

The Bulletin

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Vol. 35 No. 7 **Supporting and Encouraging La Societe Public Relations for 35 Years** March 2020

Hard to miss the topic this month and that is social media. We begin with a special message from the Public Relations Directeur and P.A.L.S. President Bob Cearlock.

Social media is growing in its relevance to how we communicate and its importance to public relations—time to take it seriously. We also do not want to diminish the importance of our newsletters and other forms of how we keep in touch—keep reading!

This virus thing is getting crazy, promenades, special events, Cheminots, etc. getting suspended or cancelled—let's just be safe out there. As Grand Chef de Gare, just had my winter Cheminot—Merci Boxcar—great event but weak attendance. Stay in touch with each other please.



Finally, this issue has a very subtle music theme which I noticed when I was done.

Stay safe and well! - L'Editeur

In this issue!!

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- Digital Page—"Smile"

Don't respond to negativity with more negativity.

Just put your head down

and prove your critics wrong—Frank Sinatra

https://twitter.com/The_40and8



(Ctrl-click)

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THE HONOR SOCIETY OF AMERICAN VETERANS

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Greetings Voyageurs,

In the last few months, I have been searching the web for 40et8 related web sites and Facebook pages. I have listed them in the attached report and added a special "Social Media" report.

In the 21st century we are all remiss if we fail to see the value of this type of public communication and the natural Public Relations that result.

Yes, it takes an investment of both time and money to launch a web site. But it is important to realize that today 90% of all information reaching the public is a product of the WEB!

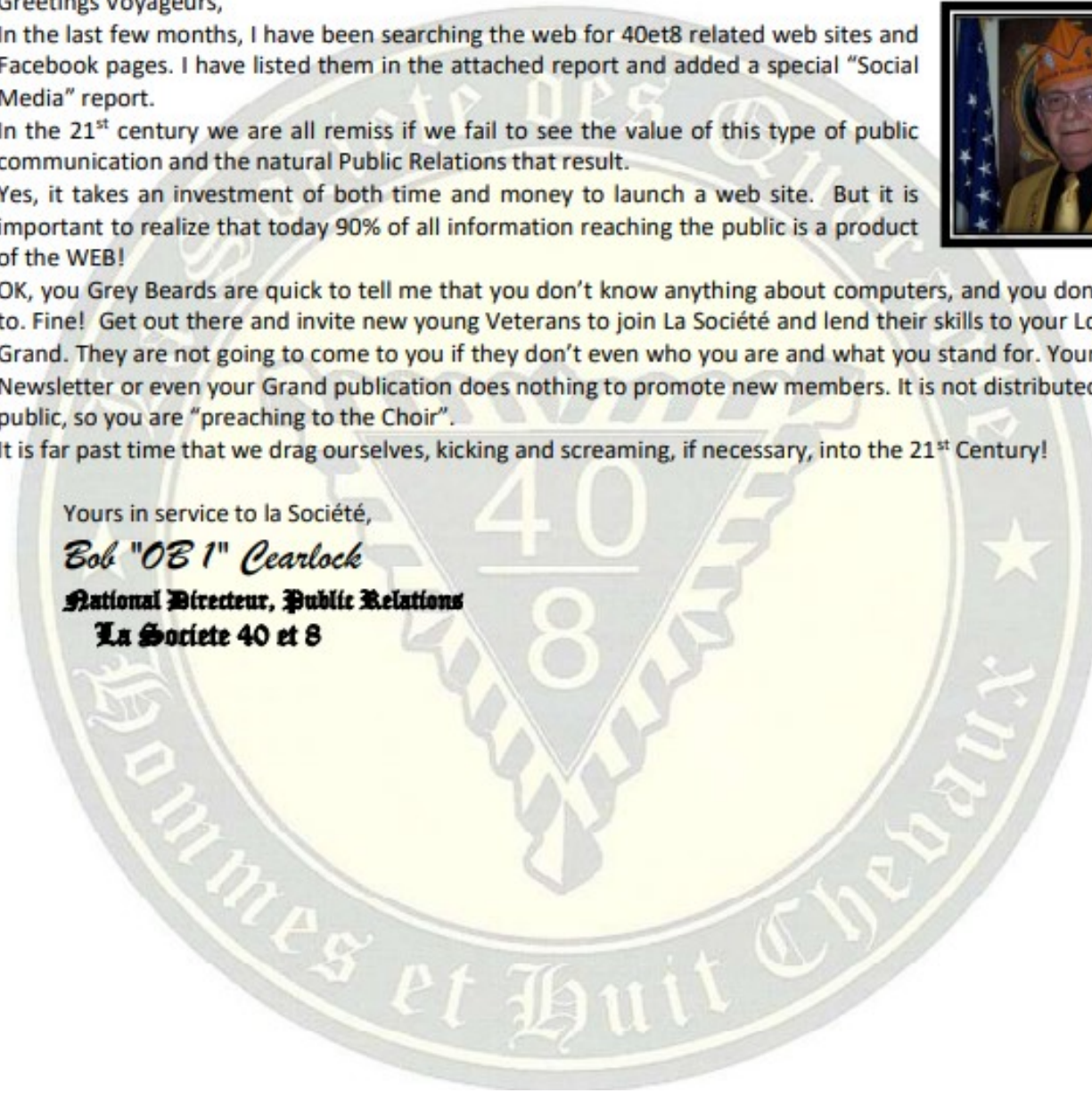
OK, you Grey Beards are quick to tell me that you don't know anything about computers, and you don't want to. Fine! Get out there and invite new young Veterans to join La Société and lend their skills to your Locale or Grand. They are not going to come to you if they don't even know who you are and what you stand for. Your Locale Newsletter or even your Grand publication does nothing to promote new members. It is not distributed to the public, so you are "preaching to the Choir".

