

The Bulletin



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THE PRESS ASSOCIATION OF LA SOCIETE

Public Relations

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Blue Chevaliers



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Vol. 40 No. 07 **Supporting and Encouraging La Societe Public Relations for 40 Years** February 2025

STORYTELLING

• AMBASSADORSHIP

• PERSUASION

What turned out to be writers block finally came together and I hope you find this issue worth your time. I try to find a common theme for each issue but sometimes we go all over the place on a variety of issues—tying in public relations as best we can. Public relations is not something to be scared of.



Your Forty and Eight persona, image, the card you carry and the pins you wear are all public relations. Hope all are well and for one, I'm looking forward to spring! L'Editeur

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Don Collins

Paul Chevalier

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P.A.L.S. Page—Pins!

You may notice that this issue has a kind of theme—a bit of focus on our program and Forty and Eight pins. Probably a subject not many would be expecting but as you read deeper into the Bulletin you will see why our pins are so important—and especially in the realm of public relations.

We didn't talk much about pin design, most of the vendors have good artists and illustrators for that. Proud to say that I designed my own pin and helped in the creation of several others.

Pin design and composition depends on many factors such as layout, colors, fonts, size and what I consider very important—a theme. Pins cost money and costs vary depending on the pin size, type and how many purchased.

Not a lot of space here but it's important to understand the different type of pins which may be described by a vendor—and the type could effect the cost.

Cloisonné Pins: Custom Cloisonné pins feature a polished, enamel-filled design with raised metal lines separating each color. When designing for cloisonné pins, keep in mind that each color area needs to be completely enclosed by metal lines, and intricate details may be challenging to achieve.

Hard Enamel (Epola) Pins: Custom Hard enamel pins have a smooth, level surface where the enamel is filled to the same height as the metal lines. Designs for hard enamel pins should have clean, well-defined color areas and can accommodate more detail than cloisonné pins.

Die-Struck Pins: Custom Die-struck pins are created by striking a high-quality metal alloy with a custom mold, resulting in a 3D design with raised and recessed areas. When designing for die-struck pins, use bold, clean lines and avoid intricate details that may be lost in the striking process.

Soft Enamel Pins: Custom Soft enamel pins have a slightly recessed enamel fill, giving them a textured surface. Designs for soft enamel pins can be more complex and detailed than die-struck pins, but still require clean lines and well-defined color areas.

Offset Printed Pins: Custom Offset printed pins use a full-color printing process to transfer designs onto a metal base. This style is ideal for designs with gradients, intricate details, or photorealistic elements. Keep in mind that offset printed designs may be less durable than enamel-filled pins.

3D Cast Pins: Custom 3D cast pins are created by pouring molten metal into a custom mold, resulting in a fully sculpted, three-dimensional design. When designing for 3D cast pins, consider the depth and dimensionality of your elements and ensure that your design is structurally sound.

Photo Etched and Laser Screen Pins: Photo etched and laser screen pins use a chemical etching process or laser engraving to create detailed, precise designs on a flat metal surface. These styles are well-suited for intricate, line-based designs or text-heavy layouts.

Bottom line— Consider factors such as your design complexity, desired level of detail, color requirements, and budget when selecting a pin style. Consult with your pin manufacturer to determine which styles best suit your specific design and goals. Lastly (just thought of this) - don't forget to ask how long it will take to get your pins, how much is shipping and even consider what country they will be made in. •



The taxation of Social Security benefits was introduced through the Social Security Amendments of 1983, signed into law by President Ronald Reagan. This legislative change aimed to address the financial stability of the Social Security program, which faced solvency challenges.



The Watercooler

Waffle House Lover?

In a PR move, Waffle House is confronting the effects of the bird flu, which has caused a sharp rise in egg prices. To mitigate the rising costs, the chain added a \$0.50 surcharge for every egg it sells. It made the upcharge clear to customers by placing an explanation sticker on its in-store menus. Waffle House's public-facing statements – an insert on its menu and its comments to the media – are straightforward and direct, not a sneaky charge added to a bill.

