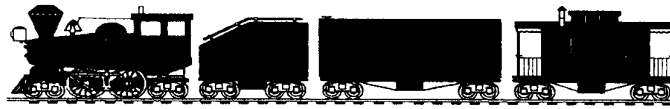




*Communiqué*  
*La Societe des 40 Hommes et 8 Cheveaux*  
*Grande Voiture du Missouri*



October 2006

Grand Chef de Gare Donald W. Fligge L'Editeur Terry Lanning

**The Grand Chef Sez**

Fall has finally arrived and we have some cool air. This will help the utility bills. With vacations over and kids in school it is a good time to recruit new voyagers. I know the American Legion raised dues and some members will drop out but those that stay are serious candidates. Go get them.

I had the pleasure of being invited to the Grants Farm outing. Voiture 38 goes all out and it was a great adventure. I thank all that participated and I personally thank Gerry Fitzgerald for being a great host.

I attended the Department Commanders homecoming and the entertainment was something to see. Actually it was a lot of fun.

I'm writing this before the Fall Grand Cheminot but I expect a good turnout. I'm sure we will have some fun.

For Out MIAs  
 By Bill Person

I viewed the crosses in rows so neat  
 All colored spectre gray,  
 And thought of all beneath my feet,  
 These fallen of the fray.  
 Once-brave warriors in a hostile place  
 Saw duty proud and clear.  
 Now to rest in solemn grace-

**Our loss is year on year.**

A comrade seized up in mortal strife,  
 This headstone marks that day.  
 And our endless grief for missing life  
 Escapes our words to say.  
 These soldiers trod on foreign shores  
 To serve until they fell.  
 Our MIAs serve endless tours,  
 Known not in death or well.

While these lie in this hallowed place  
 To rest in peace, we pray  
 For those elsewhere in God's own grace.  
 Our nation's MIAs.

**Sous Grand  
 Correspondants Notes**

Each of the Directeurs should write at least one article for the Grand Newsletter. Articles are due by the first of the month. The months-assigned are as follows:

- November 2006 – Youth Sports Directeur – Robert Wilde
- November 2006 – VAVS Directeur – Chip Berkley

Directeurs and Voitures can email me their articles, announcements, or anything of interest to [t\\_lanning@charter.net](mailto:t_lanning@charter.net), or mail it to 2045 Granada Dr., Florissant, MO 63033.

## UPCOMING DATES

- POW/MIA Memorial Highway Dedication 10/7/06 at Cameron
- MO-KAN Wreck 10/8/06 at Overland Park, KS
- National Promenade October 18 to 21, 2006 at Traverse City, MI
- 11/11/06 Veterans Day Parade, Sedalia
- Spring Wreck and Grand Cheminot 3/30-4/1/07 at DoubleTree Hotel St. Louis County

### RITUAL !! WHAT WE STAND FOR !!

Aidez-moi (Ay-dah mwah). Voyageurs, you have heard this bit of our 40/8 "French"!! Remember where you heard it?? or what it means?? I will remind you later.

Meanwhile, I need the help of every Voyageur in our Grande to list our activities, the many things we do and don't bother to include in our annual report to Nationale. For 2006, only 8 Voitures bothered to send a report at all! Every Voiture has Ritual Activity, start with a Promenade. How many Voyageurs attended? Their mileage from home to promenade and return. Color Guard, how many Voyageurs and their activity. Same procedure for Honor Guard, Wrecking Crew, Veterans funerals, Memorial services, fund raising events, Memorial day, community participation and hours involved. Don't forget Grand Promenade, Fall Homecoming, Spring Wreck and any activity where the Pledge of Allegiance or other ritual is given.

To accomplish this mission, I request every CHEF de GARE to appoint a Ritual Directeur, a Voyageur who will keep a "running record" of activity. To wait until the year's end to think about what has happened, leaves most things forgotten. And with all Voyageurs adding their part to him, the task becomes simple to report to Nationale the truly active Grande du Missouri we really

are!

Aidez-moi — Aid — Assist — Help me! You heard this in the instructions at the close of your initiation. I use this word which we seldom hear, to suggest that you "brush up" occasionally on our 40/8 French. Look on page 73, large Ritual manual, or page 66 in the small book for the French definitions and pronunciation that will keep us more "in tune" with 40/8 French.

