

The Bulletin

L'Editeur, Renslar "Renny" Keagle, rennykeagle@gmail.com

President, P.A.L.S., Robert Cearlock, cearlock@aol.com



THE PRESS ASSOCIATION OF LA SOCIETE

MAIL P.A.L.S. DUES TO:

Renslar R. Keagle

8714 Marble Dr., El Paso, TX 79904-1710

Ph: (915) 346-6099 rennykeagle@gmail.com

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STORYTELLING • AMBASSADORSHIP • PERSUASION



February is a fun month with Valentines Day and President's Day. My Locale is in its 9th year doing our annual Valentines Day steak dinner for nurses training. The cost of beef is skyrocketing but we must stay the course in all we do. Whatever you are doing this month stay safe in this terrible winter.

A lot in this issue, a bit different than most months—we've decided to include highlights or details of public relations events held by others with more detail than just a picture and caption. Feel free to send your events to me—we'll do our best to include them.

Check out this months editorial—feel free to use. Have you ever really thought about the significance of our name? - L'Editeur

"Sanskrit has 96 words for love; Eskimos 31, ancient Persian has 80, Greek three, and English only one. This is indicative of the poverty of awareness or emphasis that we give to that tremendously important realm of feeling"

In this issue!!

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Don Collins

Paul Chevalier



NATIONAL PUBLIC RELATIONS COMMITTEE—2024

Directeur—Renslar "Renny" Keagle, rennykeagle@gmail.com, 915.346.6099

Sous Directeur Area One—David Cook, cookong1976@outlook.com 937.243.2749

Sous Directeur Area Two—Victor Graulau, vgraulaujr@gmail.com 703.864.0113

Sous Directeur Area Three—Lou Michaels, louthephotoguy@gmail.com 651.489.8006

Sous/Directeur Area 4—Bradley Heck, bheck@ionet.net 480.987.4210

Advisor— Mark Moots, moots@charter.net 256.582.5782





THE CLIPBOARD



Where's the Beef! Do cow burps contribute to climate change?

Weird but some say true. But this represents a dilemma for purveyors of beef and burgers who want to position themselves as a positive force in the fight against climate change, like Hopdaddy Burger Bar. The Washington Post said that the trendy chain, which operates over seven states, customers can pay an extra \$4 for a patty that claims to “save the planet, one bite at a time” by using farming practices that claim to reduce cattle’s carbon footprint.

“We want to change the narrative that eating meat is bad for the planet, or that eating plant-based is better,” said a manager at one Hopdoddy location. They’re far from the only company trying to provide an all-beef alternative to the Impossible Burger option for climate-conscious customers. Tyson Foods, and others, have also thrown its hat into the ring with a climate smart beef program.

The problem? Experts told the Washington Post that no burger is climate friendly, even if their carbon footprint is slightly below traditional ranching methods. But the FDA also lacks real authority to do anything about misleading claims, making the labeling a wild west. This is a public relations gambit, make no mistake. And it’s one that’s founded in rising concerns over climate change among Americans: 34% believe eating less meat would help climate change, according to a 2023 Newsweek poll. ·

So the move is smart business. But is it being communicated in a way that’s honest and responsible?

2023—A year of Social media shakeups

Social media is always weird and wild, but 2023 raised the bar, led in no small part by the antics of Elon Musk, who seemed bound and determined to change the platform’s tone, functionality and demographic — moves that made the platform an increasingly unstable place for brands to engage. From trading the iconic Twitter branding for the enigmatic X, reinstating controversial figures such as Alex Jones, swearing at advertisers, endorsing antisemitic conspiracy theories and downplaying concerns about ads appearing next to hateful, racist posts, 2023 may mark the year the platform truly died, even if it’s still available.

Other brands have sought to move into the void, most notably Meta’s Threads, but no true replacement has yet taken hold in the buzzy, journalist-friendly way Twitter did for more than a decade. This closes some doors for both social media marketing as well as schmoozing with reporters on their platform of choice.