W A F F L E
H O U S E

On hold again? For the next time you're sitting on hold for 30 minutes. Do you know that message about the call being recorded for quality assurance? That includes when you're on hold, too, so consider conversations, potty breaks and anything else private

Addicted to a full charged phone? Older nickel-cadmium batteries suffered from the "memory effect." Completely draining a lithium-ion battery, like what's in today's newer phones, will shorten its lifespan. Lithium-ion batteries work best when kept charged between 20% and 80%.

PR move by Starbucks—After a brutal 2024 revenue-wise, Starbucks is brewing up a bold new strategy under its freshly appointed CEO, formerly the head honcho at Chipotle. His latest moneymaking move? No more freeloaders. Grab a snack and refill your drink or you get the boot. Enforcing that will be a pain, so they're installing panic buttons baristas can press for help.

Memo from Apple for iPhone users—A foldable iPhone is coming most likely in early 2026. finally. It'll be ultra-thin, at just 4.6mm unfolded, and will use a Samsung foldable OLED panel since they've already figured out the tech. It could be a massive 12 inches, with two 6.1-inch displays connected by a hinge. The price is TBA, expect it to be costly!

Fewer words spoken each day. In 2005, we said an average of 16,000 words a day. Today, that's down to 13,000 because of texting and social media messages. Women tend to chat more than men, averaging 13,349 words a day versus 11,950.

Amazon added more commercials to Prime Video. All over the internet, people are saying it's become unbearable to watch. You can pay \$2.99 more to cut the ads ... but most are already paying \$139 a year for Prime. Hulu just as bad for commercials.

Calling back a random number? Hide yours first. Punch in star, 6 and 7, followed by the number you're calling, and that's it. The caller will see "Private" or "Blocked." If you want your number hidden all the time, change the settings on your smartphone. On an iPhone, tap Settings > Phone > Show My Caller ID. Toggle it Off. On Android, the option is called Hide Number.

Superbowl ads are expensive PR— (Top 3) According to USA Today's Ad Meter, viewers voted their favorite ad of the night to be Budweiser's traditional Clydesdale spot. The ad, dubbed "First Delivery," doesn't focus on the grand, huge horses in their jangling harnesses. Instead, it follows a young colt who is told he isn't big enough to help pull the wagon just yet. But when a keg falls off, he has a chance to prove himself.

In a similar vein, the second most popular ad was "The Little Farmer" from Lay's, which follows a young girl doting on a single potato plant on her parent's farm until the spud is ready to be sent off and fried up into a chip. It's filled with the same agrarian imagery and emphasis on the care and American-ness that's being lavished on each salty chip.

Rounding out the top three was "The Ultra Hustle," featuring American treasure Willem Dafoe and Canadian treasure Catherine O'Hara as a pair of pickleball-playing con artists, using their age to lure opponents into a false sense of security — and ultimately win their Michelob Ultra. • Above from PRDaily and Kommando.com

Hot tip!!! When you're sending an email to a group, put your email in the "To:" field and everyone else's email addresses in the "Bcc:" field. This way, your sendees' emails are hidden from each other and replies go only to you.

Is your flag lapel pin important?

These days, politicians of all stripes are expected to wear a pin displaying the stars and stripes. An American flag pin on a jacket lapel has become the expected norm and many people not in politics wear an American flag pin, as well. An American flag pin is one of the most-frequently ordered pins, especially in conjunction with national holidays such as Memorial Day, July 4th, September 11, Veterans Day and Pearl Harbor Day in December.

Despite many people thinking that the custom lapel flag pin has been around for as long as there has been a flag, quite the opposite is true. Other than military units during the Revolutionary War, hardly anybody even owned a flag. And, in any event, the final design of the flag was not settled until 1777 – one year after the nation declared its independence from Britain.

Prior to that date, there were many different flags. As one example, at the Battle of Bunker Hill, Americans flew the flag of New England which had a blue background and a white field in one corner. Indeed, the famous painting of George Washington crossing the Delaware River includes an image of a flag that wasn't even designed at the time of the war. According to numerous historians and other authorities on the flag, it wasn't until the Civil War that the flag became a symbol of patriotism. Few private citizens flew a flag. It was only when the Confederacy was winning battles early in the Civil War did northerners begin flying a flag in front of their home or business as a sign of pride in the Union. When the war ended, so did a lot of the flag flying.