It is far past time that we drag ourselves, kicking and screaming, if necessary, into the 21st Century!



Yours in service to la Société,

Bob "OB1" Cearlock
National Directeur, Public Relations
La Societe 40 et 8



40 & 8 PUBLIC RELATIONS SUBMITTAL FORM FOR SOCIAL MEDIA SITES [LOCALE & GRANDE]

PROVIDED BY _____ GRANDE _____ LOCALE # _____

FACEBOOK PAGES:

TYPE PAGE TITLE EXACTLY AS IT APPEARS ON FACEBOOK _____

TYPE PAGE TITLE EXACTLY AS IT APPEARS ON FACEBOOK _____

TYPE PAGE TITLE EXACTLY AS IT APPEARS ON FACEBOOK _____

WEB SITES:

TYPE PAGE TITLE EXACTLY AS IT APPEARS ON THE WEB _____

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OTHER ELECTRONIC MEDIA:

TYPE SEARCH CRITERIA REQUIRED ON THE INTERNET _____

TYPE SEARCH CRITERIA REQUIRED ON THE INTERNET _____

DO NOT TYPE BELOW THIS POINT

Send completed form to: cearlock@aol.com

Or: Nationale PR Directeur

Robert Cearlock

PO Box 1782

Mt. Vernon, IL. 62864

RECEIVED DATE		POSTED DATE		REPORT DATE	
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Identifying and Understanding Top Social Media Sites

FACEBOOK—Facebook is the biggest social media site around, with more than two billion people using it every month. That's almost a third of the world's population! There are more than 65 million groups using Facebook Pages and more than six million advertisers actively promoting their business on Facebook, which makes it a pretty safe bet if you want to have a presence on social media.



It's easy to get started on Facebook because almost all content format works great on Facebook — text, images, videos, live videos, and Stories. But note that the Facebook algorithm prioritizes content that sparks conversations and meaningful interactions between organizations, businesses, people, especially those from family and friends.

YOU TUBE—YouTube is a video-sharing platform where users watch a billion hours of videos every day. To get started, you can create a YouTube channel for your brand where you can upload videos for your subscribers to view, like, comment, and share. Besides being the second biggest social media site, YouTube (owned by Google) is also often known as the second largest search engine after Google. (So if you want your brand to be on YouTube, I would recommend reading up on YouTube SEO.)