TikTok has been the new social media darling for several years, but in 2023 it faced existential threats in the United States — including a five-hour hearing before lawmakers — as some governments have moved to restrict or even banned the app for its connections to China. While it’s more popular than ever, it’s yet another question mark in the social media industry. · *From a variety of public relations sources and websites*

P.A.L.S. Page—"The Lessons of the Geese"

This was first published in 2007 in the Bulletin when I was a "guest" contributor. I've resurrected it at times when asked and since we are starting a new year it seems appropriate....



Fact 1: As each goose flaps its wings it creates an "uplift" for the birds that follow. By flying in a "V" formation, the whole flock adds 71% greater flying range than if each bird flew alone.

Lesson 1: Forty and Eight's who share a common direction and sense of community can get where they are going quicker and easier because they are traveling on the thrust and help of one another.

Fact 2: When a goose falls out of formation, it suddenly feels the drag and resistance of flying alone. It quickly moves back into formation to take advantage of the lifting power of the bird in front of it.

Lesson 2: If we have as much common sense as a goose, we stay in formation with those headed where we want to go. We are willing to accept their help and give our help to others. Have the humility to accept help when needed.

Fact 3: When the lead goose tires, it rotates back into the formation and another goose flies to the point position.

Lesson 3: Whether it is Locale or Grand, it pays to take turns doing the hard tasks and sharing leadership. As with geese, people are interdependent on each others' skills, capabilities, and unique arrangements of gifts, talents, or resources.

Fact 4: Geese flying in formation honk to encourage those up front to keep up their speed.

Lesson 4: We need to make sure our honking is encouraging. In promenades where there is encouragement, the production is much greater. The power of encouragement (to stand by one's heart or core values and encourage the heart and core of others) is the quality of honking we seek. Empower others to lead! Encourage the great work of others!

Fact 5: When a goose gets sick, wounded, or shot down, two geese drop out of formation and follow it down to help protect it. They stay with it until it dies or is able to fly again. Then, they launch out with another formation or catch up with the flock.

Lesson 5: If we have as much sense as geese, we will stand by each other in difficult times as well as when we are strong. Offering support to each other in difficult times is important. The lesson here is to stand by each other in difficult times. It's easy to always be part of winning teams, but when things get difficult and people are facing challenges, that's when your Locale or Grand needs you the most.

Fact 6: The geese migration routes never vary. They use the same route year after year. Even when the flock members change, the young learn the route from their parents. In the spring they will go back to the spot where they were born.

Lesson 6: The lesson to learn here is to stay true to Forty and Eight core values and purpose. Strategies, tactics, and members may change in order for the Forty and Eight to remain agile and grow, but successful Locales and Grands always stick to their core purpose and values, and preserve them with vigor. Lots of things to learn from nature... like there are many things we cannot control, to be flexible, survival of the fittest, to keep growing—from seed to mighty oak. Nature teaches us many simple and invaluable lessons on life, like the geese. •

This was written by a Christine Hill who gets the credit—the lessons are mine.—L'Editeur

Public Relations Event—POW / MIA Recognition Day Ceremony

From time to time now, we will be publishing special public relations events in the Bulletin—we can learn from others and it is important to share these special opportunities.

Co-Sponsored by Grande du AZ Voiture 1466 and Wayne V. McMartin American Legion Post 91

A POW/MIA Recognition Day Ceremony was held at Wayne V. McMartin American Legion Post 91, Chandler AZ on Friday, September 15 th , 2023 at 1900.

Our guest of honor and keynote speaker was Mrs. Beverly Berry, who is the descendant of a POW from WWII.

Beverly's Father, Clayton Herman Kahler was born September 3, 1921. There were 7 boys in the family, and those who were of age during WWII enlisted – and all came home. On September 16, 1942, Clayton enlisted in the Army Air Corps, 100 th Infantry Division. He attained the rank of Staff Sergeant. He served in both the Middle East Theatre and in Greece. Staff Sergeant Kahler was a POW in Stalag 17B Braunau Gneikendorf – near Kerms, Austria.

