

The Bulletin

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

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



THE PRESS ASSOCIATION OF LA SOCIETE

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

Renslar R. Keagle

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

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

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

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



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

Vol. 35 No. 5 **Supporting and Encouraging La Societe Public Relations for 35 Years** January 2020

Let's begin by wishing everyone a Happy New Year for 2020—and all the best it has to offer. This issue a little bit of everything but touching a bit on fundraising, once again offering some ideas.

This year as we work our way to the 101 convention in Ohio, we'll work on the PR manual and probably go into more detail in some areas and provide some help and advise on social media. I welcome any input.

Next month we'll start reminders on those who have not yet renewed for 2020—if your label says 2019, the March issue will be your last mailed issue until renewed—with mailing and printing costs up—we will lose money beyond that.

This year I'd like to share your PR successes, send a pic of the event and some what and who and we'll include it! - Safe travels! *L'Editeur*



In this issue!!

- PR Clipboard—Mini-Donuts!
- PR Editorial—"What vs. Why"
- Special Observances in February
- Fundraising ideas
- "Can you spare a dollar?"
- Newsletter Filler, Trivia or Fun
- Great Speeches—The Marshall Plan
- Spotlight on PR— The power of pictures
- Poster of the Month
- Back Page—L'Editeur and Motivation
- Digital only—"To remember me"

**"There is never enough time to do everything,
but there is always enough time
to do the most important thing." - Brian Tracy**

https://twitter.com/The_40and8



(Ctrl-click)

NATIONAL PUBLIC RELATIONS COMMITTEE

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

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

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

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

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

Advisor—Pat Beamer, gpatbeamer@bellsouth.net



THE CLIPBOARD



Trouble with headlines?

“Posing a question ... remains one of the best ways to engage the reader,” the piece posits. For instance, if you’re writing about bran muffins, you might try “Would you like to banish constipation forever?” instead of “Why bran muffins are good” to create a sense of urgency.

A proven headline approach is to begin with a topical keyword phrase, followed by a colon—or dash—followed by a statement or question.

Whether your headline is a ? or a statement, the 5 “W” words can help shale an interesting one—Who, what, where, when and why...

Red Cross offers blood donors a chance to go to the Super Bowl

For National Blood Donor Month in January, the American Red Cross is partnering with the National Football League to offer one lucky donor two tickets to attend **Super Bowl LIV in Miami**. Anyone who donates blood or platelets by Jan. 19 will be entered for a chance to win. The nonprofit organization is facing a shortage of blood, especially type O (of which it has less than a three-day supply). Why it matters: Your cause might be noble, but you won’t reach your goals without the support of audience members. Nonprofit communicators can make their volunteer and donation requests more appealing by sprinkling contests and sweepstakes throughout their campaigns.

Diet donuts?



In an effort to help consumers keep their New Year’s resolutions, but still enjoy the finer things in life, Krispy Kreme added mini-doughnuts to its menu. Krispy Kreme’s Mini Doughnuts are the brand’s latest permanent menu item, launching nationally **Monday, Jan. 6** – just in time to help fans keep their New Year’s resolutions. Many diet plans include a “cheat day” and the new Original Glazed Mini doughnuts are the perfect treat at less than 100 calories each!

The new doughnuts are mini versions of Krispy Kreme’s four most popular doughnuts: Original Glazed®, Chocolate Iced Glazed, Chocolate Iced with Sprinkles, and Strawberry Iced with Sprinkles. These delicious petite treats will not only satisfy fans’ cravings, but can help them stay on track.

The Golden Globe Awards goes vegan!

By adopting a meat-free and dairy-free menu, the awards show made headlines even before the acerbic commentary from host Ricky Gervais. It’s the first time a major award show featured an all-vegan menu. Though the decision was purportedly last minute (Variety reported that Joaquin Phoenix pushed the Hollywood Foreign Press Association to adopt the new menu), it garnered headlines as well as kudos from attending celebrities. “The climate crisis is surrounding us, and we were thinking about the new year and the new decade. So we started talking between us about what we can do to send a signal,” Hollywood Foreign Press Association’s president, Lorenzo Soria, told The Hollywood Reporter. All meals were plant based. *L’Editeurs note—the awards ceremony was vegan but most of the after parties were non-vegan, lots of steak!*

Pepsi offers new tag-line!

