

The Bulletin

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



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Vol. 37 No. 02 **Supporting and Encouraging La Societe Public Relations for 37 Years** October 2021



A great Promenade Nationale—fun seeing everyone again and a great job by Missouri! Thanks to all who visited the P.A.L.S. table—we got dues from many, signed up 4 new members and added 3 PUFL and my typewriter actually still works.

Last month we finished out our digital page series on the history of the 27 flags, so I thought I would start a series on great battles of WWI—The Bulletin is still about Public Relations and material help for L'Editeurs but we try to include history and informative things for all Voyageurs Militaire. Contributions and ideas always welcome.

L'Editeurs, please get your newsletters to the appropriate Sous Committee member to get credit and we can see and appreciate all the hard work you do. Have a great Halloween and Thanksgiving!

Stay safe and blessings! - L'Editeur

In this issue!!

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"Some people spend an entire lifetime wondering if they made a difference in the world. But, the Marines don't have that problem."

— President Ronald Reagan

P.A.L.S. since 1984—Past L'Editeurs

George Hartley

Don Collins

Paul Chevalier



NATIONAL PUBLIC RELATIONS COMMITTEE—2022

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Nationale Public Relations Awards 2020-2021

- **Thomas W. Fay Award - Chef de Chemin de Fer - 1978**

Awarded to the **Voiture Locale** presenting the best publication for the fiscal year.

Awarded to	V-605 Texas
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- **Award John Kilgus - Chef de Chemin de Fer - 1977**

Awarded to the **Grande Voiture** presenting the best publication for the fiscal year.

Awarded to	Illinois
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- **Arthur McDowell Award**

Awarded to the **Grande Voiture** presenting the best publications without advertising for the fiscal year.
Award and Honorable Mention

Awarded to	Texas
Honorable Mention	Minnesota

- **John W. Emerson Award**

Awarded to the **Voiture Locale** presenting the best publication without advertising for the fiscal year.
Award and Honorable Mention

Awarded to	New York V-713
Honorable Mention	Oregon V-80

- **La Verne Eccleston Award**

Awarded to the **Voiture Locale** for excellence in promoting 40/8 Programs and fostering effective communication with the community during the year. Award and Honorable Mention

Awarded to	Illinois V-1439
Honorable Mention	Minnesota V-414

- **Robert Kaseman Award**

Presented to the **Grande Voiture** for excellence in promoting 40/8 programs and fostering effective communication within the community during the year. Award and Honorable Mention

Awarded to	Wisconsin
Honorable Mention	Texas

- **Don Collins Award**

Presented to the **Voiture Locale** that submits the best entry showing utilization of the public media (TV, Radio, Newspapers, etc.) to promote the activities of the 40 & 8. Award and Honorable Mention.

Awarded to	Texas V-605
Honorable Mention	Illinois V-516

- **Directeurs Editeur Award**

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

Awarded to	Texas V-605
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PUBLIC RELATIONS AREA ASSIGNMENTS

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WASHINGTON D.C., WEST VIRGINIA

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SOUTH DAKOTA, TENNESSEE, WISCONSIN

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NEW MEXICO, OREGON, UTAH, WASHINGTON, WYOMING

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The above are those on the Public Relations Committee responsible for the areas noted. They are a resource in all areas of public relations. Working together, we can show how public relations has a positive effect on membership, our programs and communities. How do we start? Please get copies of Locale and Grand newsletters to the member in your area as well as "cc" on press releases and anything public relations related including social media postings. Each Directeur will communicate within their area regarding PR. Public Relations matters and does make a difference!!!

THE CLIPBOARD



Consider these overlooked platforms in your social media plan...

When building out a communications and marketing plans, many often focus efforts on mainstays like Twitter, Facebook, LinkedIn, Instagram, Snapchat and YouTube. And now even TikTok is getting more attention due to its explosive growth. Consider...

Reddit: The self-described “front page of the internet” is a great place for the infamous AMA (ask me anything), but are you regularly checking this space for how your brand or your brand’s industry is being mentioned?