Not even during World War II did lapel flag pins make an appearance. It wasn't common for men and women to wear flag jewelry until after the war. There were a few flag brooches and tuxedo buttons before then but not flag pins.

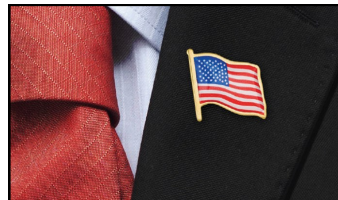
Richard Nixon was the first president to always wear a lapel flag pin. It started after he noticed a character in the Robert Redford film *The Candidate* displaying one on his suit jacket. Nixon directed that the entire White House staff begin wearing a flag pin, as well. This was during the Vietnam War so his flag pin also generated controversy. Many anti-war demonstrators and people sympathetic to their cause began wearing a flag pin upside down as a distress symbol. Even today, wearing a custom American flag lapel pin is not without occasional controversy.

American Flag Lapel Pins are Part of National Flag Week. Did you know that Flag Week stems from a grade school assignment some 140 years ago? When Bernard Cigrand was teaching in 1885, he put a 10-inch flag on his desk and directed student to write an essay about the flag and what it meant to them. He went on to campaign for a National Flag Day on June 14th – the day of his assignment.

But it wasn't until 1916 that President Woodrow Wilson proclaimed an official Flag Day. President Barack Obama extended the commemoration to a full week. In proclaiming Flag Week, Pres. Obama noted that "The stars and stripes tells our nation's story and embodies its highest ideals. It's display reminds us of America's promise to the world and guides us towards a brighter tomorrow."

Politics aside, the flag and wearing a flag pin is a symbol of the nation and all that it has endured during our long history, both in tragedy and in triumph. The flag flew at Fort Sumter at the start of the Civil War. It was carried across the trenches during the Great War. An iconic image from World War II is the flag being raised by U.S. Marines atop Mt. Suribachi on the Pacific island of Iwo Jima. Who can forget the image of an American flag attached to a twisted girder in the ruins of the World Trade Center? The stars and stripes tell our story – the story of each and every American regardless of their situation, their history, their views or their beliefs. • *From a variety of public source web articles*

Note: According to the United States Flag Code, American flag pins should be worn on the left lapel. The logic behind this is that you should wear your patriotism closest to your heart. However, for men who are wearing ties but not blazers, the preferred placement for the pin is on the center of the tie. It should be used on its own and not in conjunction with another tie tack. Individuals who are wearing neither jackets nor ties should place flag pins on the left side of their shirts and just above their hearts.



Flag lapel pins shouldn't be too large, as it might make it appear flashy. When you look for a flag pin, find one that is small instead. While there's not a specific size limit that's right, it's ideal to choose one that's about a half-inch.

Military and Special Observances—March 2025

Mar. 3rd—Navy Reserve Birthday—Formed in 1915 in response to the outbreak of World War I, the Navy Reserve made up almost 84 percent of the Navy's fighting force during the war. Among its ranks were five future U.S. Presidents and 15 recipients of the Medal of Honor. The Navy Reserve has since had reservists serve in every major war in which the United States has fought.

Mar. 5th—Seabee Birthday— (A bit of history) - The name "Seabee" comes from the initials "CB," which stands for Construction Battalion. Seabees are the construction force of the United States Navy. They often deploy to remote, dangerous and sometimes even hostile locations. Their tasks include building things like roads, runways, bridges and living quarters, even under challenging circumstances. The United States Navy's Construction Battalions have been a fixture in American military history for over 75 years. Seabees initially formed during World War II to free up troops for combat duty. The newly formed units started by taking on construction projects in the Pacific theater.



In March 1942, the first Construction Battalion (CB) was formed. By the end of the war, there were a total of 325,000 Seabees serving in 100 different CBs. These service members saw action in every theater of operation during World War II. However, their most notable deployments were to the Pacific island-hopping campaign against Japan.