Harry L. Welch  
Grand Directeur Ritual

### FORTY AND EIGHT

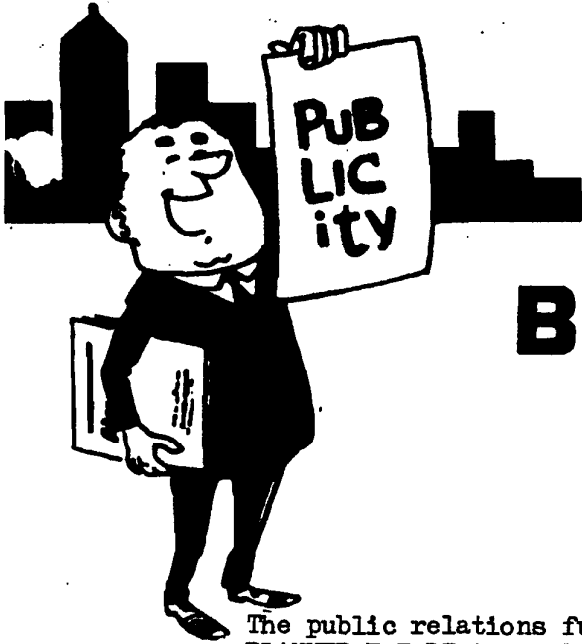
Every day was a bit of a chance  
While traveling abroad over in France.  
I was a soldier for Uncle Sam  
Living on "dog biscuits," "C" rations and spam.

One time we moved with all our freight  
On a troop train of "Forty And Eight."  
It was box cars from the First World War  
With walls, a floor, and nothing more.  
There were thirty-five men in every car  
And not as much as one slop jar.  
Things went fine without a hitch  
Until I ate some food too rich.  
The ration fruit bars we used to get  
Were mighty potent you can bet.  
It must have been the figs and prunes —  
I had to go! — And pretty soon!  
We stopped for a moment on the track  
Right beside an abandoned shack.  
I made a run in a bee-line  
And accommodations there did find.  
What I saw was a quick impression  
Of a short piece of tile and soft insulation.  
A perfect setup I must admit  
Right quick I tool advantage of it.  
I let go and about filled the tile  
Then reached over for the cotton pile.  
Suddenly I heard my buddy shout,  
"Hurry up! We're pulling out!"  
I grabbed a handful of the fluffy stuff  
And thought at the time it was kind of rough.  
I just had time to catch the train  
Before I started to feel the pain.  
And then and there it came to pass  
That fluffy stuff was all spun glass.

Bill Evans  
Grand Directeur Bill Evans

*From The Archives...*

**GEORGE W. HARTLEY** (Deceased)  
*Directeur National Public Relations*



# **BLOWING YOUR OWN HORN**

The public relations function can best be described as the PLANNED EFFORT to influence and maintain favorable opinion through acceptable performance, honestly presented.

Publicity is one of the tools used to achieve Public Relations goals.

Of course we want to sustain a flow of publicity describing our good works in order to "GET THE 40/8 INTO THE NEWS".....for we all want the general public to have a good opinion of La Societe.....but especially important to us must be the development of a better rapport and improved image within the individual American Legion Posts, from which we must draw our new Voyageurs.

Membership is our most important program. Membership is a legitimate concern for our Public Relations Committees at all levels and for every reader of this info sheet!

It is just plain obvious that no Chef can bake good cake all by himself.....you need more hands to knead the dough, if you are going to bake anything but plain pound cake.

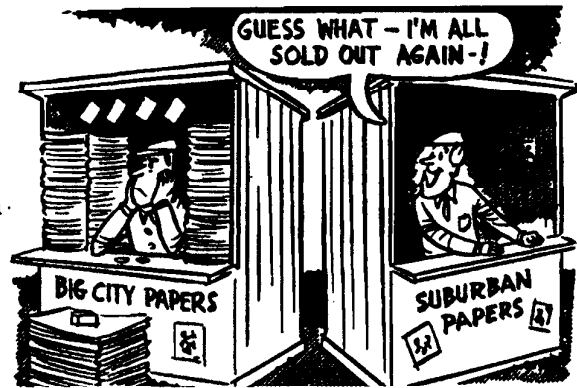
With increased membership, some Voitures have been able to also bake AAU cookies, Americanism sweets, Child Welfare candy, Carville stars, Nurses Training buns, as well as Community Service cakes!

There's no doubting the wisdom of the hillbilly maxim which states so eloquently that "EACH TUB SETS ON ITS OWN BOTTOM!" Each Voiture does and should determine its own membership makeup and size...BUT, IT IS THE JOB OF THE PR COMMITTEE TO MAKE IT POSSIBLE FOR THOSE THAT WANT TO GROW. TO BE ABLE TO DO SO!

To this end, we are giving considerable emphasis to influencing the 2,570,000 Legionnaires who are not yet Voyageurs Militaire to admire and respect the less than 70,000 of us that are Voyageurs. In order to accomplish this, YOU must encourage your Voiture to tell our story of service to the Legion to each Post from which they draw Voyageurs just as ardently as we tell the public of our service to community, state and nation.....AIDEZ MOI.

PUB-LIC-ITY (CONTINUED PAGE 2 of 2)

WHERE TO BEGIN: An easy place is the local weekly newspapers in counties where we already are. Most of the news they publish is of and about the local activities of organizations such as ours, right in your own home town. The cartoon (right) is closer to the truth than you'd realize at first glance! Remember, your local paper reaches the general public and your Legionnaires!!



In 1966, Henry Pragoff of the Massachusetts American Legion Press Association had a great idea. Henry wanted every Legion Post to submit at least one article a week to their weekly newspaper....a newsworthy article about our programs. His idea is superb!