Nextdoor: You may wonder why you’d go hyperlocal but depending on your goals and to reach maximum awareness in your local geography, Nextdoor is a good option without too much upkeep.

Walmart and Home Depot share goals of new delivery partnership



Home Depot announced that it is the first retailer to join Walmart’s new white-label GoLocal delivery service, with both companies sharing their goals and ambitions for the partnership that will include them working together to expand same-day and next-day delivery options for Home Depot customers. Deliveries through the service will begin in the coming weeks, with plans to expand to additional markets across the country by the end of the year.



“This partnership brings us even closer to our goal of offering same-day or next-day delivery to 90 percent of the U.S. population,” Stephanie Smith, Home Depot senior vice president of supply chain, said in a statement. Products that qualify for scheduled delivery should “easily fit in a car” and will have that option enabled at online checkout, the companies said.

What it means: As ecommerce becomes more ubiquitous and the USPS decreases its delivery times, this partnership arrives at an opportune time for Walmart to demonstrate proof of concept for its new service and for Home Depot to offset its post-pandemic in store shopping concerns.

It also highlights how launching a partnership can provide an opportunity to not only announce the shared goals of the partnership, but reinforce your organization’s individual goals as well, with a focus on how they intersect to facilitate a win-win for both companies.

Dollar Tree explains price increases to more than \$1 on select items



Dollar Tree, the discount store which takes its name from its ubiquitous low pricing, is raising prices amid labor and supply shortages.

According to its press release: Michael Witynski, President and Chief Executive Officer, stated, “For decades, our customers have enjoyed the ‘thrill-of-the-hunt’ for value at one dollar—and we remain committed to that core proposition—but many are telling us that they also want a broader product assortment when they come to shop. We believe testing additional price points above \$1 for Dollar Tree product will enable us over time to expand our assortments, introduce new products and meet more of our customers’ everyday needs.”

“We are a ‘test-and-learn’ organization which is what we are doing with this new initiative. We listen to our customers and believe it will make shopping with us an even better experience,” Witynski added.

Why it matters: *Dollar Tree’s attempts to frame its restructuring around customer needs by citing its intentions to “test and learn” come off as insincere jargon when pitted against the context of larger pandemic-related trends.* •

PR Editorial — “Why do we have a goal in the first place?”

Very interesting question! But there are various forms of goals... There are goals of leadership, what we want to accomplish. Standard sets of goals like for our programs, money raising, mission goals, etc., etc. and of course membership goals.

Do goals motivate us or frustrate us or hold us back or push us forward? Valid questions...

What’s in a number?

Does La Societe really know how to grow? Are we set in our ways with a hope and a prayer we will make it or realistically making an attempt to increase our numbers?

Membership focuses on two things—prospective new members and of course existing ones. When we have a membership goal to achieve it is based on how many new and existing members we achieved the previous year. The dilemma is on which do we focus more time and attention. A hard question with an easy answer—both.

At your next promenade, ask this question of your membership... Raise your hand if you know how many members we have and what is our membership goal? You would be surprised how many do not know despite a membership report given at each promenade. Achieving last years membership is not unrealistic, it’s generous in my opinion.

Who isn’t a member that should be? Aha! I see the hands going up stating that every veteran should be in La Societe. In our hearts we all know that is not true—we are an Honor Society of American veterans and believe me when I say I know veterans that I would never consider for membership. It’s not going to work anymore waiting on a prospective member to ask us to join—we need to determine who would be a quality member, who is making a difference and contributing elsewhere—let’s ask and see how much they know about us and would they consider the Forty and Eight.

Back to goals, what is good about having a specific set goal?

Having a goal allows us to tackle membership from the standpoint of where we are and how far we have to go—we can track our progress and see when we need to step up efforts. Everyone knows where we stand.

Goals help push you forward—helps us determine where we are failing in either renewals or new membership. A goal helps define success with a number. It’s our measuring stick and helps us set priorities.

Having a goal holds us accountable—accountability creates motivation and a desire for success.

Tracking progress is important—we need to know where we stand today and set milestones for getting to our goal in the future.

Goals help morale—membership is about people measured by a number. A goal gives the locale something as a group to strive for and achieve as success.