The Seabees saw action again during the Korean War. They often worked alongside Army units to construct roads, air-strips, and bridges under enemy fire. Despite their vital role in supporting American troops, the Seabees have been largely forgotten by history. That might have something to do with the fact that their role is largely one of helping and not one of combat.

The Vietnam War was a new kind of conflict for America. It required a new generation of Seabees to meet the challenges of guerilla warfare and hostile jungle terrain. Among other things, they built floating restaurants and barges to support American troops stationed along Vietnam's extensive river network. They also constructed barriers to prevent Vietcong vehicles from using roads to transport supplies and troops. By the time the last Seabee left Vietnam in 1973, they had earned a reputation as some of America's most formidable and most resourceful soldiers.

The 1990s saw a new era of diplomacy and international cooperation. Still, it was also a time when America's military prowess was tested with Operations Desert Shield and Desert Storm in response to Saddam Hussein's invasion of Kuwait. In 2003, America invaded Iraq a second time. Once again, the Seabees played a vital role in supporting American troops by constructing living quarters and forward operating bases throughout Iraq. From their origins during World War II to their operations in Iraq and Afghanistan, the Seabees have always been there when America needed them most.

Mar. 9th—Daylight Saving Time Begins (Spring forward)

Mar. 13th—K-9 Veterans Day—K9 Veterans Day is a holiday dedicated to service dogs who have served in various government agencies, including the military, police, rescue services, and customs. The holiday is celebrated annually on March 13 in the United States, on the day when the first K-9 Corps was founded in 1942. The new corps came when more than one million dogs served on both sides during World War I, carrying messages along the complex network of trenches and providing psychological comfort to U.S. Service members.

Mar. 15th—American Legion Birthday—(History with the 40 & 8) March 15, the designated birthday of The American Legion, is the day in 1919 when the first American Legion caucus, held by members of the American Expeditionary Force, convened in Paris. In 1959 the Forty and Eight became independent of The American Legion when National Commander Martin B. McKneally discontinued it as an organization within the Legion. In 1973 the Forty and Eight modified their membership rules to prohibit discrimination. The organization required its members to also be members of the Legion until 2008. From the beginning, the Forty and Eight only allowed men into its ranks, even though many women were veterans in their own right and thus, could have been eligible. But that changed at the Promenade Nationale in 2006, when the majority of delegates present voted to allow women into the ranks for the first time.

Mar. 21st—Rosie The Riveter Day—See more

PR Editorial— Don't be a snowflake...

Wondering how many have heard of the quote or phrase “No snowflake in an avalanche ever feels responsible.”

The quote has shown up many times going back to the 1800's and attributed to many but perhaps more closely associated with a man named Stanisław Jerzy Lec. “Born in 1909 in Lviv, he lived through the turmoil of World War II and the post-war Soviet era, which deeply influenced his works. Lec was known for his sharp wit, dark humor, and thought-provoking aphorisms. His observations about life, society, and human nature remain timeless, resonating with readers around the globe.”



Another version I like is... “Each snowflake in an avalanche pleads not guilty.”

Metaphorically it contains a powerful message. At it's core a snowflake could represent an individual while an avalanche could represent many things. Could we say each snowflake contributes to the avalanche, none feels accountable for the resulting destruction. Ouch! Kind of harsh. This might reflect a common tendency in us where people often evade personal responsibility when they are part of a larger group.

Let me tamper this by saying that within La Societe, it teaches us the importance of recognizing our own role in the bigger picture. Each of us, no matter how small our actions seem, contributes to the overall outcomes of the Forty and Eight—success or failure.

Some may think that our individual actions or lack thereof are too insignificant to matter. In our hearts we know this is not true—we need to look at our individual roles or personal responsibility. Are we assuming that others will step in. Some may think... Isn't that why we have leadership and specific roles in the Forty and Eight to handle membership and programs?

Stanisław Jerzy Lec's quote, “No snowflake in an avalanche ever feels responsible,” is a powerful reminder of the importance of personal accountability. It challenges us to reflect on our actions, recognize our role in larger events, and take responsibility for them. Being a member of a large organization like La Societe does not dilute our personal responsibility to it.

