

American Legion
Post 1758
Newsletter



November 2020

Est 1949

In this issue:

1. Next meeting
2. New Members
2. Post Elections
3. MOH
3. Sick Call
4. Understanding a Veteran
5. Veterans Day Activities
6. Christmas Party
7. WWII and New Haven Railroad
9. Shirt order
10. Free fuel oil/propane

Our next meeting will be **Tuesday January 12th 2021** at 7:00PM. The Old Town Hall is located at 2468 Rte. 52, next to the East Fishkill Police Station.

“You may say I'm a dreamer, but I'm not the only one. I hope someday you'll join us. And the world will live as one.”

– John Lennon

Special Notice: If you are a veteran in emotional crisis and need help RIGHT NOW, call this toll-free number

1-800-273-8255

available 24/7, and tell them you are a veteran. All calls are confidential.

Don't forget that our Post web site (al-ny1758.org) has a wealth of information:

- *Meeting and executive board minutes
- *Newsletters
- Programs
- Photos

* For “members only” pages you need a logon which you can obtain from web master Bill Kriebel at Historian@al-ny1758.org

The meeting minutes can be found here (requires login) <https://al-ny1758.org/docs>



Good of the Legion:

Vinny Richard's name was drawn at our November 13th meeting and unfortunately, he was not in attendance. The "pot" is now up to \$236.00.

Welcome

Scott Taylor attended our November meeting and looks like he will be joining our post. Scott served in Army Reserves, was an infantry soldier from 2002-2008 with tours in Iraq and Afghanistan and resides in the Town of Poughkeepsie

Welcome to Post 1758

Post Elections

Our officer elections, normally held in May each year, had been postponed in 2020 due to the COVID restrictions and the lack of meetings. Current officers agreed to maintain their positions until elections are held. We expect to formalize those positions with an election at the January 2021 Post meeting.

All officers except Dan Oberhauser (Chaplin) are seeking to maintain their position until June 2021. John Lyons is seeking the Chaplin's position.

In May of 2021 we will hold elections for the new year and those officers will be sworn in at the June 2021 meeting.

Sounds good...unless we come under another "COVID-19 lockdown"!

MOH

Rank: Captain

Organization: U.S. Navy

Conflict: Mexican Campaign

Division: 2D Regiment of Blue
Jackets

Date of Action: 4/22/1914

Place: Vera Cruz, Mexico



EDWIN A. ANDERSON

CITATION

For extraordinary heroism in battle, engagement of Vera Cruz, 22 April 1914, in command of the 2d Seaman Regiment. Marching his regiment across the open space in front of the Naval Academy and other buildings, Capt. Anderson unexpectedly met a heavy fire from riflemen, machine guns and one-pounders, which caused part of his command to break and fall back, many casualties occurring amongst them at the time. His indifference to the heavy fire, to which he himself was exposed at the head of his regiment, showed him to be fearless and courageous in battle.

-Sick Call

Danny Oberhauser is still waiting for surgery on his shoulder

Veterans

To understand a Military Veteran, you must know:

We left home as teenagers or in our early twenties for an unknown adventure.

We loved our country enough to defend it and protect it with our own lives.

We said goodbye to friends and family and everything we knew.

We learned the basics and then we scattered in the wind to the far corners of the Earth.

We found new friends and new family.

We became brothers and sisters regardless of color, race or creed.

We had plenty of good times, and plenty of bad times.

We didn't get enough sleep.

We smoked and drank too much.

We picked up both good and bad habits.

We worked hard and played harder.

We didn't earn a great wage.

We experienced the happiness of mail call and the sadness of missing important events back home.

We didn't know when, or even if, we were ever going to see home again.

We grew up fast, and yet somehow, we never grew up at all.

Our primary mission was to defend American freedoms we hold so dear.

Some of us saw actual combat, and some of us didn't.

Some of us saw the world, and some of us didn't.

Some of us dealt with physical warfare. Many of us dealt with psychological warfare.

We have seen and experienced and dealt with things that we can't fully describe or explain, as not all of our sacrifices were physical.

