

The Bulletin



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THE PRESS ASSOCIATION OF LA SOCIETE

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Blue Chevaliers



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Vol. 40 No. 06 **Supporting and Encouraging La Societe Public Relations for 40 Years** January 2025

STORYTELLING

• AMBASSADORSHIP

• PERSUASION



A belated Happy New Year, it has begun! First issue of 2025 and it has some subtle changes and interesting topics.

As always, use the Bulletin as a resource and we welcome your input and comments.

Besides the Bulletin and the PR manual, read articles, newsletters, books, cruise the Internet on topics regarding public relations. As long as you're reading, you're getting new perspectives and expanding your mind and knowledge of public relations.

So take hold of this new year and don't let go or give up—we wish all fellow VM safe journeys and the best of health.
—L'Editeur

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Don Collins

Paul Chevalier

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P.A.L.S. Page—The Bulletin has a Heart...

This is the January issue and the beginning of the new year so I want to take a little space to discuss a bit about the Bulletin newsletter. This newsletter has been in existence for over 40 years and I am the 4th L'Editeur following Paul Chevalier. When I got involved back around the year 2000, I was a Sous L'Editeur, one of many monthly contributors. Paul took his input, added a bit and assembled it much like we do the Forty and Eighter.



I became more active as the years went on and Paul needed more help and assistance and in 2007 I pretty much took over full time with now over 200 issues and about 2,500 pages. Exhausting just thinking about it. The biggest problem is not being too repetitive, boring or losing focus. So the Bulletin has evolved over the years, many changes have been made by myself. We eventually added color, more photos, better content basically because of better software and internet access.

The Bulletin is at the heart of the Press Association of La Societe. Add to that is our membership program and the issuance of press credentials and of course our pin for members only. The obvious purpose of the Bulletin is to promote public relations within La Societe with ideas, information, recommendations, insight and perhaps motivation.

La Societe does not have a monthly magazine like the American Legion or VFW and our information flow in part is sustained by the Bulletin, Forty and Eighter and Voyageur Briefs—each with its own purpose. So we have evolved the Bulletin to be primarily about public relations but also include many of the other aspects of other organizational publications. So we include a bit of history, humor and a wide variety of other topics, which we try to relate to our mission and programs in La Societe.

We encourage contributions, ideas or comments to ensure all of the above. My monthly editorials are my own opinions and never meant to be negative, but supportive, promoting thought and maybe a bit of motivation—not only in public relations but for us as Voyageurs Militaire.

So what can we do with the Bulletin beyond just reading it. I save a monthly hard copy for my files and maintain a digital library of past issues. I also have a binder with the Public Relations Manual—I pull from each monthly issue, those pages specifically addressing public relations and add it to that binder—so when it comes time to update the manual, I have a ready resource to get me started. This year we will attack the manual again with input from the Sous Directeurs and a few others who I tag for information and help.

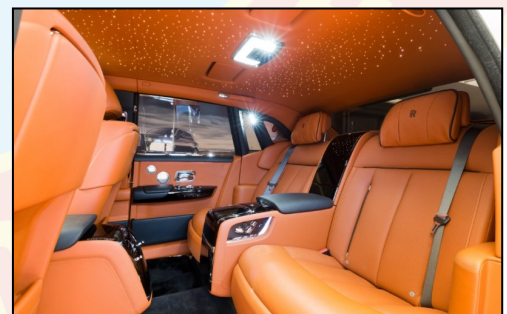
For L'Editeurs, I see the Bulletin as a “cut and paste” newsletter treasure to possibly add content at the Locale and Grand levels. Everything in the Bulletin has been vetted and information is all public resource material. I give specific credit to other authors where it is due. So, “help yourself”.

Having the creative content at my disposal, I sometimes try to stimulate our readership with new things and sometimes bringing back older features or content with a fresh angle or update. So here it is, my take on what I consider to be a great but humbly presented newsletter—with a lot of La Societe *heart*.

My favorite quote about writing— “Man has two great gifts: ‘words’ to give sound to thoughts, and ‘writing’ to give thoughts meaning forever.” • L'Editeur Renny

Interesting fact...

Rolls-Royce uses leather from 15—18 bulls, sourced from cooler climates to ensure minimal blemishes. Cows are not used due to pregnancy-related stretch marks.





The Watercooler

A new year, let's try something different. I always come across tons of interesting and informative stuff that I think would be fun to share. So we may still see some of the PR Clipboard stuff but we'll be providing other information you may find useful. Like sharing some new and exciting information at the "watercooler".

Values-based storytelling aims to communicate details about an organization's core beliefs, such as its views on veteran's issues. The approach aims to help an organization to connect with its membership base on a deep level. This is about sharing your knowledge—what you've gained along your journey—with your team in order to strengthen those relationships and drive motivation. There's no better way to do this than through storytelling.