Quoted from Beverly:

“My father did not talk about his experiences in the war. I did not know he was a POW until I was an adult. The only story I remember was about an Italian woman who gave him wine and taught him how to make spaghetti sauce.”

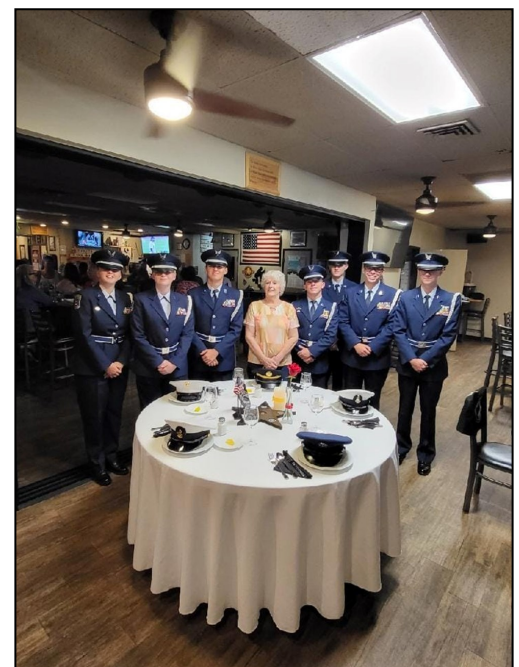
“I believe, as a result of things that happened to him during the war, he turned to alcohol to banish the demons. This did not make for a good home life. He was not home a lot, and not at all emotionally available.”

“After he lost everything, he went to Hawaii and sobered up at the Veterans hospital on Oahu. He passed away sober at the age of 52 and is buried at the National Cemetery in Albuquerque, New Mexico.”

Additionally, one of our local AFJROTC programs (a combination of Basha, Perry, and Casteel High Schools) were present and performed their POW/MIA Ceremony for all in attendance.

This was a very heartfelt and emotional ceremony, and the weight of the enormous sacrifices made by both service-members, and their families could be felt within the room. It was yet another reminder to us that we must continue in our mission to support our POW/MIA Families to the fullest extent possible and to continue onward until are all home.

The event was advertised inviting any POW/MIA servicemember, their family, and all gold star family members to attend. A meal was offered free of charge using funds raised by Voiture 987, Grand du Arizona. The event was a success as we also spoke of our scholarship program. Fliers and applications were handed out, and many pins were purchased by the supporting guests in attendance.



(Above) Legionnaire Kathy Waite approaches to place the POW/MIA flag on the empty chair. (R) Mrs. Beverly Berry with the Basha/Perry/Casteel AFJROTC POW/MIA Ceremonial Detail.

MERCI BOXCAR RESTORATION HELP

[Merci Boxcar Restoration Guide](#)

This guide is as it states – a guide! Caretakers of the boxcars in the 50s, 60s and 70s did not have the luxury of the Internet to research restoration work, and mistakes were made in earlier restorations. We do not claim to have all the answers, and there has never been a coordinated effort to provide information in this manner on a national level. Your feedback is welcome!

This guide is created to assist in the restoration of the boxcars of the Merci Train and recommendations are made in good faith that the information provided is accurate. Volunteers and/or researchers affiliated with www.mercitrain.org are not responsible for any disputes with the vendor or tribulations with the restoration process.

[Merci Boxcar Restoration Guide Addendum](#)

The Addendum was designed to address Common Errors in restoration actions and mounting of the Coat of Arms Shields, corner plaques and information about the banner. Please direct any feedback, questions, etc. to:

David J. Knutson

Email: davidknutson@sbcglobal.net

[Merci Boxcar Replacement Coat of Arms Packages Pricing](#)

Estimate

HERITAGE PRINTING is the vendor selected by www.mercitrain.org for replacement shields, plaques and banners. They have done several states already providing great customer service and high quality products.