Don't be the snowflake—be the avalanche! •

“Is it progress if a cannibal uses a fork?”

Stanisław Jerzy Lec Quotes

“He who limps is still walking.”

“The greater the dark, the easier to be a star.”

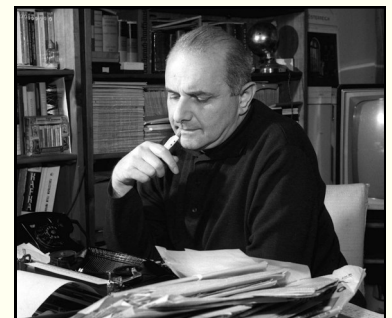
“In a war of ideas it is people who get killed.”

“He had a clear conscience. Never used it.”

“When smashing monuments, save the pedestals -- they always come in handy.”

“All is in the hands of man. Therefore wash them often.”

“We understand everything; that is why we understand nothing. ”



“Satirists, be careful. In the 1931 film by Rene Clair “Vive la Liberte” a song says, “Work is freedom.” In 1940 the sign on the gates to Auschwitz said: “Arbeit macht frei.”

**Both President Reagan and Soviet Premier Mikhail Gorbachev
agreed that they would pause the Cold War if there was ever an alien invasion.**

Great Speeches— Historical Speeches Nobody Ever Heard

In event of moon disaster: *As the world nervously waited for Neil Armstrong and Buzz Aldrin to land on the moon, Nixon speechwriter William Safire penned a speech in case the astronauts were stranded in space.*

"Fate has ordained that the men who went to the moon to explore in peace will stay on the moon to rest in peace. These brave men, Neil Armstrong and Edwin Aldrin, know that there is no hope for their recovery. But they also know that there is hope for mankind in their sacrifice.

These two men are laying down their lives in mankind's most noble goal: the search for truth and understanding. They will be mourned by their families and friends; they will be mourned by their nation; they will be mourned by the people of the world; they will be mourned by a Mother Earth that dared send two of her sons into the unknown.

In their exploration, they stirred the people of the world to feel as one; in their sacrifice, they bind more tightly the brotherhood of man. In ancient days, men looked at stars and saw their heroes in the constellations. In modern times, we do much the same, but our heroes are epic men of flesh and blood. Others will follow, and surely find their way home.

Man's search will not be denied. But these men were the first, and they will remain the foremost in our hearts. For every human being who looks up at the moon in the nights to come will know that there is some corner of another world that is forever mankind."

Eisenhower's "In Case of Failure" Message

General Dwight D. Eisenhower sounded confident before the Normandy Invasion.

Operation Overlord was a massive campaign—an invasion of 4000 ships, 11,000 planes, and nearly three million men. Despite a year of strategizing and a boatload of confidence, Eisenhower had a quiet plan in case his mission failed. If the armada couldn't cross the English Channel, he'd order a full retreat. One day before the invasion, he prepared a brief speech just in case:

"Our landings in the Cherbourg-Havre area have failed to gain a satisfactory foothold and I have withdrawn the troops. My decision to attack at this time and place was based on the best information available. The troops, the air and the Navy did all that bravery and devotion to duty could do. If any blame or fault attaches to the attempt it is mine alone."

JFK's Dallas Trade Mart Speech: *It was late November 1963, and President Kennedy had begun a two-day, five-city tour of Texas. After a speedy 13-minute flight from Fort Worth, a motorcade picked up JFK at the Dallas airport and took him on a ten-mile tour through downtown. The president was bound for the Trade Mart, where he was scheduled to speak at a luncheon. He never made it.*



"There will always be dissident voices heard in the land, expressing opposition without alternatives, finding faults but never favor, perceiving gloom on every side and seeking influence without responsibility. Those voices are inevitable. But today other voices are heard in the land—voices preaching doctrines wholly unrelated to reality, wholly unsuited to the sixties, doctrines which apparently assume that words will suffice without weapons, that vituperation is as good as victory and that peace is a sign of weakness. . .

We cannot expect that everyone, to use the phrase of a decade ago, will 'talk sense to the American people.' But we can hope that few people will listen to nonsense. And the notion that this Nation is headed for defeat through deficit, or that strength is but a matter of slogans, is not but just plain nonsense.