The soft drink company introduced its first new catchphrase in more than 20 years: **“That’s what I like.”** The tagline eschews New Year’s resolutions and focuses instead on doing the activities you enjoy (as well as drinking the soft drink of your choice). “We created this campaign to pay homage to this unapologetic mindset embraced by our most loyal fans, with a music-forward expression to pinpoint the feeling our consumers have when they genuinely enjoy themselves in an uninhibited way.” *L’Editeur—I still don’t understand it!* • *From www.prdaily.com*

PR Editorial— What vs. Why or “why we do what we do”

Watching a commercial for a new TV show starting soon called “The Deputy”. The sheriff dies and according to their rules the most senior deputy becomes sheriff—I’m assuming until an elections is held, etc. So now the former deputy, now the sheriff, is talking to other deputies and states that only three things are needed to do this job. A badge, a gun and *what’s in your heart*. It’s just a TV show but that struck me as a very powerful message.

What do we think or know about La Societe and why?

“What” is all about the mind and what we have learned and know about the Forty and Eight, the “why” all comes from the heart. The why is our motivation. The start of a new year gives us a great opportunity to do a self-examination on why La Societe is important to us and our role in it!

Well, for me the what is easy. When we joined, we were mentored and told all about it. We went through an educational wreck. There is a constitution and brochures, information manuals, rituals, websites—a multitude of places to learn and accumulate what we need to know about the Forty and Eight. Every organization needs a starting place and the what is important to have a clear sense of purpose and direction. We know what La Societe is—“A Charitable Honor Society of American Veterans” but what is our motivation to remain a member, attend functions and promenades, participate in programs and donate our time and money? Why do we do these things?

I feel it requires an answer as to why we joined the Forty and Eight beyond just being asked.

“Why do we do what we do”? “Why” is our cause and purpose. For me it is my inspiration. No why, no inspiration. No why—membership and programs decline. “What” is our name, constitution, all the things we spoke of above. I firmly believe the why lies directly with our people and the communities and people we help. What sets our members apart and brings our people together, is our “why,” and I will continue to let my “why” attract me to the projects, people and programs that make our communities a better place, and loving my La Societe while doing it.

Notice what we’ve left out—that is the “how” which is part of the What, How & Why of any great organization. If you are a member of P.A.L.S. for any great time, that is what we cover here each month—the how. How is important—but the “why” is the heart and soul of La Societe. Seeing the faces of the kids at a Flags for First Graders program, or the look of appreciation when presenting a scholarship to a great nurse, that’s why I joined the Forty and Eight and remain a member.

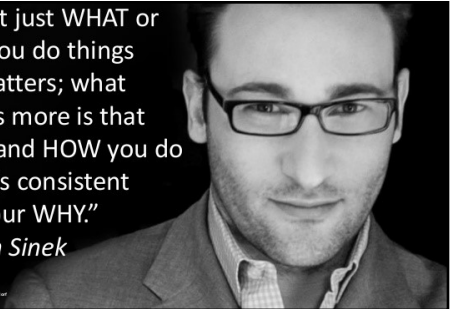
I always wear my Forty and Eight jacket, a ball cap, t-shirts, etc. I love it when someone asks me “What is the Forty and Eight”? I always start with the “what”, a short history of La Societe, it’s a great story, but our best selling point is the “why” and our programs and what we do in our communities. It gives a potential member a reason to want to belong and ties into our beginnings with forty men and eight horses.

So “why” we are a Forty and Eighter is our motivation for belonging and bringing in new members—the *reason* we belong. This month we are not trying to sell you anything you do not know—but as the days and weeks roll by in this new year, reflect about the chapeau you wear and the membership card you carry—*proud of why we do what we do!*

L’Editeur Renny

“It’s not just WHAT or HOW you do things that matters; what matters more is that WHAT and HOW you do things is consistent with your WHY.”
- Simon Sinek

PHOTO COURTESY OF THE UNIVERSITY OF MICHIGAN LIBRARY



What's your
WHY?

