The Bulletin

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As L'Editeur this is my 100th issue of The Bulletin, not a major milestone but it does make me reflect on how far not only P.A.L.S but this newsletter has come. I truly thank Paul Chevalier for his help and mentorship when I first got involved.

And of course our current Directeur and President Bob Cearlock for his trust and faith in me as we churn these out month after month.

I do my best not to be repetitive or due to my failing mental abilities repeat from previous Bulletins—but I know it happens. But then we get new members and it's all new to them—mea culpa.

My true goal and wish is that more Locales take that step and publish a communicative newsletter on a regular basis—we are here to help. The new PR Manual is a great place to start.

Let's have a great year, please plan if you can for Wisconsin—love to see each and every one of you in person.—L'Editeur

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- Digital Only—The Unremembered...

R.J. Mitchell

"The COMBACK is always greater than the SETBACK."

P.A.L.S. since 1984—Past L'Editeurs

George Hartley Don Collins Paul Chevalier



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P.A.L.S. Page



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JANUARY 2022

HAPPY NEW YEAR! MAY THIS ONE BE MUCH BETTER THAN THE LAST TWO!

I hope everyone had great Christmas and are ready for the coming year. We have a great opportunity to recover and accelerate our programs recovery.

Reporting is on track to be an excellent year even with the COVID Complications that we have all experienced.

The launch of the Blue Chevaliers Project has gone well, and we now start the Charter Year of 2022. I hope all of you will consider joining the project.



I have attached a Project report on the Project and want to thank all of you who have joined during the launch period. We honestly did not expect the response before the beginning of the charter year. Remember, anyone joining during 2022 will have their card stamped "Charter Member".

Yours in service to La Société,

Bob "OB 1" Cearlock

Rational Directeur, Public Relations
La Société 40 et 8

Looks like the start to a great year—but unfortunately I had to drop many from our digital issue for non-payment of \$10.00 in dues. I'll drop a note to each with a gentle reminder—we thank those who keep up their renewals—sometimes all it takes is a reminder.

Starting the new year, I want to take the time to address the underlying purpose of the Bulletin. Some months we are heavy with PR stuff and others not so much. But everything that is in

your Bulletin is to help and assist our L'Editeurs and newsletter writers—that is the original purpose for which the Bulletin was created. I remember when I first joined—each month was clip art to print-cut-paste and many I times I did. So we have stories, quotes, trivia, special messages and articles that we encourage you to cut-paste and use to your advantage. Some of our content has even ended up in Legion and VFW newsletters—great.

I acknowledge my sources to the best of my ability and do not violate copy write laws—so use as you will.

Stay safe—be well, God's Blessing on you this New Year! - L'Editeur Renny •

Blue Chevalier Project Award Proposal Form

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7 Lawnwood Dr.									
Jackson, TN, 38305									

THE CLIPBOARD



Using HTTP protocol instead of HTTPS

According to research from GIACT, 47% of Americans experienced identity theft in 2019 and 2020, with government benefits applications and credit card fraud being the most common categories. While identity theft has long been a problem, it has been exacerbated by the ease with which malicious individuals can steal information entered into an unsecured website.

However, customers are increasingly aware of this—and as a result, they are wary of visiting websites that use the HTTP protocol rather than HTTPS, which securely encrypts data transmissions to prevent hacking and theft. Many web browsers will actually block users from visiting an HTTP site that asks for personal information. If your website doesn't use HTTPS protocol, you're signaling that you're willing to put customers' information at risk.

Storytelling tricks that help nonprofits make an impact



Storytelling is part of what makes us human and is fundamental to who we are. For the nonprofit sector, storytelling has the power to get people excited about a particular organization and ultimately buy into its mission. Maya Angelou famously said that people will forget what you said, they'll forget what you did, but they'll never forget how you made them feel. Stories make us feel things and can even move us to action.

Add the human element.—When you can put a human face in front of your cause and show who it impacts, people are much more inclined to buy into your mission and take action. Use pics and video links.