The price list is also available at mercitrain.org and prices have gone down slightly. POC is Jason Allard at

Jason.allard@heritageprinting.com

Check with Jason to get a firm price quote.

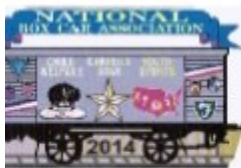
Again, Please direct any feedback, questions, etc. to:

David J. Knutson

Email: davidknutson@sbcglobal.net



2016



2014



2015



2018



2017

PR Editorial— “What’s in a name?”

A name has purpose, it has power!

We attach certain meanings, attributes, and qualities to names. It identifies us as an organization.

Each name tells a unique story. They set us apart from the rest and allow us to be identified in a sea of other veterans groups. Our name provides an individual stamp showcasing who we are, playing a significant role in our social and community identity.

In public relations we have talked about story telling and ambassadorship—at the heart of it is the Forty and Eight, La Societe name and how we portray it in our community and to other veterans. We can't really do our job as Voyageurs Militaire if we don't understand our own story and why it is important to us and others. Even veterans that are not a part of La Societe—all veterans should know the history of the Forty and Eight, as well as that of the VFW and the American Legion. It's part of our heritage as veterans.

The power of names extends to the realm of our storytelling. Our name serves as an anchor, drawing our membership and community into our narrative and providing a touchpoint for our unique history.

But why is our name important, our understanding of it and our history? It can help us in our community relations and recruitment and retention.

First of all, if we have a clear understanding of who we are, we eventually form an emotional attachment to it—a devotion and a following. You clearly see it at our promenades, Grands and especially at Nationale. The name “Forty and Eight” represents our heritage and identity and connects us to our history and ritual. Unfortunately, everywhere we go we still hear “What is the Forty and Eight.”

Our name itself is a history. It's fun explaining what the forty men and eight horses mean. “Names are like breadcrumbs to our past” (Quote). The name itself offers insight into our ancestry as veterans and our history. Think about it, our name passes down from Voyageur Militaire to Voyageur Militaire through generations of members.

From a public relations standpoint, our name just does not label us but it brands us as a very unique organization. It's just a great name and invites questions about us. For us it conveys an image, we must convey that image to others. Our name separates us from other veterans organizations. George Washington had a special name for the Continental Army calling it his “One Legion” - many feeling this is the origin of the “Legion” name in the American Legion.

Perhaps most important - our name is crucial for fostering team spirit and camaraderie. Our name unites our membership under a common identity, fostering a sense of belonging and spirit with our organizational culture and rituals. Our goal is eliminating the “What is the Forty and Eight” culture and stigma out there. Our name has significance and purpose.

—L'Editeur



"History is not another name for the past, as many people imply. It is the name for stories about the past." - A.J.P. Taylor

"Hope has two beautiful daughters; their names are Anger and Courage. Anger at the way things are, and Courage to see that they do not remain as they are."
— Augustine Of Hippo.

"I want to reach the point where people hear my name and immediately think of real country music." — George Strait.

"If I put my name on something, I'm going to be involved. I'm not just going to put my name on it and not pay attention." — Derek Jeter.

**JUST BECAUSE YOU
KNOW MY NAME
DOESN'T MEAN YOU
KNOW MY STORY.**

PICTUREQUOTES.COM

In Honor of President's Day—George Washington Wisdom

We've published a speech or two of George Washington before, but as we are now into the new year and next month is an important one with President's Day and George's birthday—let's take a look at some of his wisdom. While many have come to celebrate the third Monday in February as President's Day, in reality, this day was originally set apart to celebrate only one president— George Washington. Without George Washington's indispensable leadership and practical wisdom there would have been no independence, no Constitutional Convention, and no model for a Constitutional executive. Washington was pivotal to every stage of the American founding.

