



**Volume 63, No. 12
December, 2023**

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Battle Cry

Founded 1961,
Newsletter of the Sacramento Civil War Round Table
P.O. BOX 254702
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President's Message

Greetings everyone and I hope everyone is doing well.

As we approach the halfway point (1 Year) in my elected term as President, I would like to thank every Officer and Member in the Round Table who has contributed to making 2023 a success.

Have a Happy Holiday Season and a Fruitful New Year.

James C. Juanitas, President

MINUTES
SACRAMENTO CIVIL WAR ROUND TABLE
Wednesday, November 8, 2023
Denny's Restaurant, 3520 Auburn Boulevard, Sacramento

ATTENDANCE – 13:

MEMBERS – 12: James Juanitas, President; Carol Breiter, Vice President; George W. Foxworth, Treasurer; Harvey & Marsha J. Cain, Arnd Gartner, Ron Grove, (MAL); Joseph (MAL) & Michelle Matalone, Stuart & Andrea Sheffield, & Peggy Tveden.

GUESTS – 1: Mark Carlson.

1. The meeting was called to order by President James Juanitas at 7:06 PM and he led the Pledge of Allegiance.
2. President Juanitas got an update from Ron Grove on the progress of the Hof Brau. The latest is the Hof Brau may reopen in about two years. A review of the just concluded Civil War Conference in Fresno was done by Mark Carlson and Ron Grove. The review was positive.
3. New Members and Guests were introduced. One Guest was present.
4. The raffle was conducted by Joe & Michelle Matalone. Books and other items were offered as prizes. The raffle raised \$37.00. President Juanitas introduced the speaker.
5. The speaker was James Juanitas and his topic was “**Admiral Farragut and The Battle of Mobile Bay.**” James Glasgow Farragut was born in 1801 near Knoxville, Tennessee. He joined the US Navy in 1810 as a Midshipman.
6. The **Battle of Mobile Bay** of August 5, 1864, was a naval and land engagement of the Civil War in which a Union fleet commanded by Rear Admiral David G. Farragut, assisted by a contingent of soldiers, attacked a Confederate fleet led by Admiral Franklin Buchanan and three Forts that guarded the entrance to Mobile Bay: Morgan, Gaines, and Powell.
7. Farragut's order of "Damn the torpedoes! Four bells. Captain Drayton, go ahead! Jouett, full speed!" became famous in paraphrase, as "Damn the torpedoes, full speed ahead!"
8. The Battle was marked by Farragut's successful run through a minefield that had just claimed the USS Tecumseh. This reduced the Confederate fleet to a single vessel, CSS Tennessee.
9. The CSS Tennessee engaged the entire Union fleet. Tennessee's armor enabled her to inflict more injury than she received, but she could not overcome the imbalance in numbers. She was eventually reduced to a motionless hulk and surrendered, ending the Battle. With no Navy to support them, the three Forts also surrendered within days. Complete control of lower Mobile Bay thus passed to the Union forces.
10. This Union victory, together with the fall of Atlanta, was covered by Union newspapers and was a re-election boost for Abraham Lincoln three months later. This Battle was the last naval engagement in Alabama during the War. It would also be Admiral Farragut's last known engagement. Farragut was promoted to Admiral after the Civil War and remained on active duty until his death in 1870.
11. The next Executive Board Meeting is Wednesday, December 13, 2023 at 10:00 AM, at Brookfields near Madison and I-80.

George W. Foxworth for Vacant, Secretary

Treasurer's Report

The cash balance on November 8th was \$4,904.13. Thanks to Joe & Michelle Matalone, members, and guest, the raffle brought in \$37.00.

George W. Foxworth, Treasurer

Coming Programs for 2023 & 2024

Date	Speaker	Topic
December 13th	"Ron Grove"	"Civil War Trivia"
January 10th	"To Be Determined"	"To Be Determined"
February 14th	"To Be Determined"	"To Be Determined"
March 13th	"To Be Determined"	"To Be Determined"
April 10th	"To Be Determined"	"To Be Determined"
May 8th	"To Be Determined"	"To Be Determined"

2024 Membership

The 2024 membership renewal is due on January 1, 2024. The dues are \$30.00 and you can renew at a meeting or send to the Treasurer through the mail. For all checks, make them payable to **Sacramento Civil War Round Table** and send them to:

George W. Foxworth
9463 Salishan Court
Sacramento, CA 95826-5233

NEWSLETTER CIVIL WAR ARTICLES

Civil War articles/book reviews are welcome. The submission deadline is the first day of each month for that month's **Battle Cry**. However, you can submit articles at anytime. Please submit your items in Microsoft Word or regular email to:

gwoffworth@sbcglobal.net

The **Battle Cry** is the monthly newsletter of the Sacramento CWRT. Submissions are subject to availability of space and size limitations. Submissions do not necessarily reflect the views of the organization or the Editor. The official address of this organization is: Sacramento Civil War Round Table, Post Office Box 254702, Sacramento, CA 95865-4702. <http://www.sacramentocwrt.org> is the web site address. Check the web for past newsletter editions and information about the group.

Friends of Civil War Alcatraz

The Friends of Civil War Alcatraz (FOCWA) is a group of individuals interested in the Civil War history of Alcatraz island. We are made up of teachers, veterans, historians, and others who like to research and read about how Alcatraz became an important Fort for the protection of San Francisco during the Civil War.

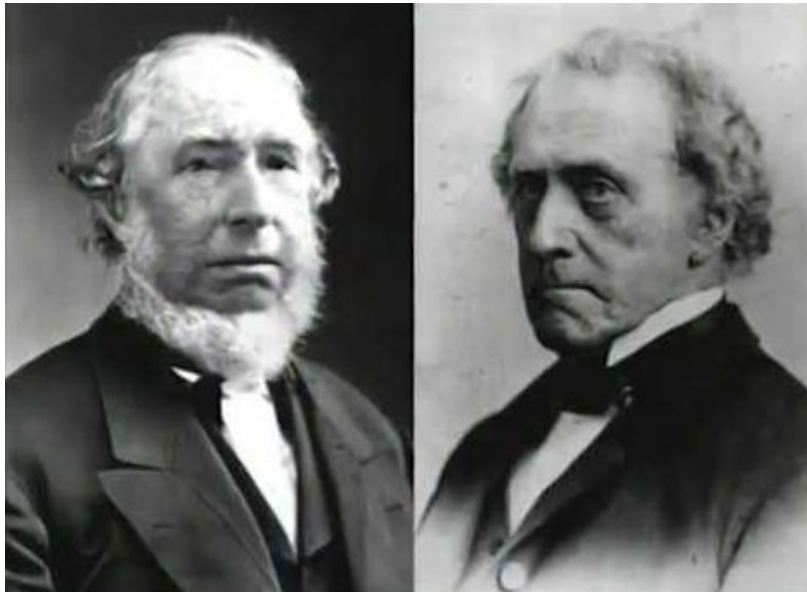
Some of our members are also National Park Service volunteers who assist the rangers in giving public programs, in uniform, about the Union soldiers stationed on the Island and interesting events that occurred there between 1859 and 1865. We publish a newsletter every month, which can be found on our website www.friendsofcivilwaralcatraz.org.

We also visit schools and organizations to tell that early history of the Island, long before it became the notorious Federal prison. And we conduct living history days twice a year, in conjunction with the American Civil War Association, to give the public an idea of what the Island was like as a Union Fort.

William Proctor and James Gamble

Left with nothing after his wool shop had been burglarized and burned to the ground, William Proctor left England to start a new life in America. In 1830, he and his wife, Martha Peat Proctor, arrived in New York City. William set up shop as a candle maker. Not realizing the profits they had hoped for, the couple headed West as so many immigrants had done before them. When Martha took ill, they were forced to stop in Cincinnati, "Queen City of the West." Martha soon died of cholera. Too disheartened to continue without his wife, William remained in Cincinnati and went back to making candles. In 1833, he met and married his second wife, Olivia Herron Norris.

In the same year, 1833, Olivia's sister, Elizabeth Ann Norris, had married James Gamble. James and his family had come to America from a famine stricken Ireland in 1819. Determined to head West, they, too, were forced to stop in Cincinnati when sixteen year-old James became desperately ill. James eventually recovered and graduated from Kenyon College in 1824. He had been apprenticed to a soap maker and after graduation opened his own soap making shop.