I believe all of the above answers the question on why we have a goal in the first place. A goal is not a dream we hope and wish to achieve—it is based on the reality of where we need to be and what we need to achieve from dissolving as an organization.—L’Editeur Renslar R. Keagle

Note: Membership IS Public Relations!



“This club is for members only. But once you join, you join for an eternity.” - Ellen Schreiber

What really matters from the point of view of social capital and civic engagement is not merely nominal membership, but active and involved membership.

-- Robert D. Putnam

“Being a Forty and Eighter means a lot more than just your membership.” - L’Editeur

“The productivity of a work group seems to depend on how the group members see their own goals in relation to the goals of the organization.

- Ken Blanchard

TONY LAMA—FORTY AND EIGHTER

Throughout history, Tony Lama has repeatedly proven to be the world's most recognized western boot brand. Each pair of prized Tony Lama boots is a true work of art, meticulously built by hand, crafted of the finest leathers, always inspiring, always recognizable. Not many recognize that Tony was a veteran and a Forty and Eighter—here is his story...

1887—An Early Beginning

Legendary Anthony "Tony" Lama was born in the year 1887, six months after his parents left Italy and landed in the USA. Several years later, Tony was orphaned at age 11 after the unfortunate passing of his parents. Following the tragedy, Tony Lama's uncle took him to a shoemaker in Syracuse, New York where he became an apprentice and quickly learned the ways of boot making and the leather trade industry.

When Tony Lama was 16 years old, he lied about his age in order to join the US Cavalry stationed in Fort Bliss, Texas as a cobbler handcrafting boots for the soldiers. It wasn't long before Tony's reputation of crafting custom boots spread across the southwest, attracting cowboys and ranchers from around the area.

1911 - The Start of a Company

After completing his duty with the Cavalry, Tony Lama settled down in the Mexican border town of El Paso, Texas, which was heavily saturated with men pursuing the western style boot. With such a high demand for Tony Lama's expertise, he formally decided to set up his own company in 1911 on East Overland Street in El Paso. His company began as a small shoe repair shop, repairing boots for the soldiers at Fort Bliss. However, due to his reputation preceding his skill, he transformed the shop into a boot factory in order to fulfill the hundreds of requests for custom boots.

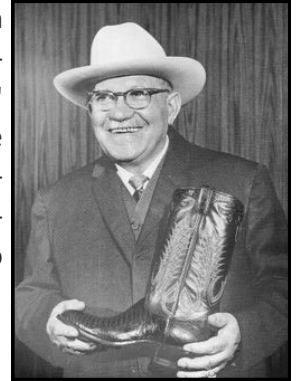
1933-1945 – Pre-War Prosperity and the Impact of World War II

By 1933, business was booming for the Lama family and the factory was producing nearly 40 pairs of boots per day. Unfortunately, the economic impact of World War II caused business to slow down due to the scarcity of leather supply, but shortly after the war, business returned better than ever before.

1946 – The Family Business Flourishes

In the year 1946, Tony Lama made an official decision to turn the family business into a corporation. Custom

boot making continued to be a large part of the family's heritage and in 1948, Joseph "Bert" Lama, the oldest of the three sons, had the honor of presenting President Harry S. Truman with a pair of kangaroo skin boots.



1950 - A Change

In the 1950s, Tony Lama established himself as an innovator, introducing new leathers, techniques and construction never before used in boot making. This transformed the industry and brought a higher level of demand on the company. During this time, the factory was producing 3,100 pairs of boots per day and its products were sold in more than 4,500 different retailers around the globe. Due to the growth of the company, in 1967 the plant was moved to 1137 Tony Lama Street in El Paso, TX.

1974 - The End of a New Beginning

In January of 1974, Tony Lama Sr. passed away, but the legacy created by the humble cobbler, a hardworking entrepreneur with a fierce pride in his craft, lived on. After the death of his father, Tony Lama Jr., the middle son, succeeded to presidency of the company.