Sharing stories (newsletters!) regularly with your staff, donors, and members can encourage them to do the same, and as a result, expand your organization's visibility. By understanding the why and the how of storytelling, you can also create storytellers among your staff and turn the entire organization into a storytelling operation. Storytelling is also a source of revenue generation within your community.

Setting goals—Do you want to use storytelling for fundraising and development purposes, to increase traffic to your website, to boost social media visibility and engagement, or to grow membership? Knowing clearly at the front end how you're going to measure success will give you a chance to see what stories and platforms are most effective, which can inform your strategy moving forward. • *Article by Michelle Ubben is a partner and president of Sachs Media, a partner in The Worldcom Public Relations Group.*

Corona Beer Lover? Corona Sunbrew

Beer company Corona announced this week the debut of its first non-alcoholic beer, tweeting that the Vitamin D-enhanced drink will help consumers who choose to avoid alcohol "embrace sunshine, anytime."

Corona's non-alcoholic offering makes a big deal of its addition of Vitamin D to the drink, rather than the exclusion of alcohol, something that will appeal to sober adults who are tired of being offered Shirley Temples. The marketing effort in response to the "dry January" trend stands in stark contrast to Pabst Blue Ribbon's social media fiasco earlier this week, when an employee tweeted a rather blue suggestion for anyone who was taking a break from alcohol to start the year. • From PR Daily



PR Editorial — "No" vs. "Know"

Homophones are words that sound the same but are different. I remember them being referred to as Homonyms in grade school. So let's talk briefly about these two words...

The verb "know" means to be aware, to be informed, to recognize, to understand, or to be acquainted with. There are several versions of what "no" means, for my purpose I like "to have little or no knowledge about something".



Let's look at the Voyageur Militaire who was accepted into our ranks, wrecked and 90 days later is never seen from again or has lost interest in La Societe. Which "no vs. know" category do you think he or she falls into? To boost our numbers and swell our ranks to achieve goal we quickly accept new members—but if they fall into the wrong category—they may soon be lost. How do we fix this?

We need to be "aware", concerned and well-informed of all the issues surrounding La Societe. There are issues surrounding membership and programs support that we as Voyageurs Militaire need to be aware of. We do this by newsletters, sharing emails from Nationale Directeurs and open discussions when we meet at the Locale and Grand levels.

We need to be "informed" about this great organization we belong to. How well do we know our history, knowledge about our programs? Each new PG should be given an information manual and have a sponsor or mentor to guide them through their installation and those first few promenades—and staying in touch!

We need to "recognize" or acknowledge that we have an obligation to adhere to those oaths we took at our wreck to the best of our abilities. We also need to acknowledge the fact that to grow our membership and have a reason for belonging—we need to find some way to support our programs—from a simple pin sale or major program support like nurses training or Flags for Fist Graders.

We need to "understand" that we are a ritualistic association of veterans and have formal protocols to follow during promenades but also understand we are still a "fun" society. We need to follow our ritualistic open and closings, do our best to follow Robert's Rules of Order, have agenda's, properly wear our chapeau's all the while not taking things so seriously we cannot have fun in doing so.

How "acquainted" are we with our membership? Do we really know each other? That is what I feel really separates La Societe from other organizations. We get to "know" each other, we talk to one another, we feel comfortable in each others company and are being genuine about it.

The answer lies in sponsorship, mentorship, fellowship and communication.

A simple ending for "no".

Those that say "no" to us rarely come back—but whose fault is that. • L'Editeur

"Not everything that is faced can be changed., but nothing can be changed until it is faced." - James Baldwin

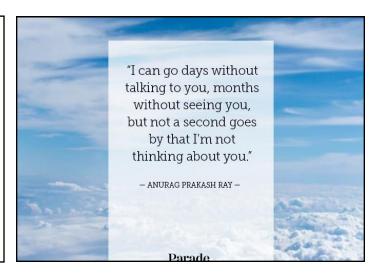
"The oldest shortest words, yes and no - are those that require the most thought." - Pythagoris

"Don't say maybe if you want to say no." - Ryan Holiday

"Do or do not—there is no try." - Yoda

"Stop waiting for the right moment, because sometimes it's now or never." - From Pinterest

"Sometimes it takes a good fall to really know where you stand."