Waking up via Apple? The iPhone alarm clock function has been iffy since last April, when a bug fix didn't work for a lot of folks. The glitch has made thousands of alarms not ring or go off hours late. Tip: Double-check your alarm volume under Settings > Sound and Haptic. Move the slider all the way to the right.

Too long; won't read: Eight sentences or longer, and 57% of people skim or ignore parts of your email. Pro tip: Put the most important info in the first line or write in bullet points to save time.

What Gen Z adults (born between 1997–2012) pay on average for basic DIY tasks. A survey of 2,000 18- to 27-year-olds showed they'd rather pay someone to clean their car or hang a picture frame. About 30% can't even identify a flathead screwdriver. How many Gen Zers does it take to screw in a light bulb? Just one ... to call the handyman.

McDonald's has become the latest major company to reduce its diversity and inclusion goals, citing the 2023 U.S. Supreme Court ruling against affirmative action in college admissions, though coming 18 months after that decision. This move follows broad conservative backlash against DEI policies, with companies like John Deere and Harley-Davidson facing similar pressure. McDonald's will no longer set specific diversity targets for senior leadership, pause supplier diversity training and end participation in "external surveys," which likely refers to the Human Rights Campaign's LGBTQ+ workplace inclusion survey. *1952 logo—to the right.*



Tik-Tok disappears January 19th. Briefs laying out both arguments of the battle for the future of TikTok in the United States have been filed with the Supreme Court. On the side of TikTok, a group of users notes that 170 million Americans would be impacted by the ban, making a ruling one of the most consequential First Amendment cases in national history. TikTok itself argues that simple disclosure of possible foreign influence – China, in this case – would be the least-restrictive means of addressing concerns. But the United States government said that "Such a generic, standing disclosure would be patently ineffective," the New York Times reported.

TikTok continues to deny "that TikTok has ever removed or restricted content in other countries at China's request." President-elect Donald Trump has also entered the fight, asking the Supreme Court to grant him more time to broker a deal, since the ban is set to take effect one day before he takes office. Whatever happens next will have to happen quickly with TikTok set to disappear come Jan. 19.

"Words" of the Year Awards— PR Daily select a word characterizing the climate public relations professionals have navigated throughout the past year. They have selected "**dissonance**" as their 2024 word of the year. "The public, as a whole, is not singing the same — or even a complementary — tune, and those who believe otherwise may be said to be suffering from dissonance of that cognitive variety".

Merriam-Webster went with "**polarization.**" Dictionary.com chose "**demure**" following the word's moment in the spotlight, while Oxford University Press more pessimistically selected "brain rot."

The Economist pulled no punches with its pick, "**kakistocracy,**" a word for government by a society's least suitable or competent citizens. Cambridge Dictionary took a less contentious tack and opted for "**manifest**" thanks to quips by Dua Lipa, Simone Biles and other big names in pop culture and sports. • *From a variety of web sources*

Remember when we used to wait until 9 pm to talk to people for unlimited minutes?

Twenty years later we have unlimited minutes and don't call anyone.

Forty and Eight One-Page Fact Sheet

La Societe des Quarante Hommes et Huit Chevaux, the Society of 40 Men & Eight Horses, is an independent, honor organization of male and female U. S. veterans, more commonly known as the Forty & Eight. Founded in 1920 by American veterans returning from France and originally an arm of The American Legion, the Forty & Eight became an independent and separately incorporated veteran's organization in 1960.



The Forty & Eight is committed to charitable and patriotic aims. Our purpose is to uphold and defend the United States Constitution, to promote the well being of veterans and their widows, widowers and orphans, and to actively participate in selected charitable endeavors. The titles and symbols of the Forty & Eight reflect its First World War origins. Americans were transported to the battle front on French trains within boxcars stenciled with a "40/8", denoting its capacity to hold either forty men or eight horses. This uncomfortable mode of transportation was familiar to all who fought in the trenches; a common small misery among American soldiers who thereafter found "40/8" a lighthearted symbol of the deeper service, sacrifice and unspoken horrors of war that bind all who have borne the battle.

Our website: www.fortyandeight.org

OUR PROGRAMS: Child Welfare— Was founded in 1923 to ease the pain and suffering of those children whose fathers never returned or who were unable to care for their needs after the "Big War." Today, this program has grown to include all children with emergent needs, and our efforts amount to over eight million dollars annually.

Youth Sports— The Youth Sports Program was established in 1994. Through this program, the 40/8 provides financial assistance in the form of grants to individual athletes or teams who lack the funds required to attend and participate in amateur sports programs. This program encompasses all amateur sports programs for all youths from 7 to 20 years of age.

Nurses Training— In 1955 Voiture Nationale formally established a Nurses Training Program and challenged each Locale and Grande to establish a Nurses Training Program at their level. Since the establishment of our Nurses Training Program the 40 & 8 has helped over 32,000 people with scholarships for training.