Washington's Thanksgiving Proclamation: Oct. 3, 1789

In his Thanksgiving proclamation, he states that God himself gave the United States the opportunity to establish their own form of government. He said,

"Whereas it is the duty of all Nations to acknowledge the providence of Almighty God, to obey his will, to be grateful for his benefits, and humbly to implore his protection and favor—and whereas both Houses of Congress have by their joint Committee requested me "to recommend to the People of the United States a day of public thanksgiving and prayer to be observed by acknowledging with grateful hearts the many signal favors of Almighty God especially by affording them an opportunity peaceably to establish a form of government for their safety and happiness."

After thanking God for the chance to form their own government, Washington then thanked God for directing the Founders to establish a constitutional government that protected civil and religious liberty. The trick it seems isn't just being able to form a government, but being able to form a good government.

"That we may then all unite in rendering unto him our sincere and humble thanks—for his kind care and protection of the People of this Country previous to their becoming a Nation—for the signal and manifold mercies, and the favorable interpositions of his Providence which we experienced in the course and conclusion of the late war—for the great degree of tranquility, union, and plenty, which we have since enjoyed—for the peaceable and rational manner, in which we have been enabled to establish constitutions of government for our safety and happiness, and particularly the national One now lately instituted—for the civil and religious liberty with which we are blessed; and the means we have of acquiring and diffusing useful knowledge; and in general for all the great and various favors which he hath been pleased to confer upon us."

Washington's Farewell Address: September 19, 1796

It is argued that Washington's Farewell Address ranks with the Declaration of Independence and the Constitution among the greatest documents of the American Founding. The Address is still so highly revered that the Senate maintains a tradition to this day of reading it out loud annually on or near Washington's birthday.

Perhaps most powerful in the Address is Washington's endorsement of our great experiment and his exhortation to cling to unity and the Constitution. He wrote,

"To the efficacy and permanency of your Union, a government for the whole is indispensable...Sensible of this momentous truth, you have improved upon your first essay, by the adoption of a constitution of government better calculated than your former for an intimate union, and for the efficacious management of your common concerns.

This government, the offspring of our own choice, uninfluenced and unawed, adopted upon full investigation and mature deliberation, completely free in its principles, in the distribution of its powers, uniting security with energy, and containing within itself a provision for its own amendment, has a just claim to your confidence and your support. Respect for its authority, compliance with its laws, acquiescence in its measures, are duties enjoined by the fundamental maxims of true liberty.

The basis of our political systems is the right of the people to make and to alter their constitutions of government. But the Constitution which at any time exists, till changed by an explicit and authentic act of the whole people, is sacredly obligatory upon all. The very idea of the power and the right of the people to establish government presupposes the duty of every individual to obey the established government."

After decades of being led by self-serving politicians, the American people could use a reminder of what true statesmanship looks like. ·



North of Fort Worth Texas, “the world’s largest Bowie knife” in the town of Bowie measures 20 feet by six inches long. It stabs the earth in a park south of downtown. The knife weighs 3,000 pounds and is made of stainless steel and wood. The project was privately funded as a way to get people of the major highways and into Bowie, obviously named after the famous Jim Bowie of Alamo fame. Note, the knife is in the Guinness Book of World Records.

Ever hear of “the 27 club”? While the claim of a so-called "statistical spike" for the death of musicians at 27 years old has been disproven by research, it still remains something of a phenomenon, especially as most of the members died through various tragic circumstances. Although there were several high profile deaths aged 27 from 1969 to 1971, it wasn't until Kurt Cobain's passing in 1994 that the notion of the '27 Club' gained notoriety. The following famous singers all died at the age of 27. Amy Winehouse; Jim Morrison; Brian Jones (Rolling Stones); Janis Joplin; Jimi Hendrix and Curt Cobain (Nirvana). Add Alan Wilson of Canned Heat and Pete Hamm of Badfinger.

“Water water everywhere... nor any drop to drink” Will water eventually kill us? The tap water of at least 41 million Americans has been found to contain a wide range of pharmaceuticals, including sex hormones and anti-seizure medicine. A random study by the EPA revealed that employees of bottled water companies are not tested for disease, nor are they required to avoid the bottling area if they are sneezing from colds or have open cuts or infections on their hands.