INSTAGRAM—Instagram is a photo and video sharing social media app. It allows you to share a wide range of content such as photos, videos, Stories, and live videos. It has also recently launched IGTV for longer-form videos. As a brand, you can have an Instagram business or organizational profile, which will provide you with rich analytics of your profile and posts and the ability to schedule Instagram posts using third-party tools.

TWITTER—Twitter is a social media site for news, entertainment, sports, politics, and more. What makes Twitter different from most other social media sites is that it has a strong emphasis on real-time information — things that are happening right now. Another unique characteristic of Twitter is that it only allows 280 characters in a tweet unlike most social media sites that have a much higher limit.

LINKEDIN—LinkedIn is now more than just a resume and job search site. It has evolved into a professional social media site where industry experts share content, network with one another, and build their personal brand. It has also become a place for businesses and other groups to establish their thought leadership and authority in their industry and attract talent to their organization.

PINTEREST—Pinterest is a place where people go to discover new things and be inspired, quite unlike most social media sites where engagement is the primary focus. According to Pinterest, 78 percent of users say that content on Pinterest from brands are useful (much higher than that on other sites). This gives your brand or organization a unique opportunity to shape their purchasing decisions. As Pinterest users want to be inspired to try or buy new things, having a presence on Pinterest could help put your group on their minds.

FLICKR—Flickr is a photo-sharing platform and social network where users upload photos for others to see. Users create a free account and upload their own photos (and videos) to share with friends and followers online. What sets Flickr apart from other popular photo-sharing apps like Facebook and Instagram is that it's truly a photo-centric platform built for groups or individuals to show off their work while enjoying the work of others. Photostream: Your photostream is your very own public portfolio of photos. Any uploads you set to be publicly viewable will appear in this section. Albums: To keep your photo collections nice and neat, organize them into albums. You can share entire albums with friends, associates or other groups. • *From a variety of web sources*

THE CLIPBOARD



Vodka as hand sanitizer?

As the COVID-19 outbreak spreads and hand sanitizer becomes scarce, directions for making your own sanitizer are popping up everywhere. Tito's Handmade Vodka recently had to tell consumers not to use its beverage in the do-it-yourself concoction:

Per the CDC, hand sanitizer needs to contain at least 60% alcohol. Tito's Handmade Vodka is 40% alcohol, and therefore does not meet the current recommendation of the CDC. Tito's Vodka has spent the last few days explaining to people that it *cannot* be used as a replacement for hand sanitizer.



Wingstop offers 'wearable billboards'

The restaurant chain took a different approach to influencer marketing when it offered consumers free sweatshirts bearing the message: "This is an ad for Wingstop." The company promised to give each person who wore the sweatshirt and posted an ad about the chain to Instagram \$10 via Venmo and mentioned it could award bigger payouts for more creative efforts.

"Our fans are continually asking us to sponsor them and Wearable Billboards draws on this insight, allowing us to engage with brand loyalists in a way that only Wingstop can," Christina Clarke, chief marketing officer, said in a release. "Wingstop fans are already talking about us on social media, so we thought, 'why not make it official and pay them?' This isn't your average brand swag."



Limited-edition merchandise is a growing trend among fast-food chains and other consumer product companies. Wingstop is not only capitalizing on this trend, but it's also putting a spin on influencer marketing and crowdsourced content. Its creativity has already garnered the restaurant media coverage.

L'Editeurs note—How many "wearable billboard" Forty and Eight t-shirts, polos, ball-caps do you have?

T-Mobile announces data breach...

T-Mobile also announced a data breach that exposed customers' financial and personal information. The breach occurred when the company's email vendor was hacked.

In a news release, T-Mobile wrote: "The information accessed may have included customer names and addresses, phone numbers, account numbers, rate plans and features, and billing information. Your financial information (including credit card information) and Social Security number were not impacted. We are not aware of any evidence where the information contained in the affected email accounts has been used to commit fraud or otherwise misused."