When you know
why you do what you do
even the toughest days
become easier!

doncrowther.com/featured/why

“The manager asks how and when; the leader asks what and why.” - Warren Bennis

“The flood is the news, but Noah is the story.” - Julie Hamp

“He who has a why, can deal with any what or how.” - Stephen Covey

“When the why is clear, the how is easy.” - Unk.

“We say what we do, we sometimes say how we do it, but we rarely say why we do what we do.” - Simon Sinek

Special Observances in February

February 1st—National Freedom Day

National Freedom Day celebrates freedom from slavery, and recognizes that America is a symbol of freedom.

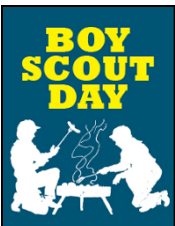
National Freedom Day was established in 1948 to remind us that America stands for, and is a symbol of freedom for all people. The roots of this special day come directly from the end of slavery and the signing of the 13th amendment outlawing slavery.

Celebrate this day by reflecting upon your own freedoms that you enjoy by being fortunate enough to be in America. Millions of people in the world are not free.

Major Richard Robert Wright Sr., a former slave, created National Freedom Day. He believed that there should be a day when freedom for all Americans is celebrated. President Lincoln signed the 13th Amendment outlawing slavery on February 1, 1865. So, February 1st was chosen to celebrate National Freedom Day.

On June 30, 1948, President Harry Truman signed a the bill proclaiming February 1st as National Freedom Day.

February 8th—Boy Scout Day



Boy Scout Day celebrates the birthday of Scouting in America. On February 8, 1910, Chicago publisher William Dickson Boyce filed incorporation papers in the District of Columbia to create the Boy Scouts of America.

Scouting groups across the country celebrate this day. Often a cake will be served at the weekly meeting or on a campout. Scout Sunday, the Sunday nearest the 8th of February, will often be marked with a church service, followed by a pancake breakfast.

Cub Scouts and Boy Scouts offer a tremendously valuable program of life skills and values for millions of boys. It has been popular ever since Lord Baden-Powell founded Boy Scouts in the early 1900s in Great Britain. The top award of Eagle Scout, is an accomplishment that reaps recognition, rewards, and benefits for a young man throughout his life.

Currently over 2.4 millions boys with over a million scout leaders. Note, in 2004 it was 3.4 million boys.



Other notable days to perhaps plan a celebration or event...

February 9th—National Pizza Day

February 12th—Abraham Lincoln's Birthday

February 17th—President's Day

Since 1968, it is observed on the third Monday in February



President's Day is a day set aside to honor all of the U.S. presidents. We often think of two great presidents George Washington and Abraham Lincoln when we celebrate this holiday, as it falls by design between their birthdays. More and more of us, look at this day as a tribute to each and every person who has ever served in the office of the President of the United States of America. It is a national holiday. While Federal employees, the post office, and banks have the day off, most businesses and industry do not recognize it as a paid holiday.

February 22nd—George Washington's Birthday

February 27th—National Chili Day—plan a cook-off?

Always the 4th Thursday of February. Chili was believed to be first created in San Antonio, TX. Contrary to popular belief, chili is not common on menus in Mexico.

There is no shortage of chili recipes. Everyone has their own personal or family recipe with our very secret ingredients to make it blazingly hot. It's the chili pepper and other hot peppers that puts the fire in the recipe.

The basic chili recipe, by definition includes tomatoes, beans, chili pepper, meat (usually hamburger), garlic, onions, and cumin. Then, comes a whole bunch of other possibilities, ingredients that personalizes the recipe as our very own. Favorite chili toppings are important, too. They often include: Cheese, crackers, cornbread, sour cream, tortilla chips.