Carville Star—The first 40&8 support for the National Leprosarium at Carville, LA dates back to the early 1940's, with the donation of a printing press to publish The Star, a publication originally intended to air patients' grievances and clear misinformation about Hansen's disease. Though there are no longer patients at Carville, the 40&8 publishes and distributes The Star to 6 continents, 129 countries, and 22 states and 14 clinics in the U.S. Also, the Carville Star Program funds projects for the Carville Historic District (the grounds of Carville, including the patient cemetery) and the museum.

Americanism— By virtue of being veterans who have served their country in its time of greatest need, the fun-loving, hard-working Voyageurs Militaire maintain a strong commitment to the American way of life. Americanism projects, respect for the flag, Constitution, Law and Order and the proven willingness to defend these principles is evident in the day-to-day activities of members of our society. Flags for First Graders is a significant Americanism program providing flag education to children.

(VAVS) Veterans Affairs Voluntary Service—The Forty & Eight, as are most Veterans Organizations, is an active member and participant in the VAVS program. As part of this program, Voyageurs (called Deputy Representatives) visit the Veteran Administration Medical Centers on a regular basis, where they give comfort and assistance to, or just visit with, the hospitalized veterans.

National Box Car Association— The National Box Car Association was founded in 1965 as an affiliate of "La Societe" with the primary purpose of preserving the Box Car as the symbol of the Forty & Eight. The National Box Car Association set goals of making contributions to Hospitals, Children's Homes and Orphanages. Expanding its efforts the NBCA supports special projects at the annual Promenade Nationale (National Convention). A party for special children is held in the host city where the children and their escorts are treated to lunch, train rides on visiting Locomotives, and entertainment by the NBCA HOBO Clowns and bands, etc. Through its fundraising efforts, the Boxcar Assn. contributes large amounts to other various 40 & 8 programs such as nurses training and child welfare.

POW/MIA Program—The purpose of the National POW/MIA Program is to raise funds in Honor of the Servicemen & Women who were Prisoners of War or are considered Missing in Action while serving. The funds are raised to facilitate the formation and continuance of a Scholarship Trust Fund for the direct descendants of verifiable POW/MIA Servicemen and Women. Scholarships are limited to the Veteran, the Spouse of the veterans, children, and grandchildren of the veteran.

Special Awards—Nationally selected are a Hero of the Year, Law Officer of the Year, City of the Year and Voyageur of the Year.

Military and Special Observances—February

Feb. 2nd—Groundhog Day

Feb. 3rd—Four Chaplains Day: Four Chaplains Day was established by Congress in 1988 to honor these men for their unfathomable devotion and sacrifice as they fitted others with rescue gear and gave away their own, giving of their lives that as many others as possible might survive. On Feb. 3, 1943, off the coast of Newfoundland, the USAT Dorchester was sunk by a German submarine, U-223. The Dorchester had left New York City less than two weeks earlier as part of a three-ship convoy bound for Greenland.

Some 900 men were onboard, including the four relatively new Army chaplains. Alexander Goode was Jewish, Clark Poling was Baptist, George Fox was Methodist, and John Washington was Catholic. Today, there are numerous honors dedicated to the four Chaplains.

100 Chaplains died in World War II.

Feb. 4th—USO Birthday: The USO was founded on February 4, 1941 by Mary Ingraham in response to a request from President Franklin D. Roosevelt to provide morale and recreation services to U.S. uniformed military personnel. Roosevelt was elected as its honorary chairman. This request brought together six civilian organizations: the Salvation Army, YMCA, Young Women's Christian Association (YWCA), National Catholic Community Service, National Travelers Aid Association and the National Jewish Welfare Board. They were brought together under one umbrella to support U.S. troops, as opposed to operating independently as some had done during the First World War.



Feb. 9 to 15—National Salute to Veteran Patients: The National Salute to Veteran Patients is observed annually during the week of Valentine's Day, a day of caring and sharing, which underscores the Salute's expression of honor and appreciation. The annual VA National Salute to Veteran Patients program began in 1978 when VA took over sponsorship of a program started in 1974 by the humanitarian organization, No Greater Love, Inc.



As with every National Salute to Patient Week, VA is again requesting you or your organization to send Valentine's Day cards to your VA to be given to Veterans to show your support and love for their service to our country.

The cards provide a small token of your appreciation and really do impact the lives of Veterans. These messages of encouragement brighten their day and show them we do honor their commitment to serving our nation.