William Proctor & James Gamble

Alexander Norris convinced his two sons-in-laws to combine their assets and go into business together. By buying in larger quantities, they could save on the ingredients they needed for their soap and candles...lye, ash, and animal fats.

Proctor and Gamble signed their partnership agreement on October 31, 1837. Each partner contributed \$3,569.47. Gamble was in charge of production, which was a big cast iron kettle set up behind their store. Cincinnati's nickname was "Porkopolis" as it was the chief hog packing center in the country. Pigs freely roamed the streets and animal fats were inexpensive and easily available. Proctor managed the office and kept track of sales. Every day Gamble would travel round the near environs, giving bars of soap in exchange for ash and meat scraps. Their first storefront was on Main and Sixth Street in Cincinnati, near the Ohio River. Their proximity to water gave them easy access to shipping their goods.

When Proctor & Gamble first opened its doors, many consumers were illiterate. The Company came up with a logo, a man in the moon with thirteen stars, representing the thirteen colonies, to make their product easily identifiable. It was one of the earliest and most successful uses of advertising. Proctor & Gamble had to compete against eighteen other soap manufacturers in the City but by 1859, 22 years after they had opened their business, the Company reached the one million dollar mark in sales. (After Edison's invention of the lightbulb in 1879, sales of candles dropped markedly. By 1920, Proctor & Gamble stopped the manufacture of candles.)

As the Civil War loomed closer, Proctor and Gamble foresaw a shortage in rosin, the main ingredient used in making soap. The two owners each sent a son, James Norris Gamble and William Alexander Proctor, to New Orleans to buy as much rosin as they could. The young men purchased an entire boatload at \$1 a barrel.

Most soap used at the time was made at home out of cooking fats and had an unpleasant odor. It had a rank smell but it did the job. When the War began, doctors noticed pretty quickly that the cleaner the soldiers, the higher their survival rates. Florence Nightingale had proved this when she put her sanitizing efforts to practice during the Crimean War.

In 1861, the United States Government awarded Proctor & Gamble two contracts for soap and candles, making the company the official soap supplier for the Union Army. The Army needed thousands of cases of soap and candles each day. Cincinnati served as one of the major distribution centers for supplies that needed to be sent on to soldiers. Proctor & Gamble instituted round the clock shifts to keep up with the demand. When Confederate troops were only miles from Cincinnati, the Government forced all businesses to close with the exception of Proctor & Gamble. The production of soap was so important to the War effort, to keeping men healthy and in the field, that General William Tecumseh Sherman raided two plantations in North Carolina for the rosin they produced from local pine trees and plants.

During the Civil War, dental health was of so little regard to the United States Government that they didn't issue toothbrushes to the new conscripts. Before the War, Americans had looked at extreme cleanliness as European excess. But as the understanding of the germ theory spread, emphasis began to be put on personal hygiene. Doctors stressed sanitation as one of the foremost factors in fighting off infection. Soldiers brought their bars of soap home with them, wanting to continue to use Proctor & Gamble products in their civilian life. The Company's logo stood for quality.

With the increase of sales, the Company began to research other products. Their new bestseller was "Ivory" soap, discovered when a mistake in the formula made the soap "float." The "pure white" color greatly appealed to the consumers. It was also highly unusual for a soap to come in a pre-wrapped individual bar. Soaps usually were sliced and weighed from a larger soap slab and then wrapped in plain brown paper. Harley Proctor, one of William Proctor's sons, came up with the name "Ivory" from the biblical phrase "ivory palaces, whereby they have made thee glad."

By 1869, transcontinental railroads connected the coasts allowing easier transport of Proctor & Gamble's products to be shipped quickly and at less cost all over the Country.

In 1911, Crisco shortening, made from vegetable oil instead of animal fats, caused the Company's worth to soar again. P&G continued their advertising and marketing. They began sponsoring numerous radio programs and, eventually, TV shows, leading to the term "soap operas."

William Proctor died on April 4, 1884, age eighty two. He is buried in Spring Grove Cemetery, Cincinnati, Ohio. His eldest son, William Alexander Proctor, became the President of the Company in 1890. He committed suicide in 1907.

James and Olivia Gamble lost three of their ten children young: Alex died in 1844 at one year-old, Olivia "died of injuries" in 1850 at eight years-old and Charles died in 1863 at age thirteen. James Gamble died at age seventy four on February 22, 1883. He is buried in Wildwood Cemetery, Williamsport, Pennsylvania.