If the PR Directeur or Publicist of every Voiture Locale undertook to send a report of the activities of his Voiture to a different weekly newspaper in his county each week, can you imagine what we could accomplish in image improvement and public awareness of La Societe in just one year?

Multiply 1,068 Voitures times 52 weeks and you get 55,536 articles turned in. Wow!! If only Grand PR Directeurs were to do it, we'd still have more than 2,800 articles! But if I'm alone in this effort, we'll only have 52. **PASS THE IDEA ALONG: WE NEED TO BE CLOSER TO 2,800 ARTICLES THAN TO 52!**

WHEN TO START: Hopefully, you already have started. If not, start now. Don't wait on us, because all we are able to do is to pass on some proven suggestions and ideas. Remember what the hillbillies say: "each tub sets on its own bottom," and that's the way it is with your PR program for your Grande Voiture! We do hope that you will pass along our suggestions to your Voitures Locale...**START NOW!**

HOW TO START: Read, absorb and teach the techniques contained in this info packet. Write to your Voitures Locale immediately...they may not know your name and that you are chock-full of good ideas to help them.

YOUR IDEAS & SUGGESTIONS: should not only be passed on to your Voitures, but don't forget to send them to your National Committee also. If you have an idea or promotion that works well, please let us share it with our other Grande Voitures. We will report the idea as yours and praise you greatly for any idea that will help "GET THE 40/8 INTO THE NEWS." Ask for ideas from your Voitures Locale too, and let's share them with each other.

COOPERATE: with other Directeurs and Chairmen of our various programs in order to promote publicity for each specific area if possible. We must function as a service agency to bring good publicity to our various programs....let's do it with enthusiasm and to the best of our abilities. A newspaper release and radio format announcement of one such program (Ardey Fund) is in this packet. Reproduce it and send to your Voitures Locale....then let each Voiture decide on the use of the releases individually, O.K.? (In other words, you should make no judgements about any program....just pass on ideas as to how to best publicize them).

# GRANDE VOITURE DU MISSOURI

Spring Wreck and Cheminot  
March 30 through April 1, 2007

Will be Held at the DoubleTree Hotel  
St Louis at Westport  
1973 Craigshire  
St. Louis Mo. 63146  
Tel (314) 434-0100  
Fax (314) 434-5067

Hotel rates are as follows:  
\$75.00 for Single and Double Occupancy  
\$85.00 for Triple and Quad Occupancy  
Current Tax rate will be 7.5%

**Make all reservations directly with the Hotel by February 28, 2007.  
When you make reservations please mention that you are with the 40/8  
Honor Society**

**Friday March 30, 2007**

Registration 12:00 til 5:00PM  
Hospitality Room 3:00PM til ???

**Saturday March 31, 2007**

Registration 7:30 AM til noon  
Hospitality Room 7:30AM til 9:00AM  
Wreck will start at 9:00 AM  
Lunch starting at 11:00AM  
Hospitality Room open after Cheminot  
Cheminot will start at 1:00 PM.  
Cocktails starting at 6:00 PM  
The Banquet will start at 7:00 PM.  
Hospitality Room opened after Banquet

**Sunday April 1, 2007**

Donuts in the Hospitality Room 7:30AM til 10:00AM

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**Make checks payable to Voiture 448 and send check to Art Wilson, 725 Beardsley,  
Ferguson, Mo. 63135 or Grant Willis, 8 Shireford Ln, Ferguson, Mo. 63135.**

Last Name \_\_\_\_\_ First Name \_\_\_\_\_ Spouse Name \_\_\_\_\_

Voiture Number \_\_\_\_\_ Registration per Voyager \$10.00 \_\_\_\_\_

Banquet per Person \$25.00 \_\_\_\_\_

Total \_\_\_\_\_

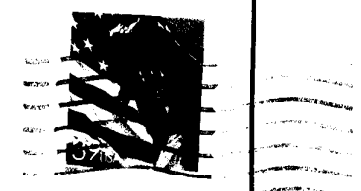
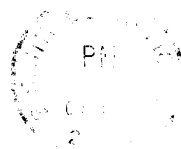
**NOTICE**

**Update the new Grande 2006-2007 Directory with these changes:**

- 1) Voiture 966 – remove William Ball as Correspondant (~~he~~ passed away) and insert Larry Pickett (who is also Voiture 966 Chef de Gare).**
- 2) Grand Chef de Gare Passe Al Vidricksen has a new address -  
2016 SW 4TH STREET CITY, LEES SUMMIT, MO 64081**
- 3) Grand Chef de Gare Passe Virgil C. Morice has a new email address –  
virgil40et8@charter.net**
- 4) Voiture 3 Grand Cheminot Larry Owen phone number should be 816-682-9444**

**If there are any other changes let Grand Correspondant Jerry Castulik or Terry Lanning know.**

Grand Voiture du Missouri  
Terry Lanning  
Sous Grand Correspondant  
2045 Granada Dr.  
Florissant, MO 63033



MO 64052