"[Our] strength will never be used in pursuit of aggressive ambitions—it will always be used in pursuit of peace. It will never be used to promote provocations—it will always be used to promote the peaceful settlement of disputes."

Condoleezza Rice's 9/11 Address: *On September 11, 2001, Condoleezza Rice was slated to deliver a speech at Johns Hopkins University, addressing "the threats and problems of today and the day after." Terrorists made their own statement that morning, forcing Rice to scrap her speech.*

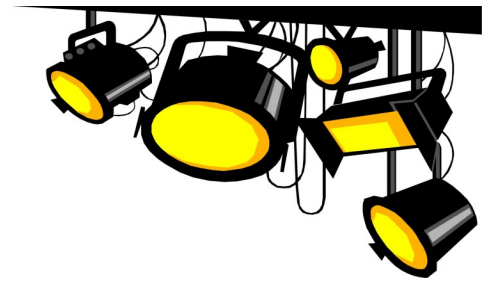
In 2004, excerpts from Rice's address leaked to The Washington Post. The speech did not mention Al Qaeda or Osama Bin Laden. Rather, it promoted missile defense as an upgraded security strategy. Of the few lines released publicly, one read:

"We need to worry about the suitcase bomb, the car bomb, and the vial of sarin released in the subway [but] why put deadbolt locks on your doors and stock up on cans of Mace then decide to leave your windows open?" •

From mentalfloss.com



Spotlight on Public Relations



Are program pins public relations?

“In the grand tapestry of wearable art, lapel and other pins occupy a unique niche. These diminutive pieces might be understated, yet they serve an outsized role in personal and professional expression. Worn on the lapels of jackets, blazers, and uniform apparel, they can denote affiliations or achievements and communicate subtle messages about identity. The allure of custom pins lies in their dual capacity to enhance aesthetics and convey meaning. Organizations often employ pins as part of marketing strategies or as tokens of recognition, while individuals (and organizations) use them to add a personal touch to their outfits.” *The Art and Influence of Custom Pins - Forbeszine*



Let it be said and we must make perfectly clear that our program pins do much more than just financially support our programs. They also can have a very positive impact on our image and convey important messages about our organization. These pins can evoke strong emotions about La Societe if their meaning is conveyed properly.

When our Locale does a flags for first graders program, we hand out flag lapel pins to the students who answer some pretty tough questions asked about our flag. When we present school staff and principal our Americanism pin, the look of appreciation and comments are heartfelt. The key is not to just hand over a pin, but taking a few seconds to explain the program and other Americanism efforts by the Forty and Eight. It should be noted, that when we return to schools from previous years, one of the first things we hear is “where is our Americanism pin”? We have seen our Americanism pins worn proudly by members of the Daughters of the American Revolution, Kiwanis Flag Association, veterans and others in our community.

So programs gives the Forty and Eight visibility and creditability—an awareness of what’s important to us as an organization. Our pins are our own personal expression supporting what is important to our communities.



Tying our pins to special events works a dual purpose. At a special event or dinner for nurses training, presenting pins to nurses or health professionals can stimulate interest in us. Memorial Day and Veterans Day our POW/MIA pin becomes more visible and can be showcased. You literally just have to show a POW/MIA pin to a Legion Rider and it is sold. Our Americanism pin becomes more prominent and important around Flag Day and the 4th of July. Our other program pins can be tied to youth and sports activities as well as many other community events.—all public relations.

Presenting a pin as a token of appreciation or as part of an award goes a long way in our ambassadorship efforts. So perhaps are program pins have been underutilized? Our pins also represent our history and accomplishments showing our commitment to our communities.

Whether marking milestones, reinforcing camaraderie, or promoting awareness, Forty and Eight pins are to important in our public relations message via storytelling and ambassadorship.

They are symbols of our identity, belonging, and advocacy. •

A surprising new study suggests that pizza may actually be a healthier breakfast choice compared to many popular cereals. Nutritionists analyzing common breakfast habits found that a slice of pizza provides a better balance of protein, fats, and essential nutrients than the sugar-laden cereals typically consumed in the morning.