Feb. 14th—Valentine's Day

Feb. 17th—President's Day

Feb. 19th—Coast Guard Reserve Birthday: The U.S. Coast Guard Reserve Birthday takes place on February 19 annually. On June 23, 1939, Congress gave the Coast Guard Reserve a legislative mandate to use civilians. It was done to promote safety on the high seas and the nation's navigable waters. It was non-military and was formed by unpaid, volunteer U.S. citizens who owned yachts or boats. On February 19, 1941, Congress amended the 1939 Act by passing the Auxiliary and Reserve Act of 1941. It designated the Reserve as a military branch, with the civilians forming the Auxiliary. It became the Coast Guard Reserve, and its founding day is February 19.

Quick look at March...

Mar. 1st—Seabee Birthday

Mar. 3rd—Navy Reserve Birthday

Mar. 9th—Daylight Saving Time Begins

Mar. 13th—K-9 Veterans Day

Mar. 15th—American Legion Birthday

Mar. 21st—Rosie The Riveter Day

During the world's first nuclear reactor meltdown, a 28 year-old naval officer was brought in to lead a team of two dozen men, and courageously had himself lowered down into the damaged reactor. That week he and his team exposed themselves to a thousand times the level of radiation considered safe by today's standards. That young naval officer was Jimmy Carter.

PR Editorial— Are we “sweating” enough?

Have you every heard of the Navy Seal Maxim? “The more you sweat in training, the less you bleed in battle” and is taken from a quote by Navy Seal Richard Marcinko—”The more you sweat in training, the less you bleed in combat.” Norman Schwarzkopf said it a bit differently: 'The more you sweat in peace, the less you bleed in war.'

What does it mean for us...

As veterans and retirees, we are past the sweat and beyond the experiences that molded and prepared us for many of the dangers we experienced. Even those “in the rear with the gear” went through rigorous training to prepare for battles that may or may not come or we be thrust into unexpectedly.

In the military, wearing the uniform shows what we represent, but provides no indication of what kind of person, level or training or competence of the person wearing it. We look with respect at a chest full of ribbons earned—in the Forty and Eight we get an indication of experience with our marching medal and leadership title bars.

In La Societe, how prepared are we to be the ambassadors and storytellers needed to reverse some of the trends we are seeing in the Forty and Eight?

Succeeding in life and in La Societe, like battle—is all about training, preparation, and putting in the work needed to rise above the adversities and obstacles that many of us face. Perhaps we could just say that preparation and diligence are keys to success—and the more time we spend in learning, planning and preparing goals and objectives ultimately bring us benefits that may have been escaping us.

The theme this month invites us to invest in this powerful message and perhaps reflect internally on how much we are actually doing in facing the challenges we have in growth and success in La Societe.

As we have said... it conveys a powerful message about the time and effort we spend in sweating for the Forty and Eight as opposed to staying back “in the rear with the gear”. • L’Editeur

Note: Written by Public Relations Directeur Renslar Keagle, past U. S Army OESO—Organizational and Effectiveness Staff Officer, 1982 graduate of the OESO School at Fort Ord California—The school, using systems, behavioral, and management sciences, trained individuals to assist Army organizations in setting goals, develop strategic plans, improve communications, resolve problems, promote job satisfaction, and improve morale to enhance mission readiness.



“Life is divided into three terms—that which was, which is and which will be. Let us learn from the past, to profit from the present, and from the present, to live better in the future.” - Henry Wadsworth

“The Only Easy Day Was Yesterday.” Meaning: Every day you will need to work harder than the last. But when you work hard every day and see what you’re now capable of — yesterday seems easy.

“It pays to be a winner.” Meaning: If you work together as a team and put out as hard as you can for a short period of time, you’ll get to rest while everyone else pays for not working so hard.

“You train so hard that the event becomes easy.” Meaning: There has to be something to that right? The idea that we need to be putting more effort in preparation for the event, and not just hope we will have what it takes when the opportunity comes.

“You do not rise to the occasion, you simply fall back to your level of training.” Meaning: Do the hard work now so that it is easier later. If you fail to train, you just trained to fail. • From a variety of web sources

Great Speeches— Harry S. Truman Feb. 3rd, 1951

President Harry S. Truman's Speech At the **Dedication of the Chapel of Four Chaplains Temple University,** Philadelphia, PA February 3, 1951.

This chapel commemorates something more than an act of bravery or courage. It commemorates a great act of faith in God. The four chaplains whose memory this shrine was built to commemorate were not required to give their lives as they did.

They gave their lives without being asked. When their ship was sinking, they handed out all the life preservers that were available and then took off their own and gave them away in order that four other men might be saved. Those four chaplains actually carried out the moral code which we are all supposed to live by.

They obeyed the divine commandment that men should love one another. They really lived up to the moral standard that declares: "Greater love hath no man than this, that a man lay down his life for his friends." They were not afraid of death because they knew that the word of God is stronger than death. Their belief, their faith, in His word enabled them to conquer death.