We participated in time honored ceremonies and rituals with each other, strengthening our bonds and camaraderie.

We counted on each other to get our job done and sometimes just to survive.

We have dealt with victory and tragedy.

We have celebrated and mourned.

We lost a few along the way.

When our adventure was over, some of us went back home, some of us started somewhere new, and some of us never came home at all.

We have told amazing and hilarious stories of our exploits and adventures.

We share an unspoken bond with each other, that most people don't experience, and few will understand.

We speak highly of our own branch of service, and poke fun at the other branches.

We know however, that if needed, we will be there for our brothers and sisters and stand together as one in a heartbeat.

Being a Veteran is something that had to be earned, and it can never be taken away.

It has no monetary value, but at the same time it is a priceless gift.

People see a Veteran and they thank them for their service.

When we see each other, we give that little upwards head nod, or a slight smile, knowing that we have shared and experienced things that most people have not.

So, from myself to the rest of the veterans out there, I commend and thank you for all that you have done and sacrificed for your country.

Try to remember the good times and make peace with the bad times.

Share your stories.

But most importantly, stand tall and proud, for you have earned the right to be called a Veteran.

Veterans Day Activities

Placing flags along route 82 in the Hopewell Hamlet



Christmas Party

Adjutant Ashworth and Norm Dauerer have been working with the Whortlekill Rod and Gun Club on our Christmas Party.

Here are the details:

\$32 per person:



Entrée/side choice

Roast beef, mashed potatoes
Fish, chips
or
Chicken parmigiana, spaghetti

Veggies

String beans or corn

Sides/beverages

Side salad, dinner roll, water/coffee/tea/soda, and dessert (TBD)
[Cheese platter set out pre-dinner, for arriving guests]

Payment due to the Post by 12/4/20 (Make Check to Post 1758)

Print/tear out this page and send with payment to:

American Legion Post 1758

PO Box 92

Hopewell Jct., NY 12533



During World War II the New Haven Railroad, which provided passenger and freight service to southern New England including New York City and Boston, found that despite wartime stresses on the railroad company the riding public would consistently and constantly complain about poor service. The railroad suffered during the Great Depression but had a resurgence during the war, which began in December 1941. Its efforts to transport troops, munitions and other wartime supplies to the ports, which were then shipped to the various war fronts in Europe, North Africa and Asia, strained the railroad's limited resources and resulted in fewer seats and trains available for the general riding public.

The railroad soon turned to its advertising agency, the Wendall P. Colton Company of Boston, to find a way to mollify the complaints and griping. The agency's first efforts tried to educate the public about the important role played by the New Haven Railroad in the country's efforts to win the war and defeat fascism.

Two ads, "Right of Way for Fighting Might," which ran in newspapers in New York City and New England in October 1942, and "Thunder Along the Line," which ran in November 1942, were marginally effective and the complaints continued.

In late 1942, the advertising company gave control of the campaign to Nelson Metcalf, Jr., a 29-year-old Harvard graduate who was fairly new to the advertising profession. Metcalf decided that the best approach was to talk directly to the readers of the ad and play at their emotions. At that time the war touched virtually every citizen of the country, and almost every rider of the railroad had a father, husband, brother or son in the military. Metcalf's approach played on the thoughts of one soldier, to which all could relate, going to the front on a troop train.

The ad included an image of a fresh-faced young man lying awake in a berth in a sleeping car, and the prose of the ad could not be more compelling. Here is the text in full:

It is 3:42 a.m. on a troop train.

Men wrapped in blankets are breathing heavily.

Two in every lower berth. One in every upper.

This is no ordinary trip. It may be their last in the U.S.A. till the end of the war. Tomorrow they will be on the high seas.

One is wide awake ... listening ... staring into the blackness.

It is the kid in Upper 4.

Tonight, he knows, he is leaving behind a lot of little things – and big ones.

The taste of hamburgers and pop ... the feel of driving a roadster over a six-lane highway ... a dog named Shucks, or Spot, or Barnacle Bill.

The pretty girl who writes so often ... that gray-haired man, so proud and awkward at the station ... the mother who knit the socks he'll wear soon.