In August of 1990, Tony Lama Company, Inc. was purchased by Justin Industries. Today various brands such as Tony Lama, Justin, Nocona Boots, and Chippewa, all fall under the Justin Brands umbrella owned by Berkshire Hathaway. Although many Lama generations have passed on, you can still find Tony Lama Sr.'s living on today through his grandson, Joe Lama, who still works as a leather purchaser at the company today. •

Tony was a member of V-605, La Societe, Grand du Texas. V-605 was chartered in August of 1923 and although no records can be found of when he was wrecked, his name appears on the rolls in records from the 50's, 60's and up until his death in 1974.—L'Editeur

Speeches— “A Day of Thanksgiving” - Abraham Lincoln

This is the proclamation which set the precedent for America's national day of Thanksgiving. During his administration, President Lincoln issued many orders similar to this. For example, on November 28, 1861, he ordered government departments closed for a local day of thanksgiving.

Sarah Josepha Hale, a 74-year-old magazine editor, wrote a letter to Lincoln on September 28, 1863, urging him to have the "day of our annual Thanksgiving made a National and fixed Union Festival." She explained, "You may have observed that, for some years past, there has been an increasing interest felt in our land to have the Thanksgiving held on the same day, in all the States; it now needs National recognition and authoritative fixation, only, to become permanently, an American custom and institution."

Prior to this, each state scheduled its own Thanksgiving holiday at different times, mainly in New England and other Northern states. President Lincoln responded to Mrs. Hale's request immediately, unlike several of his predecessors, who ignored her petitions altogether. In her letter to Lincoln she mentioned that she had been advocating a national thanksgiving date for 15 years as the editor of Godey's Lady's Book. George Washington was the first president to proclaim a day of thanksgiving, issuing his request on October 3, 1789, exactly 74 years before Lincoln's.

"The year that is drawing towards its close, has been filled with the blessings of fruitful fields and healthful skies. To these bounties, which are so constantly enjoyed that we are prone to forget the source from which they come, others have been added, which are of so extraordinary a nature, that they cannot fail to penetrate and soften even the heart which is habitually insensible to the ever watchful providence of Almighty God.

In the midst of a civil war of unequalled magnitude and severity, which has sometimes seemed to foreign States to invite and to provoke their aggression, peace has been preserved with all nations, order has been maintained, the laws have been respected and obeyed, and harmony has prevailed everywhere except in the theatre of military conflict; while that theatre has been greatly contracted by the advancing armies and navies of the Union. Needful diversions of wealth and of strength from the fields of peaceful industry to the national defence, have not arrested the plough, the shuttle or the ship; the axe has enlarged the borders of our settlements, and the mines, as well of iron and coal as of the precious metals, have yielded even more abundantly than heretofore.

Population has steadily increased, notwithstanding the waste that has been made in the camp, the siege and the battle-field; and the country, rejoicing in the consciousness of augmented strength and vigor, is permitted to expect continuance of years with large increase of freedom.

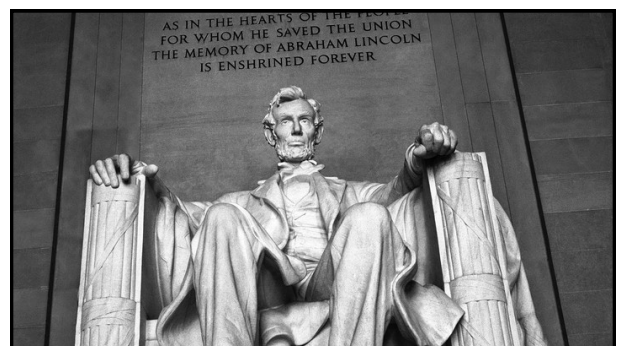
No human counsel hath devised nor hath any mortal hand worked out these great things. They are the gracious gifts of the Most High God, who, while dealing with us in anger for our sins, hath nevertheless remembered mercy.

It has seemed to me fit and proper that they should be solemnly, reverently and gratefully acknowledged as with one heart and one voice by the whole American People.

I do therefore invite my fellow citizens in every part of the United States, and also those who are at sea and those who are sojourning in foreign lands, to set apart and observe the last Thursday of November next, as a day of Thanksgiving and Praise to our beneficent Father who dwelleth in the Heavens.