The Chili pepper itself adds both flavor and heat. How much heat, depends upon what hot peppers you add and the amount you use. Chili peppers can be many colors, progressing from green to yellow, then orange and finally red.

Just for the record: Chili Con Carne is defined as a stew with meat. Meatless recipes, should be called vegetarian chili or simply "chili".

It's easy to celebrate National Chili Day. Eat a bowl of chili. You can make a pot of chili for dinner. Or better still, organize or participate in a Chili Cook-Off. •

Fundraising ideas...

Peer-to-Peer Fundraising—Peer-to-peer fundraising is perfect for all types of event fundraising! Common ideas include walkathons, bikeathons, or fun runs. P2P fundraising encourages donors to reach out to their friends and family to engage a larger community in their fundraising effort.



Auctions—Regular Charity and Silent—Auctions are some of the most profitable fundraising events around. With so many amazing prizes on the line, donors won't be able to resist contributing to your cause. Plan ahead to get the best auction items and start planning. Tying in an auction to another event is also a great idea.

Create Custom T-Shirts—Patriotic t-shirts sell well but may require some upfront money. *Be sure to check with Nationale before the use of any Forty and Eight logos, names, etc.*

Crowdfunding—It is a way to obtain funds for a program or project by asking a large number of contributors to individually donate a small amount to it. Setting up a “gofundme” page is a great example.

Travel Raffle—You'll need some great contacts to pull off a travel raffle. But, if you do, one of your lucky supporters will be setting sail (or taking off) on the vacation of a lifetime. For the prize package, you'll definitely want to secure airfare and wonderful accommodations for two. Seal the deal with included tickets and coupons for activities to fill out the winner's travel itinerary. Work with a team to secure the various trip items as in-kind donations. It'll take ingenuity to complete the prize. Contact airlines for free tickets.

Golf Tournament—Charity golf tournaments put the fun in fundraising. Sunny weather, beautiful scenery, and bountiful funding. For your golf tournament, you'll need:

- A great course to play on.
- A date that usually has good weather.
- A committee to help attract hole sponsors and participants.
- In-kind donations for event day needs, like golf balls and drinks.
- Plenty of promotions.
- A plan for the closing ceremony and awards.

Note: Liquor baskets and gun raffles seem to be popular but have their own issues surrounding them—be sure to look at all local laws and requirements.

Pancake Breakfast—My Favorite—For your pancake breakfast fundraiser you'll need a great location—lots of pancake mix, eggs, milk, and enough plates, cups, cutlery, and napkins for all of your supporters. You'll also need physical tickets so can sell spots for your fundraiser in advance. Make sure that you promote your fundraising event so that your participants can plan to attend. Have a flyer that you can hand out that you can share through email. Put your event on social media so that your supporters can be reminded of when and where your event is. Have a team of volunteers available to help you make and serve the pancakes for your fundraising event.

Sell tickets to your pancake breakfast in advance. You can decide if you are going to host an all-you-can-eat fundraiser or if your supporters will purchase tickets for a serving of pancakes. Hosting your fundraiser as an all you can eat even makes things a lot simpler for you and your volunteers. This means that you only have to worry about one entry fee for your supporters, and you don't have to worry about processing supporters who want to purchase more food at your pancake fundraiser. •

**** At any event have chapeaus, colors, brochures, t shirts, 40&8 aprons, etc.**



Can You Spare a Dollar?

Our Locale is having a dollar fundraiser.

We need your help to support our programs!

Would you please help and sign any line for a dollar!



1. I will start you off: _____
2. I'm happy to give you a dollar: _____
3. A dollar won't break me!: _____
4. A dollar is not very much. _____
5. I just can't say no. _____
6. Well, since it's you. _____
7. What's a dollar between friends. _____
8. I'll gladly give you a dollar. _____
9. My dollar is for a good cause. _____
10. My dollar helps reach the goal. _____
11. I wish I could give more. _____
12. What's one less in my wallet. _____
13. Count on me for a dollar! _____
14. Sure, I'll give you a dollar. _____
15. I'm always glad to help. _____
16. I can't say no to a friend. _____
17. A dollar from me to you! _____
18. Don't leave me out! _____
19. I borrowed this for a good cause. _____
20. I can't spend more than \$1.00. _____
21. One more for you! _____
22. Will \$1.00 help? _____
23. I'm happy to give a buck. _____
24. Add this to your pile. _____
25. Congratulations, you're # 25! _____



THANK YOU FOR YOUR SUPPORT!!