Tonight he's thinking them over

There's a lump in his throat. And maybe – a tear fills his eye.

It doesn't matter, Kid. Nobody will see ... it's too dark.

A couple of thousand miles away, where he's going, they don't know him very well.

But people all over the world are waiting, praying for him to come.

And he will come, this kid in Upper 4.

With new hope, peace and freedom for a tired, bleeding world.

Next time you are on the train, remember the kid in Upper 4.

If you have to stand enroute – it is so he may have a seat.

If there is no berth for you – it is so that he may sleep.

*If you have to wait for a seat in the diner – it is so he ... and thousands like him ... may have a meal they won't forget in the days to come.
For to treat him as our most honored guest is the least we can do to pay a mighty debt of gratitude.*

The ad ran first in the New York Herald Tribune, on November 22, 1942. It was immediately obvious that the ad struck a chord with not just the railroad's ridership but across America. The railroad and the ad agency immediately started fielding calls and receiving letters with positive responses from the public, other businesses in the industry, and government offices. The ad was soon running in newspapers around the country, as well as Life, Newsweek, and Time magazines. It was used to raise money for the Red Cross, to sell U.S. War Bonds, and by the U.S. Army to build morale among servicemen.

As noted by Charles Pinzon and Bruce Swain in their Journalism History article of Fall 2002 about the ad campaign, "by the end of January 1943 even competing railroads had hung full-color posters of the advertisement in their terminals. Within four months of its publication, a radio station had dramatized the ad, [famous comedian and actor Eddie Cantor had read the copy over the air on his hit radio show], a popular song had been written, and MGM was in production on a film short." By March 1943 55,000 reprints had been requested.

The New Haven Railroad was delighted by the ad's success and ordered the ad agency and Metcalf to create similar "Kid" ads. Although the additional ads, for "The Kid in the Convoy," "The Kid in the Ward Car," and others, were similar in tone, none had as much of an impact as the original "Kid" ad. The agency and Metcalf received multiple journalism awards and the railroad was able to guilt the riding public into ceasing their complaints about bad service, at least for a while.

James Twitchell's book 20 Ads That Shook the World, published in 2000, lists "The Kid in Upper 4" among the most successful campaigns in American history but notes that its success was based on the fact that unlike the typical advertisement it was not selling anything but was "drawing attention away from the client's lousy product."

The "Kid" ads were published in the New Haven Railroad's employee magazine Along the Line, which can be found in the University of Connecticut's repository at <https://archives.lib.uconn.edu/islandora/object/20002%3A860565482>

Shirt order

Norm and Caroline have been working with Supply Captain in Marlboro to design a “golf” shirt for our post. They have negotiated a great price ...\$20.00 per shirt with the American Legion Emblem and 3 lines of text: 1.Manny Bacon, 2. Post 1758, 3. Hopewell Jct.. You have a choice of 100% cotton or Polyester and a choice of color, black or navy blue.

Please contact Caroline via email at cpogge@yahoo.com or text/call 845-797-9983.

Material choice _____ 100% Cotton or _____ Polyester

Color choice _____ Black or _____ Navy Blue

Size: _____ (\$20 price is the same small thru 3XL)

Order and payment due by 12/1/20. Mail check payable to POST 1758, and mail to PO Box 92, Hopewell Jct., NY 12533. You may also pay via Venmo to Caroline’s account which is Caroline-Pogge.

Veterans can get 100 gallons of fuel oil or propane

Bottini Fuel Oil

WARMING THE HOMEFRONT PROGRAM

We're nearing the first anniversary of our launch of the Warming the Homefront program, which we started in partnership with the **Hudson Valley Veterans Alliance** (HVVA).

This program helps military families in need by getting free oil or propane to veterans and families of currently deployed personnel.

So far, we have helped 30 military families, delivering more than 3,000 gallons of heating fuel. But we have more fuel in reserve to give to military families in need. If you know someone who might qualify, please **reach out to us** and let us know.

Go [here](#) to read more about this program—and look for our truck in your neighborhood.



845-297-5580