



78th Infantry Division
Shoulder Patch



Infantry Branch Insignia

Morgan Reuben Heist
Private First Class U.S. Army
3 July 1944 – 24 August 1945

Morgan was born on 14 March 1926 in Wescosville, Pennsylvania. He attended grade school in Wescosville from 1932 to 1940. He then worked in Allentown, Pennsylvania, initially as an Automobile Service Station Attendant for Allentown Oil Company, and then as a Truck Driver for Peoples Coal Company until he was drafted into the Army. Morgan was inducted as a Private on 3 July 1944 in Allentown, and underwent five months basic anti-aircraft training followed by four months assignment as a 2½ Ton Truck Driver hauling a 2½ ton search light for anti-aircraft batteries on training maneuvers. He left for the European Theater on 16 February 1945 for assignment as an Infantry Rifleman in Company E, 309th Infantry Regiment, 78th Infantry “Lightning” Division. He arrived in theater on 10 February 1945 to join his unit, which had been in combat in France and Germany since December 1944. On his first day of combat, 15 March 1945, during the battle for the Rhineland, Morgan was wounded in the right chest and right leg by machine gun fire in the vicinity of Honnef, Germany, after his Regiment crossed over the Rhine River on the Ludendorff Bridge near Remagen. His chest wound involved fractures of his ribs and damage to his right diaphragm, liver, and right kidney. Morgan was evacuated to the States, arriving on 31 March 1945. He was hospitalized at the Army Hospital at Camp Pickett, Virginia. He was discharged at Camp Pickett as a Private First Class on 24 August 1945 with 100% disability. In addition to the Purple Heart, Morgan was awarded the European-African-Middle-Eastern, American Campaign, and World War II Victory Medals. After his discharge, Morgan returned home to Wescosville, and in 1947 he went back to work as an Electrician for Willard Doney Electrical Contracting in Emmaus, Pennsylvania. In 1954, he started his own business, Morgan Heist Electrical Contracting in Wescosville. On 2 June 1965, he went to work for International Brotherhood of Electrical Workers (IBEW) Local 375 in Allentown as an Electrician until his retirement in 1989. Morgan married **Louise Caroline Laudenslager** (born 28 December 1927) on 5 April 1947 in St. Paul’s Union Church in Trexlertown, Pennsylvania, where he was a member. They lived in Emmaus for two years, and in 1949 they returned to live in Wescosville where they settled. Morgan and Louise had two children, **Thomas Morgan** and **Sally Ann**. Morgan died on 15 January 2009 at the Heart of Florida Regional Medical Center in Davenport, Florida. He was buried in St. Paul’s Union Church Cemetery. He was a member of VFW Post 9264 in Macungie, Pennsylvania, and a lifetime member of the Wescosville Fire Company. Morgan’s parents were **Oliver George Heist** (30 June 1889–28 February 1936) and **Beulah Florence Reichard** (28 February 1890–3 March 1974) who had twelve children. Four of Morgan’s brothers, **Earl Oliver**, **Robert Ernest**, **Wilbur Richard**, and **Paul Martin**, also served in the Army: Earl and Wilbur during World War II; Robert from 7 February 1946 to 10 August 1947; **Paul Martin** during the Korean War.