Got a bottled water nearby? Americans empty 2.5 million plastic water bottles an hour. Each one takes 500 years to decompose. Bottled water takes anywhere from 1,100 to 2,000 times as much energy to produce as tap water. Like Fiji Water? Nearly 53% of the population in Fiji doesn't have a clean, safe source of drinking water. Ironically, Fiji is the home of the plant that bottles Fiji Water, one of the most popular brands of bottled water in the U.S.

In 1974, President Ford declared inflation “public enemy number one” and urged the public to wear WIN pins, or “Whip Inflation Now” pins. At the time, inflation was around 7%. The pins were immediately ridiculed and even worn upside down to say “NIW,” or “Need Immediate Money.” ·

From a variety of my news and trivia sources...





Spotlight on Public Relations



When is it appropriate for a press release?

Over the years we have probably talked about press releases more than any other PR subject. Technology and times have changed so we are always looking at its effectiveness and strategies—I'm a firm believer in them because they have worked, at least for me and our local media. Let's look some more...

A press release lets you spread the word about your Locale or Grand and its offerings in an ethical, journalistic-manner that focuses on newsworthiness and branding. Quite frankly in quite a different manner than social media. For journalists—it provides them with the simple tenets of who, what, where, why (the five Ws).

First, if you have never done a press release before, the best thing to do is just write down the five Ws and just fill in those answers. Then you need to just look for the right format, expand those Ws a bit if necessary and that is all there is to it. Our PR manual has a template and a lot of help!!!

My personal tips...

You need a great intro and lead—Start off with a bang and in as short a statement as you can make, include as many of the five Ws in as short a statement as you can make it—leaving out all the details. That's later.

Then identify yourself as the source—adds credibility and identifies you in detail.

Now we need the essentials—this includes why the story or event is significant. Fill in any of the W's not yet noted. Here's where you answer the most important why.

Where does the “when” fit in—I've done this a few different ways—up front in the intro or at the end, but bold and large enough for it to stand out and not be missed. The “when” must be easy to read and find in an instant—for releases are for the most part just scanned by the reader. Leave the “when” out of the title—that's for somewhere else.

Who is your target audience? - Think about this...is your press release for the community like an announcement or is it going to journalists and reporters? That makes a difference in the tone and content. Adding some spice and bravado is better suited for the community and posting on social media rather than getting just facts to the media.

Your title! - Beyond your opening sentence, you need a great bold title at the top. Find a balance between being creative and interesting and informative. A great title might include an introductory “why”.

Sharing? - Before sending your press release out, share it with the leadership and seek their input or any suggestions.

Distribution? - Ok, now you have to figure out how you are going to send it out and to who. Is this an announcement or release of interest to the media and you are trying to get attention and coverage? Or just a bit of bravado after a successful event more suitable for the community and social media? Things to think about—I've sent out both ways. Depending on your community size and media market, hometown newspapers love to get press releases focusing on the military and all the great things we do—take advantage of that.

Enhancement! - I've added a flyer and or pictures to several press releases I've sent out—that fills in many of the blanks you can't get into a formal press release—adding interest and more detail.

These are just personal tips off the top of my head—as stated go to the PR Manual for more details and examples.

POSTER OF THE MONTH



**“What the New Year brings to you
will depend a great deal
on what you bring to the New Year.”**

L'Editeurs Back Page— The Voice of Presidents

“Patriotism means to stand by the country. It does not mean to stand by the President or any other public official.” President Theodore Roosevelt

“If we ever forget we are one nation under God, then we will be one nation gone under” - President Ronald Reagan

