

**OFFICE OF THE MAYOR  
BOROUGH OF GIBBSBORO**

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**FOR IMMEDIATE RELEASE**

**Press Release**

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**A SPECIAL MEMORIAL DAY**

May 31 marks the 42<sup>nd</sup> Anniversary of this Hometown Hero's Death in  
Vietnam - Small Towns Never Forget

Revered, hallowed, and guarded, it has flown for just a few hours each year for 41 years  
.... rain or shine .... on Memorial Day. That is the fate of the American flag flying today  
above the Lauer Memorial Playground in Gibbsboro. It is the same flag that covered the  
casket of PFC Joseph Lauer who was killed in action in Vietnam exactly 42 years ago on  
**May 31, 1968.**

Each year on Memorial Day Joe's Flag is removed from its showcase at the American  
Legion Post 371 in Gibbsboro to be raised in glory for one of town's four services at a  
park dedicated to the memory of PFC Lauer, a Gibbsboro resident. In the early  
afternoon a unit removes the flag, folds it with care, raises a new flag to take its place,  
and returns Joe's flag to its display at Post 371.

PFC Lauer has a park dedicated to his memory; Lauer Lane in his old neighborhood is dedicated to his memory, and two memorial displays: one at Eastern regional High School and one at American Legion Post 371 in Gibbsboro recall his life and death.

The Lauer family routinely attends Gibbsboro's Memorial Day services. The 2010 services will again be difficult for the family as Memorial Day once again coincides with the anniversary of that fateful day in far away place.

## JOSEPH EDWARD LAUER



**JOSEPH EDWARD LAUER** was born on December 19, 1948. A resident of Gibbsboro, NJ, Joseph was the only son of Clarence and Catherine Lauer. Joseph belonged to the Class of 1967, the first graduating class of Eastern Regional High School. Involved in many school activities, Lauer was a member of the Drafting Club, Drama Club, Grid Club and Gymnastics Show. A member of the baseball and football team, Lauer was accepted into the Varsity Club.

After graduating from Eastern, Lauer enlisted in the US Marine Corps and volunteered to go to Vietnam. He attained the rank of Private First Class (PFC).

Lauer's duty started on May 8, 1968 and only 23 days after arriving in Vietnam, Private First Class Lauer, on May 31, 1968, at the age of 19, was tragically killed in Quang Tri, South Vietnam, the result of hostile mortar fire. He was awarded the Purple Heart.

It took twelve days to fly his body home. A viewing was held Friday evening June 14 at the family home, 49 Winding Way, in Gibbsboro. The funeral Mass and Burial were Saturday June 15.

Long after Lauer's death, his legacy still prevails through Eastern Regional High School and his community. In Gibbsboro, a memorial park and a street have been dedicated in

Lauer's memory. In the Gibbsboro American Legion Hall, a showcase memorial has been attributed to Lauer's life and death. On May 21, 1998, thirty years after Joseph Lauer's death, Eastern Regional High School held a memorial assembly for the entire student body to recognize and remember this student that sacrificed his life for his country.

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# Gibbsboro Remembers

## Memorial Day Services

RAIN OR SHINE

**Monday, May 31**

ALL TIMES ARE APPROXIMATE

**8:00 am**

**American Legion Post 371**

**9:15 am**

**Cedar Grove Cemetery**

**9:45 am**

**American Legion Memorial  
(Triangle)**

**10:15 am**

**Lauer Playground**



**42 Years**

**PFC Joseph Lauer**

**USMC**

Gibbsboro Resident

KIA May 31, 1968

Vietnam

**PFC Gary Francis Cysewski**

**US Army**

KIA September 11, 1968

Vietnam

For more information about Gibbsboro visit: [www.gibbsborotownhall.com](http://www.gibbsborotownhall.com)

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