Walmart sent a memo to its 1.5 million US employees on Friday saying it has set up an emergency task force to address coronavirus concerns...

"Stay home when you are sick," the memo said. "Cover your cough or sneeze with a tissue, then throw the tissue in the trash." The memo came as US shoppers began panic-buying goods such as hand sanitizer and face masks. The memo also discouraged face masks for general use, citing recommendations from the CDC.

PR Editorial— “PG to Voyageur Extraordinaire”

We all know what a “PG” is. But to get a “poor goof” to a voyageur extraordinaire is a very special journey... and a challenge. During that journey, we also do not want our new member to “get lost” or lose their way.

So how do we start that PG after a wreck and warm welcome on a road to success, involvement and participation...and a path to leadership? In my opinion it starts with a proper wreck, active or formal that follows the ritual with a mentor guiding the way. We call this internal public relations. Mentoring builds comradery, reduces a PG’s learning curve about La Societe and immediately starts that new member on a productive path to a successful voyageur militaire.

This needs to start as soon as possible and be sustained. Consider asking a few questions—What can we do to make you succeed in the Forty and Eight and participate? What would you like to do in the locale? What do you expect from us? New members need to feel valued from the beginning. Understand that the first few months are critical. That’s when a new member will form initial opinions and decide to stay or wander off the path.

Most new members will be highly motivated at first, but that will naturally wane in time. Staying within our ritualistic guidelines are very important while not cutting corners. Each new member should be provided a ritual and information manual as a minimum, preferably when wrecked and no later than when the last degree and acceptance is complete.

I read where new members to any organization are like plants, they need to be nurtured in a rich environment to “bloom”, thrive and grow. That rich environment includes them looking forward to coming to promenades, feeling a sense of pride in being a voyageur militaire—buying into your programs and community involvement, gladly volunteering when asked and finally they believe they are making a contribution—and are told so.

Leaders place their membership goal in jeopardy by not following these best practices. Productive, creative, passionate, extraordinary voyageurs militaire are going to stay the course. We hope and expect greatness from our membership, but remember they expect the same greatness from you.

Finally, finding a “hot warm body” to fill goal will not work. We must become talent scouts to find and get those PG’s who will become a voyageur militaire extraordinaire.—L’Editeur •

“The difference between ordinary and extraordinary is that little extra”

Jimmy Johnson

“People do not decide to become extraordinary. They decide to accomplish extraordinary things.” — Edmund Hillary

“Greatness is not measured by what a man or woman accomplishes, but by the opposition he or she has overcome to reach his goals.” —Dorothy Height

“Good enough is never good enough when extraordinary is expected” —Ty Howard

“It is extraordinary how extraordinary the ordinary person is.” - George Will

Extraordinary things don't happen by chance. They happen to people bold enough to believe and attempt them.

-Andrea Balt

Great Speeches—FDR upon signing the G.I. Bill of Rights (1944)

Best known as the G.I. Bill, the Servicemen's Readjustment Act of 1944 authorized millions of dollars in benefits to American soldiers returning from World War II. Grants for college tuition, low-interest mortgages, small-business loans, and some job training were just some of the benefits included in the act. By 1956, more than 7.5 million people had used the G.I. Bill, and it continues to assist veterans today.

This bill, which I have signed today, substantially carries out most of the recommendations made by me in a speech on July 28, 1943, and more specifically in messages to the Congress dated October 27, 1943, and November 23, 1943:

1. It gives servicemen and women the opportunity of resuming their education or technical training after discharge, or of taking a refresher or re-trainer course, not only without tuition charge up to \$500 per school year, but with the right to receive a monthly living allowance while pursuing their studies.
2. It makes provision for the guarantee by the Federal Government of not to exceed 50 percent of certain loans made to veterans for the purchase or construction of homes, farms, and business properties.
3. It provides for reasonable unemployment allowances payable each week up to a maximum period of one year, to those veterans who are unable to find a job.
4. It establishes improved machinery for effective job counseling for veterans and for finding jobs for returning soldiers and sailors.
5. It authorizes the construction of all necessary additional hospital facilities.
6. It strengthens the authority of the Veterans Administration to enable it to discharge its existing and added responsibilities with promptness and efficiency.