This is an old faith in our country. It is shared by all our churches and all our denominations. These four men represented the Protestant, the Catholic, and the Jewish beliefs. Each of these beliefs teaches that obedience to God and love for one's fellow man are the greatest and strongest things in the world. We must never forget that this country was founded by men who came to these shores to worship God as they pleased. Catholics, Jews, and Protestants, all came here for this great purpose.

They did not come here to do as they pleased—but to worship God as they pleased, and that is a most important distinction. The unity of our country comes from this fact. The unity of our country is a unity under God. It is a unity in freedom, for the service of God is perfect freedom. If we remember our faith in God, if we live by it as our forefathers did, we need have no fear for the future.

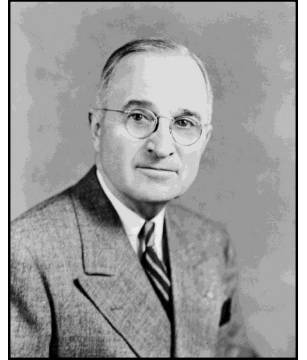
Today, many people have become full of fear. If we reaffirm our common faith we can overcome these fears.

This does not mean that we can always be sure what the future will bring.

We cannot always know what the outcome of events will be. President Lincoln once said, "The Almighty has His own purposes." But we need not be afraid of the outcome if we go on trying to do the right thing as God gives us to see the right.

Fate has made this country a leader in the world. We shirked our responsibility in the 1920's.

We cannot shirk it now. We must assume that responsibility now, and it will take everything we have—all the brains and all the resources that we can mobilize. Leadership carries with it heavy responsibilities.



Good leaders do not threaten to quit if things go wrong. They expect cooperation, of course, and they expect everyone to do his share, but they do not stop to measure sacrifices with a teaspoon while the fight is on. We cannot lead the forces of freedom from behind.

General Eisenhower has brought home the report that the people of Europe, in spite of their difficulties and their many problems, want to preserve their freedom. He has told us of the effort they are making. They are working very hard, and if we all work together, we can be successful...

...When things look difficult, there are always a lot of people who want to quit. We had people like that in the Revolutionary War, and we have had them in every war and every crisis of our history. Thomas Paine called them summer soldiers and sunshine patriots.

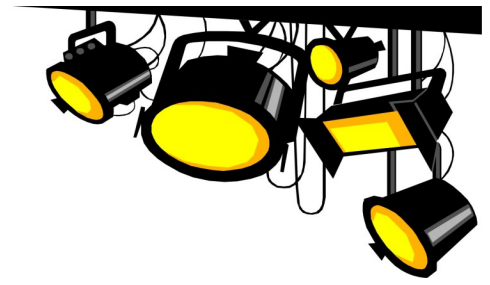
If we had listened to them, we would never have been a free and independent nation. We would never have had a strong and prosperous country. We would not be strong enough now to stand up against Communist aggression and tyranny.

The sacrifices that are being made today by the men and women of this country are not being made in vain. Our men are in Korea because we are trying to prevent a worldwide war. The men who have died in Korea have died to save us from the terrible slaughter and destruction which another world war would surely bring.

Their sacrifices are being made in the spirit of the four chaplains in whose memory this chapel is dedicated. They are being made in defense of the great religious faiths which make this chapel a place of worship. These sacrifices are being made for the greatest things in this life, and for the things beyond this life. I have faith that the great principles for which our men are fighting will prevail. •



Spotlight on Public Relations



Fact Sheets and Sell Sheets

A **fact sheet** is an important, at-a-glance tool used in public relations to provide an overall view of your organization. Though fact sheets can stand alone, they are more commonly used to supplement a news release or website, anchor a press kit, or replace a brochure.

A **one sheet** is a promotional piece where you present yourself in a way that will get people's attention, will get them interested in you, and will get them to act on your call to action. Consider a sell sheet as a flyer or an ad. Logos, color, fonts all make a difference here. But you do not have to go crazy—the message is what's important here.

Page four in this issue is an example of a page that can be used for both.

The fact sheet is a great compliment to any news or press release allowing us to provide more general information, background and history about our organization.

Not many of us get the opportunity to give an interview or speech, but fact and sell sheets are perfect to add to a biography to give background information to the media and interviewees.

Fact and or sell sheets should have at least a website and contact information—perhaps include/attach a business card.

A great introductory paragraph, easy to read, might just get the rest of the sheet read. It needs to attract attention quickly rather than get discarded. Note: The sample/sample I included has a lot of info on one page and might be better suited for two pages—front and back. If I were to go to two pages, I would split the paragraphs a bit and make the font a bit larger—the goal on the example attempts to get as much information as possible on one page.

For one page fact sheets its best to use Arial or Calibri especially if the font is going to be small.

Accent with color but not anything overpowering—a logo is a must.

