able and perhaps have an aptitude for public relations—got a Publiste, L'Editeur, PR Committee?

Don't struggle with public relations, ultimately giving up or just letting it die on the vine. Your membership as a whole can help. Make sure that PR is discussed for all agenda items for special events, fund raisers, dinners, etc.

When discussing public relations—remember that there are two kinds, community public relations and internal PR for your membership—both important. Internal PR is your newsletters, emails, personal contact, even the conduct of a promenade. Internal PR, good or bad, will have that kind of effect on your membership goals.

Leaders need to ask questions! Sometimes a simple question can lead to a positive outcome. What is the best way to publicize an event? Newsletter, email, flyer, ad, word of mouth, tickets, press/media release—or a combination of some or all? Cooperation and collaboration are the key!

As a leader, have you ever sincerely outlined your vision for your Locale or Grand to your membership yet? Are you listening to your membership? Both keys to a successful public relations program and overall success.

Final word...Build a good public relations program before you need it! •

# POSTER OF THE MONTH



We few, we happy few, we band of brothers,  
For he today who sheds his blood with me shall be my brother,  
Be he ne'er so vile, this day shall gentle his condition,  
and gentlemen in England now abed shall think themselves accursed  
they were not here, and hold their manhoods cheap  
whilst any speaks, that fought with us...



**L'Editeur**—Hope y'all are doing well as can be expected. Personally getting ready for early voting here in Texas—many VM here are active as judges and clerks. Change your email? I need to know ASAP! I'll be sending out reminder notes to many of you on renewals—still some out there with 2019 behind your name. Be safe out there! - Renny



**PRESS CREDENTIALS—P.A.L.S.**  
PRESS ASSOCIATION OF LA SOCIETE

**2022**

Name: \_\_\_\_\_

I certify, above is a member in good standing of the Press Association of La Societe and actively publicizes the activities of the Forty and Eight.  
*Robert Cearlock, President, P.A.L.S.*

Voiture \_\_\_\_\_

Grande \_\_\_\_\_ *Renstar R. Keagle, Secretary/Treasurer*

**PRESS**



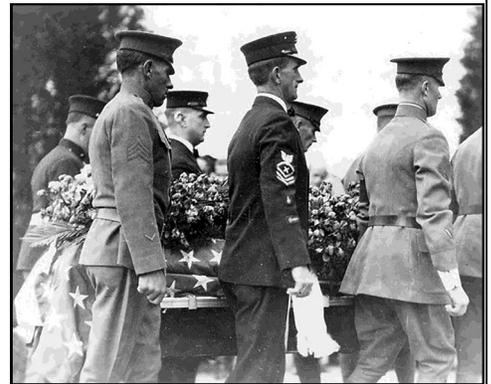
# Selection of the Unknown Soldier

## October 24, 1921

Unknown Soldier lying in state in Chalons-sur-Marne, France.



SGT Edward Younger, the soldier that selected the Unknown Soldier.



**Public Relations Manual—** <https://www.fortyandeight.org/public-relations/>

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

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El Paso, TX 79904-1710

[rennykeagle@gmail.com](mailto:rennykeagle@gmail.com)



## “HELP THE HORSE TO SAVE THE SOLDIER”

### THE AMERICAN RED STAR ANIMAL RELIEF PROGRAM AT CAMP KEARNY, 1917-1919

World War I was the first large-scale mechanized war. Both the Allied and Central Powers utilized railroads, trucks, and automobiles to transport men, weapons, ammunition, and supplies to the front. These, in turn, carried thousands of wounded soldiers back to aid stations and hospitals, particularly along the Western Front which extended along a meandering 440-mile long series of fortified trenches extending from the English Channel through Belgium, Luxembourg, and northwestern France, to Switzerland.

By 1916, however, the opposing armies were faced with a logistical dilemma. How could they transport the equivalent of two 50-wagon supply trains carrying the 1,000 tons of supplies needed to sustain an average army division of about 12,000 men for one day between the forward supply depots and the front trenches? Likewise, how could they transport wounded men back to first aid stations and field hospitals?

The solution: draft animals. Just as armies had done one hundred years earlier during the Napoleonic Wars—and over practically the same ground—the opposing forces appropriated horses, mules, donkeys, and oxen to haul wheeled artillery pieces and ammunition caissons, supply wagons, field kitchens, and ambulances. Although less efficient than motor transport (it took more wagons to carry fodder for the horses than food and ammunition for the men), these animals afforded better traction through deep mud and shell craters under all but the worst conditions. **U.S. ranchers and farmers sold and shipped over 1.5 million horses and mules to both Great Britain and France from 1914 to 1916.**

Due to their closeness to the front, mounts and draft animals were subject to the same dangers as the soldiers who rode or drove them. Animals were substantial targets out in the open. Their size and inability to take cover quickly often shortened their battlefield usefulness to a few days or hours. Indeed, casualty rates among military horses and mules were greater than among their riders or handlers. In addition to being killed or maimed by artillery, machine gun and small arms fire, war animals were subjected to poison gas attacks, infection, diseases, broken bones, malnutrition, and exhaustion.

**The result was the American Red Star Animal Relief Program.** Organizers, working from their new headquarters in Albany, New York, created an ad campaign to garner funds and attract volunteers. A recruitment poster illustration of a British artilleryman consoling a dying horse after taking off its bridle harness. The poster’s title, “Help the Horse to Save the Soldier,” became a rallying cry across the country. Through this and other successful fund-raising campaigns, the Red Star assisted in recruiting and training experienced veterinary surgeons, stable hands, and blacksmiths into the Army Veterinary Corps. Its volunteers also distributed literature and gave first aid instructions to soldiers handling animals in battlefield conditions. Equally important, the organization played a critical role in obtaining funds to purchase and donate much-needed medical supplies to the Veterinary Corps.

**(Picture—Right)** American Red Star Animal Relief horse ambulance at Camp Kearny, c. 1918. Basically a four-wheeled horse stall, with a rear ramp and an arched canvas roof with roll-down canvas siding, a horse ambulance contained drugs, medicines, bandages, blankets, and other paraphernalia to stabilize and comfort a stricken animal so that it could be transported back. Sick or seriously injured war animals were treated and removed from combat zones as soon as possible. In 1916, United States Secretary of War Newton Baker wrote to Dr. William O. Stillman, president of the American Humane Association, imploring the organization to intervene to save and care for the millions of vitally important horses and mules. •