With the signing of this bill a well-rounded program of special veterans' benefits is nearly completed. It gives emphatic notice to the men and women in our armed forces that the American people do not intend to let them down.

By prior legislation, the Federal Government has already provided for the armed forces of this war: adequate dependency allowances; mustering-out pay; generous hospitalization, medical care, and vocational rehabilitation and training; liberal pensions in case of death or disability in military service; substantial war risk life insurance, and



guaranty of premiums on commercial policies during service; protection of civil rights and suspension of enforcement of certain civil liabilities during service; emergency maternal care for wives of enlisted men; and reemployment rights for returning veterans.

This bill therefore and the former legislation provide the special benefits which are due to the members of our armed forces -- for they "have been compelled to make greater economic sacrifice and every other kind of sacrifice than the rest of us, and are entitled to definite action to help take care of their special problems." While further study and experience may suggest some changes and improvements, the Congress is to be congratulated on the prompt action it has taken.

There still remains one recommendation which I made on November 23, 1943, which I trust that the Congress will soon adopt -- the extension of social security credits under the Federal Old-Age and Survivors' Insurance Law to all servicemen and women for the period of their service.

"What our servicemen and women want, more than anything else, is the assurance of satisfactory employment upon their return to civil life. The first task after the war is to provide employment for them and for our demobilized workers The goal after the war should be the maximum utilization of our human and material resources." •

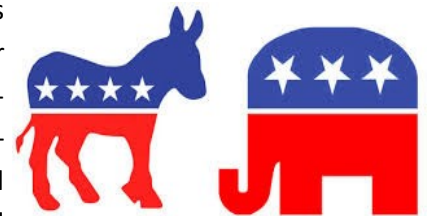
The most poisonous tree in the world is the manchineel tree, which is native to Florida. If eaten, its fruit can kill a person. Additionally, standing under the tree during a rainstorm can cause blisters, and the smoke from a burning tree can blind you.

In 10,000 BCE, the first humans arrived in the area now known as Washington, DC. Residents of Washington, DC, could not vote in presidential elections until the 23rd Amendment was ratified in 1961. Both Herbert Hoover and John Quincy Adams kept pet alligators in the White House. Only one US president is buried in Washington, DC: Woodrow Wilson. Washington, DC, receives more rain than Seattle, Washington.

On the first day of spring, a person at the North Pole would see the sun skimming across the horizon, beginning six months of uninterrupted daylight. A person at the South Pole would see the sun skimming across the horizon, signaling the start of six months of darkness. The fall and spring equinoxes are the only two times during the year when the sun rises due east and sets due west. Easter always falls on the first Sunday after the first full moon after the spring equinox. The early Egyptians built the Great Sphinx so that it points directly toward the rising sun on the spring equinox.



The name of the Republican Party originated in 1792, when supporters of Thomas Jefferson created the Democratic-Republican Party. Although the D-R Party later evolved to become the Democratic Party, the original party favored a decentralized government, something supported by modern-day Republicans. The Republican Party was formed in the 1850s, when members of various political groups held a political convention dedicated to opposing the extension of slavery in the United States. American politics became a two-party system in the 1860s as a direct result of the rapid success of the Republican Party in dominating all other parties opposed to the Democrat Party.

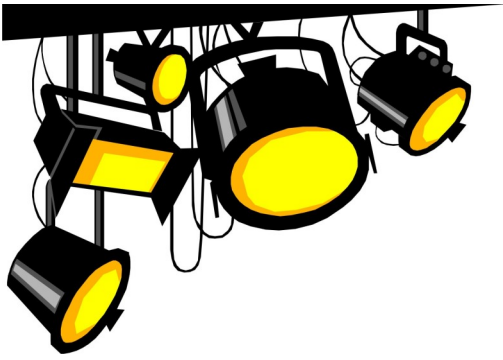


The symbol of the Democratic Party, the donkey, originated during the election campaign of Andrew Jackson in 1828; opponents called him a jackass, and Jackson, finding it humorous, placed the donkey on his campaign posters. The Democratic Party is the oldest political party in the United States, although its stances and policies have changed significantly over time. The Democratic and Republican parties have switched ideological places over the past century and a half. Republicans such as Abraham Lincoln fought for a strong federal government, while Democrats advocated for state's rights and a small federal government.