And I recommend to them that while offering up the ascriptions justly due to Him for such singular deliverances and blessings, they do also, with humble penitence for our national perverseness and disobedience, commend to His tender care all those who have become widows, orphans, mourners or sufferers in the lamentable civil strife in which we are unavoidably engaged, and fervently implore the interposition of the Almighty Hand to heal the wounds of the nation and to restore it as soon as may be consistent with the Divine purposes to the full enjoyment of peace, harmony, tranquility and Union."

By the President: Abraham Lincoln •



Civil War general Robert E. Lee traveled with a pet chicken, Nellie. It laid the eggs he ate for breakfast.

In 1933, Washington State Representative wanted a Congressional amendment outlawing millionaires. He wanted income in excess of \$1 million applied to the national debt. Congress did not agree.

A third of Americans are now a different religion than when they were kids.

Why does hot coffee taste so much better than lukewarm? Because bitter taste receptors are dulled on food hotter than 95 degrees.

Ever have a “Shakerato”? A cold drink (that looks like a dark beer with a foamy head) made by combining espresso, sugar and ice, and shaking until it is frothy.

Paper trail: More than 27,000 trees a day are made into toilet paper.

Before the Korean war, Korean electronics giant Samsung sold dried fish and noodles.

People in the Middle Ages were so afraid of one particular large forest animal that they wouldn't even say its name. In fact, if it had a name, it's been lost to history. Instead, the animal was referred to as *bera*, which in Old English meant “the brown one”. It's from this that we get the modern word *bear*.

Dirtiest place in a bathroom, the floor.

Beep-beep! A coyote can actually run faster than a roadrunner.

The term mortician was invented as part of a PR campaign by the funeral industry, which felt it was more customer-friendly than undertaker. The term was chosen after a call for ideas in *Embalmer's Monthly*.

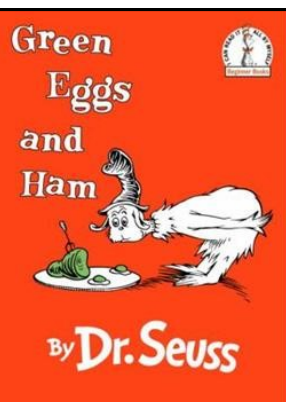
Winston Churchill's mother was born in Brooklyn.

PR History—In 1907, an ad campaign for Kellogg's Corn Flakes offered a free sample of cereal to any woman who would wink at her grocer.

The U.S. Senate's Rule XIX, which dates back to 1902, states that a U.S. Senator cannot insult their colleagues.

Jim Henson made his first Kermit puppet using his mother's old coat and two halves of a ping pong ball.

The number 4 is the only number with the same number of letters as the meaning of its name. (Now that is what I call trivia!)

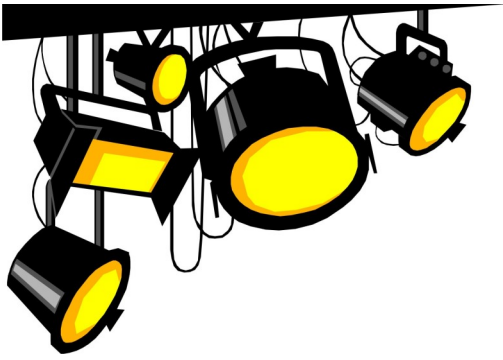


Editor Bennett Cerf challenged Dr. Seuss to write a book using no more than 50 different words. The result? *Green Eggs and Ham*.

When Disneyland was opened in 1955, “Tomorrowland” was designed to look like a year in the distant future: 1986.

Despite producing 95 percent of the world's bourbon supply, the official drink of Kentucky is milk.

According to Google Trends data, the most misspelled search term from March 2020 to March 2021 was "quarantine." The most common misspelling was "corn teen." (Really???)