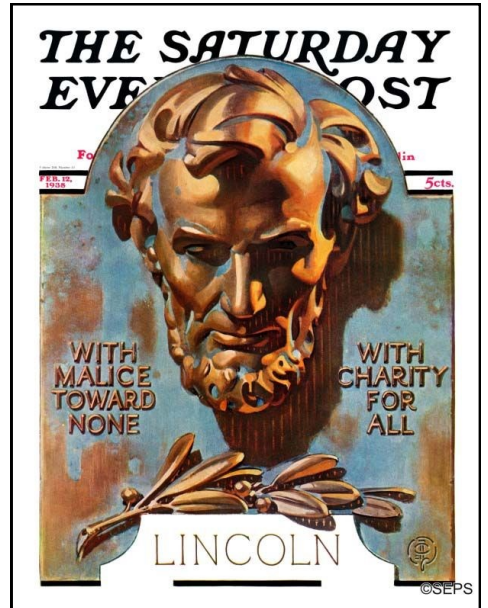
“I walk slowly, but I never walk backwards.” - President Abraham Lincoln

“As we express our gratitude, we must never forget that the highest appreciation is not to utter words but to lie by them.” - President John F. Kennedy

“If your actions inspire others to dream more, learn more, do more and become more, you are a leader.” - President John Quincy Adams

“In matter of style, swim with the current; in matters of principle, stand like a rock.” - President Thomas Jefferson

“You cannot escape the responsibility of tomorrow by evading it today” - President Abraham Lincoln



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P.A.L.S./Blue Chevalier dues are annual from January to December

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rennykeagle@gmail.com



The "Flag of Liberation"

On Monday morning, December 8, 1941, President Franklin D. Roosevelt asked Congress to declare war on Japan. Before doing so, however, he took a rather unusual step. Though normally the flags flown over our Capitol are changed regularly, on this day the President spoke to his Nation under the same flag that had flown the previous day. That same flag flew again three days later when the Declaration of War was extended to include Germany and Italy.



Then the President took personal care to preserve that historic flag. He called it the "Flag of Liberation" and took it with him on many historic occasions. In January 1943 President Roosevelt and British Prime Minister Winston Churchill traveled to French Morocco to attend the historic "Casablanca Conference." One of the key issues was the pledging of the resolve of the British and American people to fight to victory in Europe. Whether as a symbol of that resolve or as a personal symbol of the American commitment to survive utmost adversity, President Roosevelt carried his "Flag of Liberation" with him to Casablanca.

Two years later President Roosevelt's Flag of Liberation has unfurled to the breeze once again. Having accepted surrender terms on August 14, 1945, the Japanese had yet to sign the documents of surrender.

On September 2nd the new battleship Missouri was anchored in Tokyo harbor. Aboard was General Douglas MacArthur. With him was the last of America's "fighting generals", Jonathan Wainwright, emaciated after surviving three and a half years of torture as a Prisoner of War. He had been released from the prison camp in Manchuria on August 19th and arrived at Yokohama just two days prior to the historic meeting on Missouri.

Slowly, two Japanese men in suits and top hats walked across the deck with their entourage. They were there to sign the surrender documents officially ending World War II. If they chanced to glance up as they approached Generals MacArthur and Wainwright they'd have seen the Flag of the United States of America waving proudly from the mast of Missouri. It was President Roosevelt's "Flag of Liberation".



Major General Floyd L. Parks (left) presents the United States Flag of Liberation to President Harry S. Truman (right). This flag flew over all the conquered capitols of the Axis powers.

Another historic flag is the one that flew over Pearl Harbor on December 7, 1941. It also was present at the United Nations Charter meeting in San Francisco, California, and was used at the Big Three Conference at Potsdam, Germany. This same flag flew over the White House on August 14, 1945, when the Japanese accepted surrender terms. ·

"This flag, which we honor and under which we serve, is the emblem of our unity, our power, our thought and purpose as a nation. It has no other character than that which we give it from generation to generation. The choices are ours. It floats in majestic silence above the hosts that execute those choices, whether in peace or in war. And yet, though silent, it speaks to us—speaks to us of the past, of the men and women who went before us, and of the records they wrote upon it. " - President Woodrow Wilson - Flag Day 1917

From a variety of web and Internet sources.