"Bluetooth" is named after 10th century ancient Viking King Harald "Bluetooth" Gormsson of Denmark and Norway. His nickname allegedly comes from the extreme amount of blueberries he ate, staining his teeth. Commonly viewed as a great uniter (he united Norway and Denmark), he's the inspiration for Bluetooth wireless tech, (because it 'unites' devices) and the logo is actually his initials in Nordic Runes.



Chef Boyardee has long been an iconic part of American mealtimes, but did you know the company and founder, Chef Hector Boiardi, played an important role in the country's World War II efforts? With American troops engaged in battle overseas, the comforts of home were much appreciated. Chef Boyardee meals were an essential part of soldiers' rations during the war.

Beginning in 1942, the Chef Boyardee plant in Milton, Pennsylvania began operating 24 hours a day, seven days a week to keep up with production demands. When they weren't busy with production, Chef Boyardee employees could be seen marching through the streets of Milton during patriotic parades that inspired wartime support. Banners that read "Keep 'em flying! Keep 'em rolling! Keep 'em well-fed!" conveyed the pride the employees took in their critical role.

Muhammad Ali, the greatest boxer of all time, holds a unique honor on the Hollywood Walk of Fame. Unlike every other star on the famous boulevard, Ali's star is mounted on a wall rather than embedded in the ground. This special placement was done out of respect for his request to ensure that no one could walk on his name, particularly since it includes "Muhammad," a sacred name in Islam.

Indian Americans own about half of the economy lodging properties in the US, with many of those with the last name "Patel". The name "Patel" is very common among a certain caste in India. It doesn't mean anything having to do with innkeepers, but many Indian immigrants from there are members of that caste and happen to work in the lodging industry.

Thirty years ago, you had 15—17 minutes to escape a house fire. Today, due to synthetic materials like plastic, petroleum-based products, and modern home designs with open floor plans and larger rooms, you only have 3—5 minutes.

A middle school science project revealed that 70% of the time, ice from fast food restaurants is dirtier than toilet water. Mold, lime, excessive sodium and bacteria found.



The iconic black fur capes worn by the Night's Watch in Game of Thrones, were actually cheap Ikea rugs.

Humans have left a lot of junk on the Moon, including spacecraft remains like rocket boosters from over 50 crashed landings, nearly 100 bags of human waste and miscellaneous objects like a feather, golf balls and boots. It adds up to around 200 tons of our trash.

The skeletons used in Poltergeist were not props, they were real skeletons purchased from a medical institution. This is because they were cheaper than props made of plastic.

During the filming of the first Godfather movie, the mafia got awfully curious about what went on during filming. The mob actively followed the actors and actresses around and hovered around the sets, much to the chagrin of the actors. Marlon Brando in particular wasn't too pleased. Not deterred, the mob sent real-life mafia enforcer, wrestler and doorman Lenny Montana to the movie set, to play the part of Luca Brasi. Montana was a major Brando fan, as were many of the mafia guys themselves who had come to respect the wild star and his reckless ways. So in awe of his famous co-star was Montana, that he bumbled his lines. He could barely perform at all. Until Brando put Montana at ease, helping him shine and perform his part well. The big mobster turned actor was incredibly grateful, and suddenly the mafia was totally okay with their on-screen portrayal.



"You can't cross the sea merely by standing and staring at the water." - Rabindranath Tagore

POSTER OF THE MONTH

Women at War



- **Rosie the Riveter**- 6 million additional women took jobs outside the home to help wartime production, pay still less and some hostility
- “The more women at work, the sooner we win”
- **WAC**- Women’s Army Corp, WAVES, SPARS, all behind the lines in the war effort (nurses, pilots, radio operators)

The question isn’t who is going to let me;
it’s who is going to stop me!”

L'Editeurs Back Page

"Rosie the Riveter" is regarded as a feminist icon today, but the image on which it was based had nothing to do with feminism. In February 1943, workers at dozens of Westinghouse factories across the Eastern and Midwestern United States filed into work past a large propaganda poster. The image, one item from a 42-part series, showed a fiercely determined woman dressed for factory work and flexing her bicep.