Spotlight on Public Relations



Spotlight on Public Speaking

Still tired of hearing “What is the Forty and Eight”? It’s very common around my Legion and VFW posts. I carry “What is the Forty and Eight” brochures from emblem sales with me with little applications inside. I have little fireside chats with those interested or curious about us and seem interested in joining. All that helps get the word out. My Legion Post Commander just signed up a new member to our post but he is also a Forty and Eighter, asked me over and I left with a completed app and his dues. That was great—but how do we reach a larger audience?

I feel the answer is making and taking opportunities for public speaking.

By definition, the main purpose of public speaking is to communicate your message to your target audience in an engaging way to encourage them to remember it and you. But public speaking can be kind of scary. Not easy walking up to a lectern in front of a group of strangers. But, if you are prepared, have some notes, or a copy of what you are going to say, have rehearsed a little bit and obviously know what you are talking about with confidence—it all helps.

Whether I am in front of a group of first graders giving a presentation on flags or the Kiwanis or Rotary it is a great feeling when done and I’ve accomplished my purpose.

For some specific advice and tips—go to the Public Relations Manual here... [The Forty and Eight - Public Relations](#)

So this months focus and spotlight is on how to seek and obtain opportunities to speak on behalf of La Societe.

So what do we have to “sell” or talk to the public about? Flags for First Graders comes to mind. I’ve spoken about our Locale program to several military spouses associations, the Kiwanis and civic groups—never asking for money but usually walking out with a check. Our Locale has given presentations on flag history, citizenship and even the history of the Constitution for Flag Day and Citizenship/Constitution Day. Aye, but here’s the rub.... These groups rarely come to you. Some do, but most don’t.

At a promenade, ask your membership if they are members of any other groups, like the DAV, civic groups or organizations, other veterans groups. Determine if any speaking opportunities are there. I know for a fact that most groups would love to have someone come in and speak for ten or fifteen minutes on just about any relatable subject to fill in their time and make their own meeting more meaningful. I went to a Rotary meeting and was amazed at how much patriotic singing they did and have their own songbook.

Look at your target audience, some love our history and how its related to WWI and the boxcars, other take an Americanism approach and love to hear about FFFGs and our programs like nursing. Opportunities to speak may come and go, but when the opportunity arises—please take that opportunity.

Here are some tips... You do not have to be prefect, I got nervous one time and actually skipped an entire page of my speech and no one noticed. Avoid alcohol for several reasons. Think about whether technology is necessary, appropriate and will enhance your presentation—it could or maybe not necessary. Nervous?—who isn’t or hasn’t been. Your audience wants you to succeed and are rooting for your success—they genuinely want to hear what you have to say. If you know your topic and are confident—don’t over rehearse, it will sound like it. Ever hear the tip of start every speech with a joke—sometimes that may not be appropriate—but an anecdote or short related story might be. Personally, I like lecterns but some may prefer to get up and move around—that’s the best approach for FFFGs. Lastly, dress like a Forty and Eighter, look sharp and professional and look proud of what you represent. •

L’Editeur

POSTER OF THE MONTH



**There comes a time after you are discharged
when you realize that you are never really
going to be able to transition
from military to civilian life.**

YOU'RE A VETERAN AND ALWAYS WILL BE

Special Observances in November

National Veterans & Military Family Month—Warrior Care Month—National Family Caregivers Month

November 1—5 National Veterans Small Business Week

November 2—Election Day Americans first began the custom of weekday voting in 1845, when Congress passed a federal law designating the first Tuesday following the first Monday in November as Election Day.

November 7—Daylight Savings Time— Ends Clocks go back one hour

November 10—Marine Corps Day/Birthday—Founded in 1775, the Marine Corps is the armed forces' combined-arms task force on land, at sea and in the air.



November 11—Veterans Day

November 11—Armistice/Remembrance Day

November 25—Thanksgiving Day—Since 1863, Thanksgiving has been observed annually in the United States. The holiday superseded Evacuation Day, a de facto national holiday that had been held on November 25 each year prior to the Civil War and commemorated the British withdrawal from the United States after the American Revolution.

On October 3, 1863, expressing gratitude for a pivotal Union Army victory at Gettysburg, President Abraham Lincoln announces that the nation will celebrate an official Thanksgiving holiday on November 26, 1863. To restore some order, President Roosevelt moved the national holiday to the second-to-last Thursday of the month (a change that many were unhappy with).