The Supreme Court has its own police force called the Supreme Court Police established in 1935. The Supreme Court of the United States Police is a small U.S. federal law enforcement agency headquartered in the District of Columbia, whose mission is to ensure the integrity of the constitutional mission of the U.S. Supreme Court by protecting the Supreme Court building, the Justices, employees, guests, and visitors. In accordance with 28 U.S.C. § 672, the Supreme Court Police falls under the jurisdiction of the Marshal of the United States Supreme Court who is appointed by the Supreme Court. The Marshal and the Supreme Court Police are authorized by 40 U.S.C. § 6121 to police the Supreme Court Building and protect the Justices, employees of the Court, and visitors to the Court.

Foods that vegans avoid because they involve some form of an animal product include honey, marshmallows, breakfast cereals, gummy candies, chewing gum, and some types of beer and wine. •



Spotlight on Public Relations



Are Newsletters Still Relevant?

With all this talk about social media in our technically connected age, it is important to consider the relevance of newsletters. I believe regular newsletters from locales and grands to their members plays a vital role in member recruitment and retention. Consider the following...

Intimacy: A newsletter gives you a great opportunity to create a feeling of intimacy between yourself and your readers by sharing about what is going on with your group and organization. Digital and social media is basically read and then the reader quickly moves on to something else. So digital newsletters are fine, but there are those that like to hold that piece of paper in their hand. I've come across many people who still prefer to hold a book in their hand rather than go the e-reader route. I'm one, just ran out of bookshelf space.

Expert status: The more consistently you share information, tips and articles the more credibility you gain in the eyes of your readers.

Cost effective: Well, this could be a toss-up. Digital newsletters cost nothing but a mass mail out of hundreds could cost a bit with today's mailing costs. So a good digital emailed newsletter could be the way to go if cost is holding you back.

You have control: With an emailed newsletter, you have complete control over the content, the delivery method and recipient list. You're in an excellent position to correctly target your members with the right message. Filling your newsletter with member-related content will ensure higher open and reading rates and become a communication they look forward to.

Internal Public Relations: Newsletters are a great tool for internal communication. A great newsletter will cover all or most of the five "W"s.

What else...

A great newsletter can set you apart from everyone else. I get several newsletters from different veterans groups. I like to feel my locale newsletter makes us stand out among those groups.

It helps keep new members informed and in the fold.

** Use your newsletter to drive members to your social media. Create links in your newsletter to help navigate to them.

Periodically self-evaluate. Could I use more color, more pictures, design change? The right combination of text and pictures?

Email seems to be the glue that binds everything together, cost effective, color is free, little publication costs other than time and effort—but finally consider those few that still need a hard copy! - L'Editeur

POSTER OF THE MONTH



Yes, there were times, I'm sure you knew
When I bit off more than I could chew
But through it all, when there was doubt
I ate it up and spit it out
I faced it all and I stood tall, and did it
MY WAY



Renewals coming in a little slow, expected this time of year. We have dropped all 2018 or earlier non-renewals, this March issue is the last for all 2019. With the high cost of mailing and printing—since we are operating at no profit, we must suspend continuing non-renewals. So, if you get via mail, and your label says **2019**, this will be your last issue—please consider renewing at our low annual cost . Membership is Jan—Dec.



(Motivation of the Month) - Helping Hands—Author Unknown

A mother, wishing to encourage her son's progress at the piano, bought tickets to a performance by the great Polish pianist Ignace Paderewski. When the evening arrived, they found their seats near the front of the concert hall and eyed the majestic Steinway waiting on the stage. Soon the mother found a friend to talk to, and the boy slipped away.