Today, the net worth of Proctor & Gamble is approximately \$230 billion. Their products are sold on all five continents.

In the 1980s, rumors began to circulate that the moon and stars logo was a satanic symbol. Proctor & Gamble unsuccessfully sued the distributors of Amway products for starting the rumor. New rumors began in 1995, started by four Amway distributors, and this time a jury awarded P&G \$19.25 million. The Company stopped using the logo in 1991.



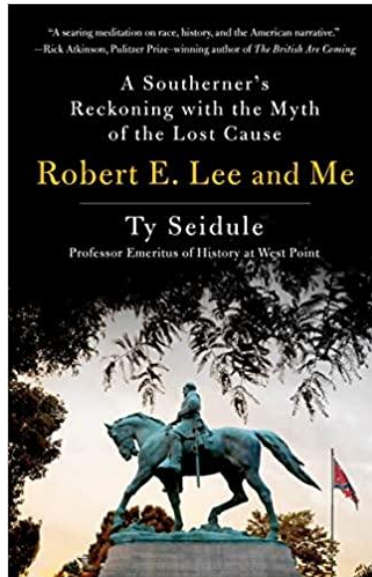
The Church of Satan denies ever having been funded by Proctor & Gamble.

Submitted by Judith Breitstein

Robert E. Lee and Me: A Southerner's Reckoning with the Myth of the Lost Cause

By Ty Seidule, New York, St. Martin's Press, 2021. 304 pp. \$27.99 (cloth), ISBN 978-1-250-23926-6.

Reviewed by Randall Owens (Department of Defense). Published on H-Slavery (August, 2021). Commissioned by Andrew J. Kettler.



On February 12, 2021, US Secretary of Defense Lloyd Austin announced the names of four scholars and former senior military leaders to serve as representatives on the Department of Defense's congressionally mandated Commission on the naming of items in the Department that commemorate the Confederate States of America. According to the Commission's chairperson, the group's mandate includes "assigning, modifying, or removing anything [within the Department] that commemorates the Confederate States of America or any person who served voluntarily with the Confederacy." One member of that commission is retired US Army Brigadier General Ty Seidule, PhD, Professor Emeritus of History at the US Military Academy and author of *A Southerner's Reckoning with the Myth of the Lost Cause: Robert E. Lee and Me* (2021). This book is a captivatingly layered story of personal introspection and professional progression that spotlights both the power of and fallacies in Lost Cause ideology. Seidule allows readers to see these points through his own eyes as he offers informed commentary about his journey from Lost Cause apologist to self-described counter narrative zealot.

The author explains that he was born in the South and reared to be a Southern White gentleman whose sensibilities were culturally and inextricably tied to Lost Cause mythology that centered on blind hero-worship of Robert E. Lee, Commander of

Confederate forces during the American Civil War. Spending his formative years in Virginia and Georgia in the 1960s and 1970s, Seidule notes that he devoured pro-Confederate legends about the Civil War's *raison d'être*, its Southern leaders, and their impact on the nation's cultural, racial, and political landscape. Seidule provides insight into this environment early by stating, "To a boy growing up in Virginia, Lee was more than the greatest General of the Civil War, more than the greatest Virginian; Lee was the greatest human who ever lived. As a child, my view of Lee was closer to deity than man" (p. 11).

Seidule employs autobiographical structure to build an analytical platform from which to survey select portions of the history of the Civil War, Lost Cause mythology, and his evolutionary understanding of it all. On initial inspection of this work, readers might be inclined to look for a moment of sudden discovery about the Lost Cause by Seidule. *Robert E. Lee and Me*, however, is about prolonged, willing ignorance and gradual deprogramming from it. Indeed, the author confesses, "My ignorance and then guilt about buying into the Lost Cause myth and the tenets of White supremacy kept me silent for years, but no longer. I'm on a campaign to uncover White supremacy and the Lost Cause in the places I've lived and the institutions that educated and gave me purpose. As it turns out, the lies of the Lost Cause infused every aspect of my life--and that pisses me off" (p. 43).