Time to renew for 2022 (that rhymes!) !!!



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

Full Name _____

Address: _____

City _____ State _____ Zip _____ New Member Renewal

Email _____ **PUFL \$100.00**

Voiture Locale _____

Dues: Mail only \$17.00

Mail and Digital \$17.00

Digital only \$10.00

PUFL down payment (minimum \$25)

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

Remit to:

Renslar R. Keagle

8714 Marble Drive

El Paso, TX 79904-1710

rennykeagle@gmail.com



The First Battle of the Marne and the Beginning of Trench Warfare



At the start of the First World War, Germany hoped to avoid fighting on two fronts by knocking out France before turning to Russia, France's ally. The initial German offensive had some early success, but there were not enough reinforcements immediately available to sustain momentum. The French and British launched a counter-offensive at the Marne (6-10 September 1914) and after several days of bitter fighting the Germans retreated.

Germany's failure to defeat the French and the British at the Marne also had important strategic implications. The Russians had mobilized more quickly than the Germans had anticipated and launched their first offensive within two weeks of the war's outbreak. The Battle of Tannenberg in August 1914 ended in German victory, but the combination of German victory in the east and defeat in the west meant the war would not be quick, but protracted and extended across several fronts.

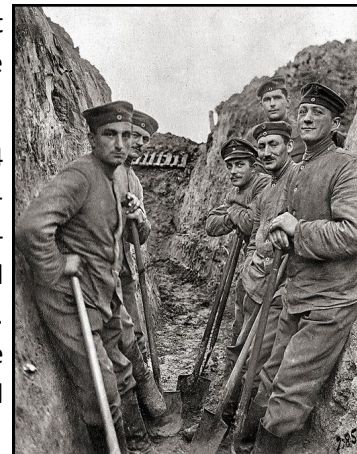
The Battle of the Marne also marked the end of mobile warfare on the Western Front. Following their retreat, the Germans re-engaged Allied forces on the Aisne, where fighting began to stagnate into trench warfare.

The opening months of the war caused profound shock due to the huge casualties caused by modern weapons. Losses on all fronts for the year 1914 topped five million, with a million men killed. This was a scale of violence unknown in any previous war. The terrible casualties sustained in open warfare meant that soldiers on all fronts had begun to protect themselves by digging trenches, which would dominate the Western Front until 1918.

FIRST TRENCHES ARE DUG ON THE WESTERN FRONT

In the wake of the Battle of the Marne—a conflict both sides had expected to be short and decisive turns longer and bloodier, as Allied and German forces begin digging the first trenches on the Western Front on September 15, 1914.

The trench system on the Western Front in World War I—fixed from the winter of 1914 to the spring of 1918—eventually stretched from the North Sea coast of Belgium southward through France, with a bulge outwards to contain the much-contested Ypres salient. Running in front of such French towns as Soissons, Reims, Verdun, St. Mihiel and Nancy, the system finally reached its southernmost point in Alsace, at the Swiss border. In total the trenches built during World War I, laid end-to-end, would stretch some 35,000 miles—12,000 of those miles occupied by the Allies, and the rest by the Central Powers.



As historian Paul Fussell describes it, there were usually three lines of trenches: a front-line trench located 50 yards to a mile from its enemy counterpart, guarded by tangled lines of barbed wire; a support trench line several hundred yards back; and a reserve line several hundred yards behind that. A well-built trench did not run straight for any distance, as that would invite the danger of enfilade, or sweeping fire, along a long stretch of the line; instead it zigzagged every few yards.

While war in the trenches during World War I is described in horrific, apocalyptic terms—the mud, the stench of rotting bodies, the enormous rats—the reality was that the trench system protected the soldiers to a large extent from the worst effects of modern firepower, used for the first time during that conflict.

The trenches were dug by soldiers and there were three ways to dig them. Sometimes the soldiers would simply dig the trenches straight into the ground – a method known as entrenching. Entrenching was fast, but the soldiers were open to enemy fire while they dug. Another method was to extend a trench on one end. •