The "Marshall Plan" speech at Harvard University, 5 June 1947

George Catlett Marshall was born in Pennsylvania on 31 December 1880. He graduated from the Virginia Military Institute to launch a career as both a soldier and a statesman. After duty in the Philippines and the United States, he served in France during World War I and later in China and in other posts in the United States. Appointed Army Chief of Staff from 1939 to 1945, he became Secretary of State in 1947 until 1949 and was nominated Secretary of Defense in 1950. Below is some text from the speech he gave at Harvard University on 5 June 1947. This speech initiated the post-war European Aid Program commonly known as the Marshall Plan. General Marshall was awarded the Nobel Peace Prize in 1953 for his role as architect and advocate of the Marshall Plan.

"...I need not tell you, gentlemen, that the world situation is very serious. That must be apparent to all intelligent people. I think one difficulty is that the problem is one of such enormous complexity that the very mass of facts presented to the public by press and radio make it exceedingly difficult for the man in the street to reach a clear appraisal of the situation. Furthermore, the people of this country are distant from the troubled areas of the earth and it is hard for them to comprehend the plight and consequent reactions of the long-suffering peoples, and the effect of those reactions on their governments in connection with our efforts to promote peace in the world.

In considering the requirements for the rehabilitation of Europe, the physical loss of life, the visible destruction of cities, factories, mines and railroads was correctly estimated but it has become obvious during recent months that this visible destruction was probably less serious than the dislocation of the entire fabric of European economy. For the past 10 years conditions have been highly abnormal. The feverish preparation for war and the more feverish maintenance of the war effort engulfed all aspects of national economies.

Machinery has fallen into disrepair or is entirely obsolete. Under the arbitrary and destructive Nazi rule, virtually every possible enterprise was geared into the German war machine. Long-standing commercial ties, private institutions, banks, insurance companies, and shipping companies disappeared, through loss of capital, absorption through nationalization, or by simple destruction. In many countries, confidence in the local currency has been severely shaken. The breakdown of the business structure of Europe during the war was complete. Recovery has been seriously retarded by the fact that two years after the close of hostilities a peace settlement with Germany and

Austria has not been agreed upon. But even given a more prompt solution of these difficult problems the rehabilitation of the economic structure of Europe quite evidently will require a much longer time and greater effort than had been foreseen...



...The remedy lies in breaking the vicious circle and restoring the confidence of the European people in the economic future of their own countries and of Europe as a whole.

An essential part of any successful action on the part of the United States is an understanding on the part of the people of America of the character of the problem and the remedies to be applied. Political passion and prejudice should have no part. With foresight, and a willingness on the part of our people to face up to the vast responsibility which history has clearly placed upon our country, the difficulties I have outlined can and will be overcome.

...it is of vast importance that our people reach some general understanding of what the complications really are, rather than react from a passion or a prejudice or an emotion of the moment. ...It hangs, I think, to a large extent on the realization of the American people, of just what are the various dominant factors. What are the reactions of the people? What are the justifications of those reactions? What are the sufferings? What is needed? What can best be done? What must be done?"

<https://www.oecd.org/general/themarshallplanspeechatharvarduniversity5june1947.htm> (Ctrl-Click) •



The Starbucks logo... When Starbucks Coffee Tea and Spices opened in Seattle in 1971, the founders named the company after a character from the novel *Moby-Dick* and wanted something associated with the sea for its logo. They found a 16th century wood carving of a two-tailed mermaid and hired graphic designer Terry Heckler to build on that. His design was a crowned, naked mermaid...still with two tails. In 1987, after Starbucks was acquired by Howard Schultz and began a national expansion, the decision was made to love the mermaids lower half (and her navel), cut out most of the tail (the rest is off to the sides and looks like arms now), and to focus on her smiling face.