The author's aforementioned statement not only sheds light on his reason for writing *Robert E. Lee and Me*, but it also encapsulates Seidule's main argument that the Lost Cause narrative, deserving of public and academic scrutiny, is as influential and ubiquitous as it is false and revisionary. As an autobiography, *Robert E. Lee and Me's* chronology follows the forward movement of Seidule's life and not the history of the Civil War or its aftereffects. Nevertheless, while examining the arc of his own life, Seidule points out Eighteenth- and Nineteenth-Century historical events that molded him; and he highlights Twentieth- and Twenty-First-Century personal revelations that reformed him. For example, Seidule refers often to Lee's remains laid to rest in the chapel of the author's alma mater, Washington and Lee University in Lexington, Virginia.

Suggesting that postbellum symbolism and memorialization are as much battlefields as Antietam and Gettysburg, Seidule focuses on the "Recumbent Lee" statue in the University Chapel as a sign of enduring White, male, Christian dominance, righteousness, and vigilance. Seidule recalls that, upon his commissioning as a US Army officer in 1984, he swore an oath of allegiance to the Nation in the final resting place of the man who led the military campaign to uphold slavery and fracture the very Republic which the author was promising to defend. At the time of his commissioning ceremony, this irony was lost on Seidule, as he implies that Lee's presence numbed his sense of logic. "I stood next to a portrait of my hero, bathed in a halo of light--General Robert E. Lee, Confederate States of America, radiant in his gray uniform," the author explains (p. 139). Throughout the book, Seidule's use of personal vignettes, like this paradoxical moment, illuminates two buttresses of Lost Cause devotion: blissful reverence and romanticized whitewashing.

Divided into Seven Chapters, an Introduction, and a poignant Epilogue, *Robert E. Lee and Me* takes readers through Seidule's childhood, his early career as an officer in the US Army Armor Corps, and his lengthy tenure as a Professor at West Point. The book's Fifth Chapter, "My Military Career: Glorifying Confederates in the U.S. Army," is perhaps Seidule's most intriguing excavation of his own personal terrain while exploring the contradiction of naming American military bases after men who took up arms against the Nation. Seidule uses his assignment to Fort Braxton Bragg, North Carolina, as an entry point to summarize the historical context under which this and other bases received their Confederate names. Calling out the period around the First World War, Seidule explains, "The posts named for Confederate officers during World War I ... served to knit White America back together as it fought a common [overseas] foe. And it worked, but we must recognize that reconciliation came at a steep and horrifying cost. African Americans paid the price of lynching, Jim Crow segregation, and the loss of the franchise. The price for White reconciliation remains too high" (p. 162).

Seidule concluded his Army career as a Professor in and eventual Chair of the History Department at West Point, a place that strangely memorialized Lee by naming streets, academic facilities, and residence halls after him. According to Seidule, years of cognitive dissonance within him about Confederate memorialization drove him to West Point's archive to better understand why the US Military Academy honored Lee. He assessed primary sources like Nineteenth-Century War Department documents and oral histories from African American West Point graduates of the early to mid-Twentieth Century. Seidule reveals, "[T]hat process changed me. The history changed me. The archives changed me. The facts changed me" (p. 182). That change resulted in this book and subsequent public discussions on its subject by the author.

Robert E. Lee and Me is a historically informed personal journal that is approachable by a wide audience. Nonetheless, it communes well with traditional academic works about Confederate memorialization and Lost Cause mythology like David Blight's *Race and Reunion: The Civil War in American Memory* (2001) or Karen Cox's *Dixie's Daughters: The United Daughters of the Confederacy and the Preservation of Confederate Culture* (2003). Seidule's work, in both style and tone, however, relates more closely to *In the Shadow of Statues: A White Southerner Confronts History* (2018), a memoir from Mitch Landrieu, former Mayor of New Orleans.

For scholars of the Civil War era or Confederate memorialization, there are no pathbreaking historical discoveries in this book. There is, however, what appears to be a sincere reassessment of choices and consequences as viewed by the author for himself and for the Nation. Overall, *Robert E. Lee and Me* is contextually rich and contemporarily relevant. Indeed, it is both Seidule's public act of reconciliation with and repentance about his former views on Lost Cause mythology. Relatedly, it is also a fascinating personal articulation of Seidule's qualifications to serve on a current National Commission that seeks to reckon with Confederate memorialization in some public spaces.

Submitted by Bruce A. Castleman, Ph.D.