Speeches — Great Military Speeches

For as long as wars have been fought, great military leaders have been able to use the power of the pulpit to motivate their troops. The right words delivered in the right way at the right time have helped to turn the tide when morale was suffering, when casualties were high and ammo was low. To start out the new year, I felt it might be more appropriate to share some excerpts from some of the worlds and histories best military speeches...

QUEEN ELIZABETH I supporting her military against the Spanish Armada, July 1588

"I am amongst you at this time, not as for my recreation or sport, but being resolved, in the midst and heat of the battle, to live or die amongst you all; to lay down, for my God, and for my kingdom, and for my people, my honor and my blood."

GENERAL GEORGE WASHINGTON calming his increasingly rebellious and doubtful army, March 15, 1783

"You will, by the dignity of your conduct, afford occasion for posterity to say, when speaking of the glorious example you have exhibited to mankind, 'Had this day been wanting, the world had never seen the last stage of perfection to which human nature is capable of attaining."

GENERAL NAPOLEON BONAPARTE firing up his forces before the Battle of Marengo in Italy, June 14, 1800

"Shall we allow our audacious enemies to violate with impunity the territory of the Republic? Will you permit the army to escape which has carried terror into your families? You will not. March, then, to meet him. Tear from his brows the laurels he has won. Teach the world that a malediction attends those that violate the territory of the Great People. The result of our efforts will be unclouded glory, and a durable peace."

PRESIDENT ABRAHAM LINCOLN speaking to the 166th Ohio Regiment, August 22, 1864

"For the service you have done in this great struggle in which we are engaged I present you sincere thanks for myself and the country. I almost always feel inclined, when I happen to say anything to soldiers, to impress upon them in a few brief remarks the importance of success in this contest. It is not merely for today, but for all time to come that we should perpetuate for our children's children this great and free government, which we have enjoyed all our lives. I beg you to remember this, not merely for my sake, but for yours . . .

The nation is worth fighting for, to secure such an inestimable jewel."

GENERAL SIR BERNARD MONTGOMERY speaking to his demoralized troops before defeating Rommel's Afrika Corps, August 13, 1942

"Here we will stand and fight; there will be no further withdrawal. I have ordered that all plans and instructions dealing with further withdrawal are to be burned, and at once. We will stand and fight here. If we can't stay here alive, then let us stay here dead."

GENERAL GEORGE S. PATTON exhorting the Third Army, Spring 1944

"I don't want to get any messages saying, 'I am holding my position.' We are not holding a goddamned thing. Let the Germans do that. We are advancing constantly and we are not interested in holding onto anything, except the enemy's balls.



We are going to twist his balls and kick the living shit out of him all of the time. Our basic plan of operation is to advance and to keep on advancing regardless of whether we have to go over, under, or through the enemy."

GENERAL DOUGLAS MACARTHUR addressing West Point, May 12, 1962

"Let civilian voices argue the merits or demerits of our processes of government; whether our strength is being sapped by deficit financing, indulged in too long, by federal paternalism grown too mighty, grown too rampant, by morals grown too low, by taxes grown too high, by extremists grow too violent . . .

These great national problems are not for your professional participation or military solution. Your guidepost stands out like a ten-fold beacon in the night: Duty, Honor, Country." •



My favorites from a variety of sources...

More World War I Doughboy Poetry

RAINDROPS ON YOUR OLDS TIN HAT

Lt. Hunter Wickersham

One of the most famous poems composed by a World War I Doughboy, Raindrops... was written by Lt. Wickersham the night before the St. Mihiel Offensive began. The next day, after being severely wounded by artillery fire, he continued leading his platoon despite a great loss of blood. He eventually died on the battlefield, receiving the Medal of Honor for his leadership, posthumously.



Raindrops on your old tin hat

The Mist hangs low and quiet on a ragged line of hills,
There's a whispering of wind across the flat,
You'd be feeling kind of lonesome if it wasn't for one thing
The patter of the raindrops on your old tin hat.