Remember the movie *Easy Rider* (1969) - While the cocaine and LSD used by the drug taking bikers in this movie wasn't real all the marijuana Jack Nicholson, Dennis Hopper and Peter Fonda smoked on-screen was real. During the pivotal campfire scene, which took several days to film, the trio went through more than 100 joints.

Animal most likely to injure zookeepers—the Zebra.

The nectarine is a peach with a recessive gene that prevents peach fuzz from forming.

Restaurant Trivia... The Cheesecake Factory—Three things this restaurant is known for: It has an insanely long and varied menu, it's a common setting on *The Big Bang Theory*, and its dining rooms are extremely dimly lit. There's a reason for the last one. Multiple psychology and marketing studies show that eating in low light leads people to eat (and thus order) more food than they usually would.



"Make America Great Again" - This political campaign slogan was in use long before Donald Trump adopted it in 2016. In 1980 Ronald Reagan's slogan was "Let's Make American Great Again." And in 1991, in Bill Clinton's presidential announcement speech, he said, "I believe that together we can make America great again."

"Crayola" comes from a combination of two French words that means "oily chalk."

Malted Milk shakes (milk, chocolate syrup, malt powder, and ice cream) became pretty popular in early 20th century soda fountains. That's why the Milky Way was invented in 1923—it's supposed to taste like a chocolate malt (but be more portable).

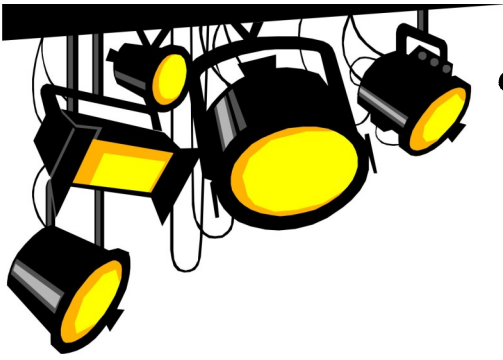


It would take 280 million toy army men placed side by side to completely surround the perimeter of the contiguous United States... After nearly a century, tiny green army men are officially opening their ranks to women. Toymaker Jeff Imel has raised more than \$55,000 to fund a new line of green army women.

His company is now set to release 12 female figurines in October 2020. The idea for the new toy came from Vivian Lord, a young girl from Little Rock, Arkansas, who told CBS News correspondent Steve Hartman in August she was "very disappointed" when she found out there weren't any green army women. "I noticed that there was no girl army men," she said. "They don't make them."

So Lord wrote a letter asking toy companies across the country to make army women. "Why do you not make girl army men?" she asked. "My friend's mom is in the army too ... Please can you make army girls that look like women?" Imel got the message. "It was very humbling, very exciting, very surreal, and at the end of the day, it's definitely going to be a time in my life to remember," he said. •





Spotlight on Public Relations



The power of pictures in Public Relations

There is no way I could successfully put out a 12 page Bulletin and 6 page locale newsletter without the significant use of images. Images obviously enhance any storytelling you are doing, but also supplement the content and can convey more emotion than just your printed words. Many people think that PR is about press releases, text and words — which, to a certain extent it is. However, the importance of images cannot be underestimated. The following is from a variety of web sources I found on the use of images or pictures for PR...

Pick up a newspaper or magazine near you and have a flick through — what catches your eye? I would guess that the stories with accompanying images are the ones that get your attention, which should be telling you that good images are essential when trying to achieve press coverage.

In PR, one of the biggest problems we face are those who don't understand the importance of images, so here some guidelines on images and how and why to use them...