Common pitfalls crop up even in well-researched fact sheets. Remember that you, as the sheet's creator, might not see it objectively. What seems crystal clear to you might confuse others—especially our French terms. Acronyms don't help unless explained or spelled out.

We don't use or need these important sheets all the time, so when we resurrect one—please make sure the content has not changed or is still accurate.

Fact sheets can also be posted to social media and websites as background material.

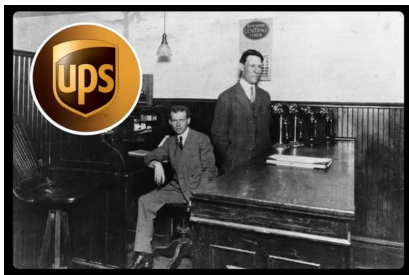
Essentially, the above are just tips and some basic guidance, understanding that these sheets can be a compelling and important way to easily and quickly provide information about our organization. •

A note about Tom Landry in WWII... known as second lieutenant Tommy Landry back then, part of The 493rd bombardment group stationed in RAF Debach. It was during his 30th mission that he earned the nickname ice water for calmly crash landing his flying fortress in a field in France after all the engines were shot out.

Newsletter Filler, Trivia or Just for Fun!

TRIVIA

In 1955, Chrysler launched the Dodge **La Femme**, a car specifically marketed to women. The La Femme featured a unique design, including pink and white two-tone paintwork and upholstery with a rosebud pattern. It came with a matching set of accessories, including a specially designed purse that contained a compact, lipstick case, lighter, and cigarette case, as well as an umbrella and raincoat that could be stored in a compartment behind the front seat. The La Femme was an attempt to cater to the growing number of female drivers at the time, but it was not a commercial success and was discontinued after the 1956 model year.



James Casey and Claude Ryan founded the American Messenger Company in 1907 with a \$100 loan and two bicycles. Initially, they focused on delivering packages and telegrams in Seattle, Washington. Their dedication to customer service quickly set them apart, leading to a rebranding as United Parcel Service (UPS) in 1919. By 1927, they had expanded to major U.S. cities and introduced air delivery services in 1929. UPS became the first package delivery company to serve every address in the continental United States by 1975. Today, it is a global leader in logistics, delivering millions of packages worldwide.

Mark Spitz, nine-time Olympic champion, jokingly told the Russian swim team coach in 1972 that his mustache increased his swimming speed by deflecting water away from his mouth. The next year, every Russian swimmer had a mustache. Spitz's influence extended beyond his medals, showing how a simple joke can impact sports culture.

Doug Hegdahl, a U.S. Navy petty officer, was captured during the Vietnam War. His captors thought him unintelligent, earning him the moniker "The Stupid." He feigned ignorance, opting to hum a song instead of speaking. While in captivity, Hegdahl maintained this act, leading his Vietnamese captors to believe he suffered from a mental disorder. After being freed and returning to the United States, Hegdahl astounded everyone by listing approximately 256 names of missing fellow POWs. He had ingeniously memorized their names by associating them with the melody of "Old MacDonald Had a Farm," the same tune he hummed throughout his imprisonment.

Tsutomu Yamaguchi was in Hiroshima on August 6, 1945, when the first atomic bomb was dropped. He survived the blast, suffering burns and temporary blindness, but managed to return to his hometown of Nagasaki just in time for the second atomic bomb on August 9. Remarkably, Yamaguchi survived both explosions, making him the only officially recognized survivor of both atomic bombings. Despite the immense trauma, Yamaguchi lived to the age of 93 and became a passionate advocate for nuclear disarmament. His incredible story of survival serves as both a testament to human resilience and a sobering reminder of the devastating power of nuclear weapons.