The company formed what became known as the Westinghouse War Production Committee, which hired Pittsburgh-based artist J. Howard Miller to produce a series of pro-company, anti-union posters that could be displayed for two weeks at a time in its plants across the country.

Those who installed the image never intended for its distribution to circulate outside of designated Westinghouse factories, and for many years that is precisely what happened. It was not, as popularly supposed, intended to motivate women to join the workforce; during the war, it was never displayed outside of factories where women already were working. After the poster's initial two-week run in February 1943, it was replaced by another of Miller's posters and forgotten.



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!!!!

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Full Name _____			
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City _____	State _____	Zip _____	New Member ☐ Renewal ☐
Email _____			PUFL \$100.00 ☐
Voiture Locale _____			
ANNUAL DUES MAIL ONLY: \$20.00 MAIL AND DIGITAL: \$20.00 DIGITAL ONLY: \$10.00	☐ ☐ ☐ ☐		
Checks made out to P.A.L.S. Remit to: Renslar R. Keagle 8714 Marble Drive El Paso, TX 79904-1710 rennykeagle@gmail.com			
PUFL down payment (minimum \$25)			



POW/MIA Monthly Update—As of January 31, 2025

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

21


KOREAN
WAR

9


COLD
WAR

0


VIETNAM
WAR

1

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

Name	Rank	Conflict	Service	Unit	Location	Accounted for Date
ODONOVAN, JAMES J	Maj	WORLD WAR II	UNITED STATES ARMY	ARMY - 31 INFANTRY ...	PHILIPPINES	02/04/2025
MESTAS, ORACE JOSEPH	Sgt	KOREAN WAR	UNITED STATES ARMY	I Company 3rd Battalio...	KOREA, SOUTH	01/31/2025
BROCK, JAMES BYRON	Sgt	KOREAN WAR	UNITED STATES ARMY	I Company, 3rd Battali...	KOREA, NORTH	01/29/2025
REIMER, JOHN W	ACMM	WORLD WAR II	UNITED STATES NAVY	NAVY - UNITED STATE...	PHILIPPINES	01/27/2025
SCHOPP, ERWIN H	Pvt	WORLD WAR II	UNITED STATES ARMY	ARMY - 59 COAST ART...	PHILIPPINES	01/24/2025
DAGE, DELOREN DELLIS	Sgt	KOREAN WAR	UNITED STATES ARMY	A Company, 1st Battali...	KOREA, NORTH	01/15/2025
SMALLEY, CHARLES W	Pvt	WORLD WAR II	UNITED STATES ARMY	141 INFANTRY 36 DIVI...	FRANCE	01/14/2025
BUTTALA, JUSTICE J	2d Lt	WORLD WAR II	UNITED STATES ARMY AIR ...	28 BOMBARDMENT S...	JAPAN	01/14/2025
LINGO, ARTHUR M	Capt	WORLD WAR II	UNITED STATES ARMY AIR ...	362 FIGHTER SQUADR...	GERMANY	01/10/2025

Marge Hop Wong was in the third grade when her brother Staff Sgt. Yuen Hop, who became a waist gunner on a B-17G Flying Fortress, left to fight in World War II. Hop went missing Dec. 29, 1944, during the Battle of the Bulge. He was just 20 years old. Wong never stopped yearning to find out what happened to her brother and the U.S. Army never stopped searching for him.

The Battle of the Bulge was fought in brutal winter conditions and is considered the single deadliest battle of World War II in which some 19,000 American service members were killed and 75,000 were wounded.



Family of Staff Sgt. Yuen Hop

It is estimated that more than 1,000 Soldiers and Airmen remain missing from the Battle of the Bulge alone. Because the area of the battle spread out over Belgium, Luxembourg and Germany finding the missing remains an arduous task. Because of the passage of time, identification is difficult. Also, many Soldiers and Airmen from that era were immigrants and some Families returned to their homeland following the end of the war making finding a relative a near impossible task. Some 80 years after his death, Hop's remains were identified June 18, 2024. Identification was a complex process that involved collaboration between the PCRb, and the Defense POW/MIA Accounting Agency, or DPAA.