An' you just can't help a-figuring--sitting there alone--About this war and hero stuff and that, And you wonder if they haven't sort of got things twisted up,

While the rain keeps up its patter on your old tin hat.

When you step off with the outfit to do your little bit, You're simply doing what you're s'posed to do--And you don't take time to figure what you gain or lose--It's the spirit of the game that brings you through.

But back at home she's waiting, writing cheerful little notes, And every night she offers up a prayer,

And just keeps on a-hoping that her soldier boy is safe--The Mother of the boy who's over there.

And, fellows, she's the hero of this great, big ugly war, And her prayer is on the wind across the flat, And don't you reckon it's her tears, and not the rain, That's keeping up the patter on your old tin hat?

ROUGE BOUQUET

Joyce Kilmer

The best known poet of the AEF was killed by a sniper's bullet while on patrol near the River Ourcq, July 30, 1918. Rouge Bouquet was a wood Northeast of Baccarat where the 42nd Division was occupying a quiet sector of the line.



Rouge Bouquet

In a wood they call the Rouge Bouquet
There is a new made grave today,
Built by never a spade nor pick
Yet covered with earth ten meters thick,
There lie many fighting men,
Dead in their youthful prime,
Never to laugh nor love again
Nor taste the summertime.
For death came flying through the air
And stopped his flight at the dugout stair
Touched his prey and left them there

He hid their bodies stealthily
In the soil of the land they fought to free
And fled away.

Clay to Clay.

Now over the grave abrupt and clear Three volleys ring,

And perhaps their brave young spirits hear

Newsletter Filler, Trivia or Just for Fun





The first New Year's celebration dates back 4,000 years. Julius Caesar, the emperor of Rome, was the first to declare Jan. 1 a national holiday. He named the month after Janus, the Roman god of doors and gates. Janus had two faces, one looking forward and one looking back. Caesar felt that a month named after this god would be fitting.

What does 'Auld Lang Syne' mean? - The most accurate plain English interpretation of the Auld Lang Syne's famous title is 'Old long since', or 'For the sake of old times'. The song itself is reflective in nature, and is basically about two friends catching up over a drink or two, their friendship having been long and occasionally distant. The words were written by Scottish poet Robert Burns in 1788, but Burns himself revealed at the time of composing it that he had collected the words after listening to the verse of an old man on his travels, claiming that his version of 'Auld Lang Syne' marked the first time it had been formally written down.

McDonald's introduced drive-through service due to the military. The first McDonald's Drive Thru was installed in a restaurant based in Sierra Vista, Arizona, located near the Fort Huachuca military installation. Military rules forbade the soldiers from wearing their military uniforms in public, and they weren't about to change into civilian clothes just to grab a burger and run back to base, so restaurant manager David Rich came up with a solution: cut a hole into the wall and allow members of the military to pick up their orders without stepping out of their car. The convenience and simplicity of the idea quickly caught on.

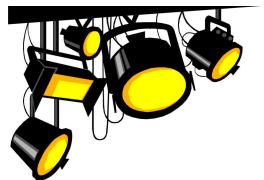
The inventor of the Pringles can is now buried in one. In 1966, Fredric Baur developed the ingenious idea for Procter & Gamble to uniformly stack chips inside a can instead of tossing them in a bag. Baur was so proud of his invention that he wanted to take it to the grave—literally. He communicated his burial wishes to his family, and when he died at age 89, his children stopped at Walgreens on the way to the funeral home to buy his burial Pringles can. They did have one decision to make, though. "My siblings and I briefly debated what flavor to use," Baur's eldest son, Larry, told Time. "But I said, 'Look, we need to use the original." Fredric Baur, an American classic.



BTW—Pringles aren't actually potato chips. The next time you see a can of Pringles, take a closer look—you won't see the word "chip" anywhere on the packaging. That's because Pringles aren't made of thinly-sliced potatoes, but instead dehydrated potato flakes pressed into their signature parabolic shape. That's what makes them less greasy. But when other potato chip manufacturers complained, the Food and Drug Administration ruled that Pringles couldn't be marketed as chips. The company eventually settled on "potato crisp."