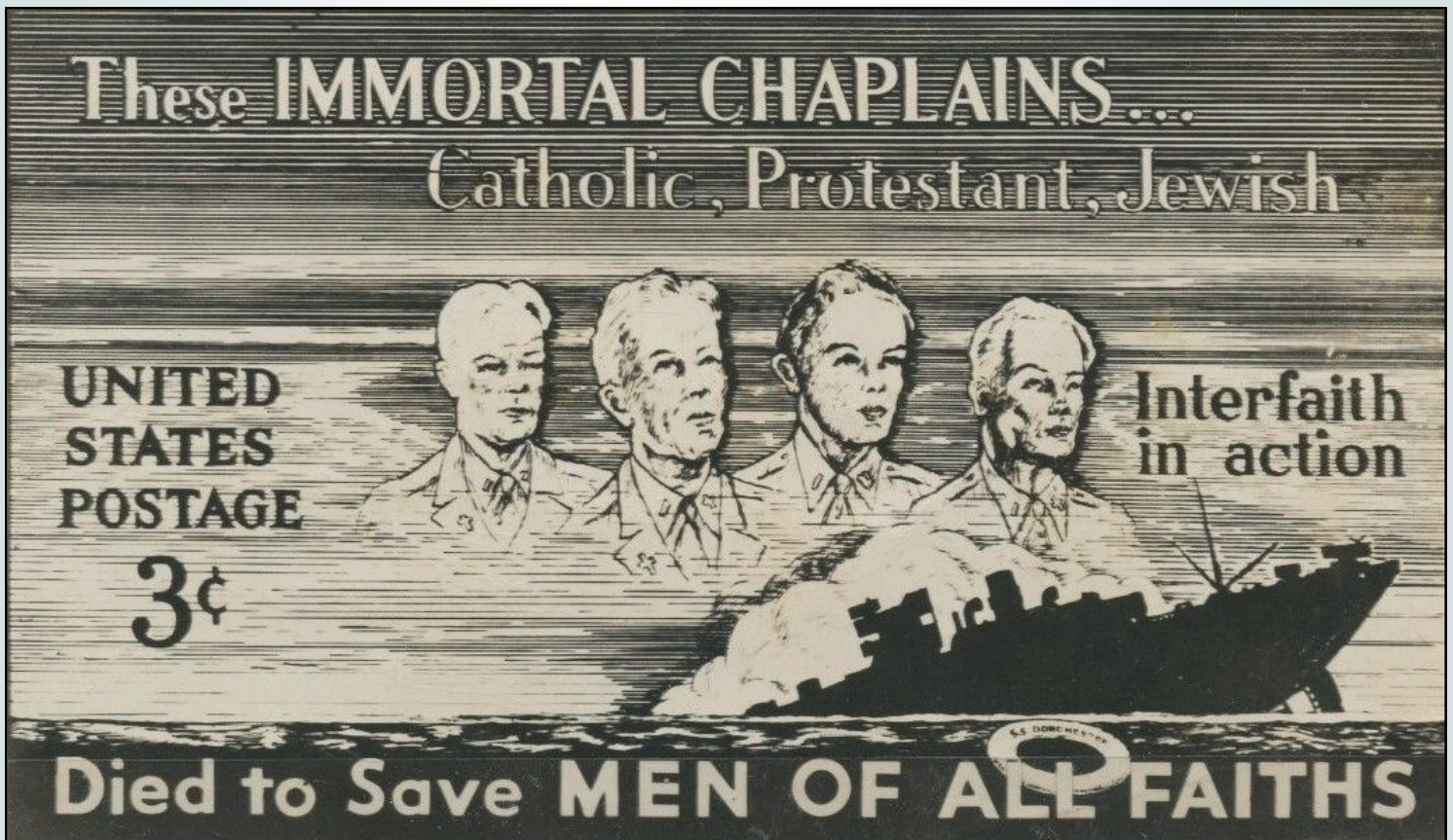


The FDA does not categorize Dr Pepper as a cola, root beer, or fruit-flavored soft drink. Dr Pepper is classified as a "pepper-type" carbonated beverage due to its unique flavor profile, which doesn't fit neatly into the other standard categories of soft drinks. This distinct classification stems from its blend of 23 different flavors, setting it apart from other beverages.

Robert Chesebrough, a chemist and entrepreneur, is renowned for inventing Vaseline and passionately advocating its benefits. He discovered petroleum jelly in 1859 while visiting oil fields, where workers used residue from drilling to heal cuts and burns. Recognizing its potential, Chesebrough refined the substance and patented it in 1872, marketing it under the name "Vaseline." To prove its safety and effectiveness, Chesebrough applied it to his skin during illness, believing it had restorative properties. His demonstrations of self-application were pivotal in persuading a skeptical public of its healing capabilities. •

Grace Chicken (that was her name) was one of the first nurses in the Army Air Force's Air-Evac group during World War II and had the most flight hours of any nurse during the war. Amazingly, Grace is one of the very few nurses to serve in three wars before she retired as a Lieutenant Colonel. Grace recently passed away at 107 years old.

POSTER OF THE MONTH



“We can build such a sanctuary by returning to the fundamental pleasures of home and family, of good books, and most important, to the joy of worshiping God. If our happiness is dependent upon these, the outside world can tumble about us and we can still have peace.”

— Dan Kurzman, *No Greater Glory: The Four Immortal Chaplains and the Sinking of the Dorchester in World War II*

L'Editeurs Back Page

USO in Vietnam...To staff the USO clubs (created in 1941), run the canteens, sew the buttons on uniforms, be mother/girlfriend, women from all walks of life signed up to be "VICTORY BELLES." Vietnam had its share of victory belles, but they were called Associate Directors and Directors. The role was the same: bring a touch of home to our soldiers wherever they go, wherever they are. As the USO logo says: "A Home Away From Home."