- A picture says a thousand words — whether it's a product image, an image of you and your team or images from an event. Including an image in your press release will grab a journalist's attention and help you tell your story.
- Think about the different images you might need. It's useful to have a variety of shots — from your product in action, to cut outs to your product on a plain white background. That way, your shots will be appropriate for most uses.
- Don't use pictures just to fill empty space. Use photos to say something. Be smart enough to use a photo essay or picture gallery on your site. If a picture is worth a thousand words then a properly done photo story can be an entire book or album about your organization—Flickr is highly suggested.
- Photos and captions—*every see a picture of two people shaking hands or a presentation being made with no idea what's going on or who they are—I have. I use a lot of stand alone photos with no associated article, but always place a short caption underneath to explain who and what.*
- The cameras on smartphones these days are pretty good and in the right light, you can take decent shots. And in some situations, these photos will be fine to use in your PR and marketing. But in an ideal world, you should invest in some decent head shots, team photos and 'business in action' images. The cameras on smartphones can take OK shots — especially if you get the lighting right — but if you have access to a DSLR use that instead. Even if you just keep it on the automatic setting, the quality will look much better than your smartphone camera.
- Everyone has a camera these days, but that doesn't mean everyone is a photographer. A good internal/organizational photographer will know you and your organization—help make you feel comfortable and work with you to make sure the photos reflect your group in the best way possible. •

From a variety of web sources

POSTER OF THE MONTH



“The first step towards getting somewhere is to decide you’re not going to stay where you are.”

–J.P. Morgan



This issue is out a bit early, I'm an elections official so I'm prepping for super Tuesday and the Texas Presidential primary as well as a local city run-off election. I encourage you to get involved in the election process—be an elections clerk or volunteer—it also adds Americanism hours! Keep me informed of any and all changes to address, email, etc.! We operate on a yearly basis, so 2019's will be cut-off in March! - *L'Editeur*



(Motivation of the Month) The Fisherman and the Snake

A fisherman observed a snake swimming towards his boat. When the snake reached the boat the fisherman could see that he had a frog in his mouth. Feeling sorry for the frog he reached down and carefully removed the frog from the snake's mouth and set it free.

But then, feeling sorry for the snake he looked around to see what he could give him. He found a bottle of bourbon, poured a capful and gave it to the snake. The snake then swam away. The fisherman was feeling content from his good deeds when about ten minutes later he heard a knocking at the side of the boat.

When he looked over the side he saw the snake had returned . . . this time with "two" frogs in his mouth.

The moral

It's a universal truth. Give people -- or animals -- what they want and they'll come back again and again. Even better, they'll bring their family and friends back with them.

November 23, 1936 - The first issue of "LIFE" magazine debuted. It was an immediate sellout. The cover of that famous magazine showed an obstetrician slapping a baby and the caption read, "LIFE begins".



DUES INCREASE effective January 1st—Mail increases to \$17.00/year

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 **eff Jan. 1st**

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



"To remember me"

The day will come when my body will lie upon a white sheet neatly tucked under four corners of a mattress located in a hospital busily occupied with the living and the dying.

At a certain moment a doctor will determine that my brain has ceased to function and that, for all intents and purposes, my life has stopped.



When that happens, do not attempt to instill artificial life into my body by the use of a machine. And don't call this my deathbed. Let it be called the Bed of Life, and let my body be taken from it to help others lead fuller lives.

Give my sight to the man who has never seen a sunrise, a baby's face or love in the eyes of a woman.

Give my heart to a person whose own heart has pain.

Give my blood to the teenager who was pulled from the wreckage of his car, so that he might live to see his grandchildren play.

Give my kidneys to one who depends on a machine to exist from week to week.

Take my bones, my muscle, every fiber, every nerve in my body and find a way to make a crippled child walk.

Explore every corner of my brain. Take my cells if necessary, and let them grow so that, someday, a speechless boy will shout at the crack of a bat and a deaf girl will hear the sound of rain against her window.

Burn what is left of me and scatter the ashes to the winds to help the flowers grow. If you must bury something, let it be my faults, my weaknesses and all prejudice against my fellow man.

Give my sins to the devil. Give my soul to God. If by chance, you wish to remember me, do it with a kind word to someone who needs you. If you do all I have asked, I will live forever.

By Robert M. Test

Published in the Cincinnati Post