At eight o'clock, the lights in the auditorium began to dim, the spotlights came on, and only then did they notice the boy - up on the piano bench, innocently picking out "Twinkle, Twinkle Little Star." His mother gasped in shock and embarrassment but, before she could retrieve her son, the master himself appeared on the stage and quickly moved to the keyboard.

He whispered gently to the boy, "Don't quit. Keep playing." Leaning over, Paderewski reached down with his left hand and began filling in the bass part. Soon his right arm reached around the other side and improvised a delightful obbligato. Together, the old master and the young novice held the crowd mesmerized with their blended and beautiful music.

In all our lives, we receive helping hands - some we notice, some we don't. Equally we ourselves have countless opportunities to provide helping hands - sometimes we would like our assistance to be noticed, sometimes we don't. Little of what we all achieve is without learning from others and without support from others and what we receive we should hand out.



Check your label or contact me—2019's will be dropped next month!

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

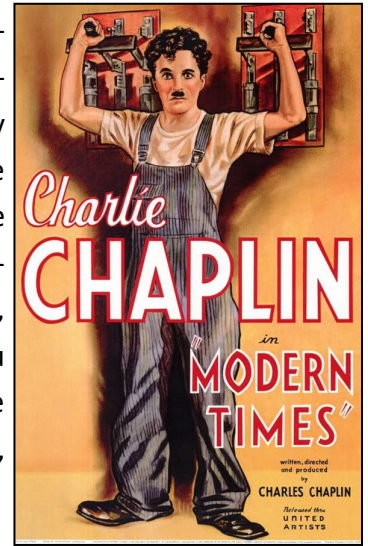
El Paso, TX 79904-1710

rennykeagle@gmail.com



Smile

The words to the song 'Smile' are one of the great anthems for personal inspiration and belief. The music for Smile was written by Charlie Chaplin for his landmark film, *Modern Times*, released in 1936, although Smile's lyrics were actually added by John Turner and Geoffrey Parsons in 1954, in which year Nat King Cole had the commercial success with the Smile song. Perhaps understandably the owners of the copyright for the words and music of the Smile song, Bourne Company of New York, have refused permission to publish the full lyrics and the music, although plenty of other websites seem to have the whole thing for free if you care to look for it (strangely it seems easier to get it for free than to buy it). There is actually a second verse which talks about lighting up your face with gladness, the need to keep on trying, and that life is still worthwhile.



**Smile tho' your heart is aching,
Smile even tho' it's breaking,
When there are clouds in the sky, you'll get by.
If you smile thro' your fear and sorrow,
Smile and maybe tomorrow,
You'll see the sun come shining through; for you.**

Although Charlie Chaplin didn't write the lyrics to Smile, the words resonate strongly with Chaplin's inspirational life of challenge, tragedy, success, and ultimately global appreciation, which owed much to his difficult early character-forming years. The Smile lyrics, and Chaplin's life story, each provide in their own way a lesson for anyone seeking inspiration and personal fulfillment.

Chaplin was born in Walworth, South London on 16 April, 1889. His mother and father were stage performers, but were also tragic people, divorcing when Charlie was young. As a child Chaplin descended to the workhouse orphanage because his parents were unable to look after him. Throughout his life Charlie Chaplin struggled with challenges, some of his own making, while he strived and became one of the most successful achievers - in creative and financial terms - of the 20th century. At one time exiled and rejected by the USA for his political views, Chaplin was awarded the World Peace Prize in 1954, eventually welcomed back to America to receive an Academy Lifetime Achievement Award in 1972, and was knighted in 1975. Charlie Chaplin died on Christmas Day, 1977. The words and music of Smile and Chaplin's wonderful films help to demonstrate that the power of personal belief, and a positive approach to life, can enable people to overcome all kinds of disadvantage, challenge and adversity.

P.S. February 5th - 1937 - The first Charlie Chaplin talkie, "Modern Times", was released. Chaplin's voice was heard in the film, but he was difficult to understand as he was singing gibberish that no one understood. Paulette Goddard who played the part of a waif was the movie's star.

Author Unknown