Vietnam may have been a different war, with all front and no rear, but the danger was the same. Not only was it a messy war and increasingly controversial, but it required the USO's civilian activities to become a vital arm of the national organization. General William Westmoreland realized this way back in 1963 when he told the Department of Defense that there was a need for USO Clubs in Vietnam. The first club, the Saigon USO, opened in April of 1963. It was to be an alliance that stretched eleven years to 1974, when all the women with USO Clubs left Vietnam. Sam Anderson, the Executive Director of the USO in Vietnam, told all ladies the same thing: "Your job in Vietnam is to be happy. Never let the men see you cry." •



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—\$20.00 ANNUAL RENEWAL—\$5.00 TEN YEAR RENEWAL—\$45.00 PUFL—\$75.00

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



P.A.L.S./Blue Chevalier - please note new renewal fees!!!!

P.A.L.S. APPLICATION—RENEWAL or NEW MEMBER			
Full Name _____			
Address: _____			
City _____	State _____	Zip _____	New Member ☐ Renewal ☐
Email _____			PUFL \$100.00 ☐
Voiture Locale _____			
ANNUAL DUES	MAIL ONLY: \$20.00	☐	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	☐	
	DIGITAL ONLY: \$10.00	☐	
PUFL down payment (minimum \$25)			



POW/MIA Monthly Update—As of Dec. 31st 2024

Returned since our fiscal year began—October 1st, 2024

Current Identifications by Conflict for FY 2025

Unaccounted for DoD personnel are those who went missing during a designated conflict and who have not yet been accounted for.


WORLD
WAR II

14


KOREAN
WAR

6


COLD
WAR

0


VIETNAM
WAR

1

FY 2025 runs from October 1, 2024 – September 30, 2025

Returned in December 2024...

Name	R.	Conflict	Service	Unit	Location	Accounted...
MOORE, JOSEPH R	T Sgt	WORLD WAR II	UNITED STATES ARMY	121 INFANTRY 8 DIVISION	GERMANY	12/20/2024
DOWNING, DONALD WI...	Lt Col	VIETNAM WAR	UNITED STATES AIR FORCE	555 TFS 12 TFW	VIETNAM	12/20/2024
BRADBURY, GEORGE F	1st Lt	WORLD WAR II	UNITED STATES ARMY AIR FORCES	858 BOMBARDMENT SQUADRON 492 BOMBARD...	FRANCE	12/19/2024
MANN, JOHN H	S Sgt	WORLD WAR II	UNITED STATES ARMY AIR FORCES	22 MATERIALS SQUADRON 17 AIR BASE GROUP	UNITED STATES	12/19/2024
GRACE, LUTHER	M/S...	KOREAN WAR	UNITED STATES ARMY	Heavy Mortar Company, 31st infantry Regiment, 7t...	KOREA, NORTH	12/18/2024
MCLAUGHLIN, HERBERT E	Pvt	WORLD WAR II	UNITED STATES ARMY AIR FORCES	HEADQUARTERS SQUADRON 17 AIR BASE GROUP	UNITED STATES	12/17/2024
JACKSON, LEONARD R J	Pvt	WORLD WAR II	UNITED STATES ARMY	ARMY - 60 COAST ARTILLERY REGIMENT	PHILIPPINES	12/16/2024
MCCOLLUM, ROBERT T	2d Lt	WORLD WAR II	UNITED STATES ARMY AIR FORCES	565 BOMBARDMENT SQUADRON 389 BOMBARD...		12/10/2024
DANNEKER, JOHN H	S Sgt	WORLD WAR II	UNITED STATES ARMY AIR FORCES	565 BOMBARDMENT SQUADRON 389 BOMBARD...		12/10/2024

Rosies Hold Part of History at the Defense POW/MIA Accounting Agency

By Sgt. Morgan Burgess Defense POW/MIA Accounting Agency Public Affairs

JOINT BASE PEARL HARBOR-HICKAM, Hawaii —

Two “Rosies”, visited the Defense POW/MIA Accounting Agency Hawaii laboratory on Dec. 9, 2024.

Jeanne Gibson and Delphine Klayput, both referred to as Rosies, received a tour of the facility and had the opportunity to hold a historical Rosies artifact recovered by DPAA.

The Rosie nickname originally comes from a Redd Evans and John Loeb song, “Rosie the Riveter” and became synonymous with the women who worked in the previously male-dominated industrial fields. The image of a strong, working woman, inspired women to enlist and serve.

Delphine worked as a certified clerk in Baltimore, Md. and Jeanne served as a shipyard welder in Seattle and Alaska in support of the U.S. during World War II from 1941 to 1944. The agency welcomed them just two days after the 83rd anniversary of the attack on Pearl Harbor on Dec. 7, 1941.

Seeing a piece of an aircraft inscribed with the signatures of the past Rosies who built the aircraft, Delphine and Jeanne were able to hold and inspect the work of others who answered the call to duty like they had. • www.dpaa.mil