It would only take one hour to drive to space. If you got into your car, turned on the ignition and drove up to the sky at 60 mph, it would take just one hour to get to outer space, according to astronomer Fred Hoyle. Of course, this is purely a theoretical, but it sure is fun to think about!

Quickies! More human twins are being born now than ever before; the first person convicted of speeding was going eight mph; "new car smell" is the scent of dozens of chemicals; the moon has moonquakes; your nostrils work one at a time; the "M's" in M&Ms stand for "Mars" and "Murrie"; chewing gum boosts concentration; "E" is the most common letter and appears in 11 percent of all English words; Abraham Lincoln's bodyguard left his post at Ford's Theatre to go for a drink; Star Trek's Scotty stormed the beach at Normandy and lost his middle finger; sweat doesn't actually stink, it's the bacteria; even now, Germany uncovers 2,000 tons of unexploded bombs every year—and finally; Hitler had a flatulence problem. •



Spotlight on Public Relations



Spotlight on Newsletters

We harp on newsletters here a lot, they are covered very well in our new Public Relations Manual—but as we start a new year—lets take another shot at it...it never hurts to give what we are doing a fresh look, an internal review and see if we are covering the basics. We can do pages on fonts, color, pictures, content, etc., but lets look at these.

Here are some tips for creating a newsletter people will actually click and read.

Offer original, useful information

This may seem obvious, but your content is the most important part of your newsletter. It needs to be creative, thought-provoking, and original. Many sites miss the mark by creating newsletters that simply rehash old material they could find on their website. You will add value by creating content that requires research, or is based on information that is hard to find.

Your newsletter should remain <u>consistent</u> in order to draw in readers who care about the topic for months, rather than days. This will help you build readership.

Make sure it looks good

Again, this might be obvious, but your newsletter's design is an important part of ensuring readers click on, read, and come back to your newsletter. This also holds true for written content, which should follow a consistent style. Make sure your newsletter's layout is visually engaging and highlights your creativity by using high-resolution photos, illustrations, and an appealing color scheme.

And don't forget to build your newsletter with mobile capability in mind. *Over 53 percent of all emails are read on mobile devices*. If your newsletter doesn't format properly on a phone, chances are it might not get read at all.

Be consistent

If you're interested in creating a consistent base of readers, keep them satisfied with scheduled content. Stick to a publishing schedule and build a pool of creative content you can pull from, if need be, repeatedly. Set a schedule that works for you. Whether that's weekly or monthly, what's most important is that you build trust with your readers with a regular, high quality product.

We make changes to the Bulletin from time to time, varying content but consistency is perhaps the most important aspect of doing a newsletter. Members should expect to get a newsletter on a regular basis and many will use that information as their sole basis of communication from you to them.

One of the biggest issues that I have is changes to email addresses—it's very frustrating losing contact with members and subscribers. We have sign-in at every promenade and request address, email and phone number changes. Make sure your membership know how and to who to report those changes. • L'Editeur

POSTER OF THE MONTH



"Courage starts with showing up And letting ourselves be seen."

Brene Brown

Motivation—Inspiration of the Month— Quotes from World War I

"We are the Dead. Short days ago we lived, felt dawn, saw sunset glow, Loved and were loved, and now we lie in Flanders fields." - John McRae

"Your battle wounds are scars upon my heart, Received when in that grand and tragic 'show' You played your part." - Vera Brittain

"Show me the two so closely bound as we, by the red bond of blood, by friendship, blossoming from mud, by Death: we faced him, and we found beauty in Death, in dead men breath." - Robert Graves

"Out on the wet battlefields, few the roadways wind, one to grief, one to death, no road that's kind--" Margaret Widdimer

"Time is too slow for those who Wait, too swift for those who Fear, too long for those who Grieve, too short for those who Rejoice; But for those who Love, Time is not." - Henry Van Dyke • From Americanliterature.com



CHECKS MUST BE MADE PAYABLE TO THE " 40/8 BLUE CHEVALIERS"								
APPLICATION FOR MEMBERSHIP TO THE BLUE			INITIAL MEMBERSHIP					
CHEVALIERS								
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MAIL WITH CHECK MADE PAYABLE TO THE " 40/8 BLUE CHEVALIERS" FOR \$15.00 TO:								
40/8 Blue Chevaliers								
c/o Robert Cearlock,								
7 Lawnwood Dr. Jackson, TN, 38305								



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



P.A.L.S. APPLICATION—RENEWAL or NEW MEMBER							
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The Unremembered—R. J. Mitchell

There are many "unremembered" in our history, names that don't just roll off the tongue like Patton, Bradley, Churchill and Eisenhower. Names if you asked anyone in general who they were, they would say "who"? Our Sergeant Younger is one—but there are many others like R. J. Mitchell...

Reginald Joseph Mitchell, (20 May 1895 - 11 June 1937) was a British aircraft designer who worked for the Southampton aviation company Supermarine from c.1917 to 1936. He is best remembered for designing racing seaplanes such as the Supermarine S.6B, and the Supermarine Spitfire.

From 1925 to 1929 he worked on a series of racing seaplanes, built by Supermarine to compete in the Schneider Trophy competition, the final entry in the series being the Supermarine S.6B. The S.6B won the trophy in 1931, and that year he was awarded the CBE. When in 1931 the Air Ministry issued specifications for a new fighter aircraft, Supermarine submitted Mitchell's design, the Type 224, but this was rejected by the RAF. Mitchell was then authorized by Supermarine to proceed with a new design, the Type 300, which went on to become the Spitfire.



Between 1920 and 1936, Mitchell designed 24 aircraft. As Supermarine was primarily a seaplane manufacturer, this included several flying boats such as the Supermarine Sea Eagle, the Supermarine Sea King, the Supermarine Walrus, and Supermarine Stranraer, and racing seaplanes. He also designed light aircraft, fighters, and bombers.

Mitchell led the team that designed the Spitfire single-seat fighter between 1934 and 1936. According to the Oxford Dictionary of National Biography, his most direct personal contribution originated from his "unparalleled expertise in high-speed flight .. and a brilliant practical engineering ability, exemplified in this instance by the incorporation of vital lessons learned from Supermarine's unsuccessful type 224 fighter".

The significance of the many earlier planes is often overlooked when people refer to Mitchell, as is the fact that he was very concerned about developments in Germany and feared that British defense needed to be strengthened, especially in the air.

The first prototype Spitfire, serial K5054, flew for the first time on 5 March 1936 at Eastleigh, Hampshire. In later tests, it reached 349 mph; consequently, before the prototype had completed its official trials, the RAF ordered 310 production Spitfires. Mitchell is reported to have said that "Spitfire was just the sort of bloody silly name they would choose.

Mitchell's design was so sound that the Spitfire was continually improved throughout World War II. Over 22,000 Spitfires and derivatives were built.

In 1933, Mitchell underwent a permanent colostomy to treat rectal cancer, which left him permanently disabled and in acute discomfort for the rest of his life. Despite this, he continued to work on the Spitfire and a four-engine bomber, the Type 317. Unusually for an aircraft designer in those days, he took flying lessons and got his pilot's license in July 1934.

In 1936 cancer was diagnosed again, and subsequently, in early 1937, Mitchell gave up work, although he was often seen watching the Spitfire being tested. In April 1937 Mitchell flew in a chartered plane from Southampton to Vienna for specialist treatment. He remained in there for a month, but returned to England after his treatment proved to be ineffective. He died at home in Portswood, Southampton, on 11 June 1937 at the age of 42.



The Spitfire is the most famous plane of World War Two. Its ground-breaking design and superior specifications gave the British a decisive advantage fighting the Luftwaffe in the Battle of Britain. A Spitfire was able to climb higher and fly faster because of its wing design, making it far more agile and supple in the air.

Thanks to its sleek lines and blistering speed, the Supermarine Spitfire has gone down in popular lore as the plane that saved England during the Battle of Britain—thanks to R. J. Mitchell. •

From a variety of Internet sources