

The Bulletin

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THE PRESS ASSOCIATION OF LA SOCIETE

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MAKE CHECKS OUT TO P.A.L.S.



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Vol. 36 No. 12 **Supporting and Encouraging La Societe Public Relations for 36 Years** August 2021

As we end the 2021 membership year—whether good or bad—we must continue our focus on membership not only in La Societe as a whole but also in P.A.L.S.

Membership goes up and down each year and we have to encourage, and remind many to renew. In P.A.L.S. we continue to send out the Bulletin for those who fall behind but with printing and mailing costs going up—that may not continue for mailing. I hope to grab a lot of you at Nationale to renew, say hello and let's catch up, been two years.

Blessings,

Stay safe!

L'Editeur



In this issue!!

- P.A.L.S. Page and L'Editeur
- PR Stuff Around the Web
- PR Editorial—"What a Difference A Day Makes"
- Chapeau History—Page 1 and 2
- Speeches—McArthur V-J Day
- Newsletter Filler, Trivia or Fun
- Spotlight on PR—Flickr
- POM—"The Sky's No Limit"
- Back Page—Special Observances
- Digital Only—U.S. Flags 20—

**The Constitution only gives people
the right to pursue happiness.
You have to catch it yourself.**

P.A.L.S. since 1984—Past L'Editeurs

George Hartley
Don Collins
Paul Chevalier



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P.A.L.S. Page—PRESS ASSOCIATION OF LA SOCIETE

BELOW IS FROM OUR CONSTITUTION AND BY-LAWS CURRENTLY UNDER REVIEW...

CONSTITUTION

DEDICATED TO THE ADVANCEMENT OF BETTER PUBLIC RELATIONS

THE NAME OF THIS ORGANIZATION SHALL BE; PRESS ASSOCIATION OF LA SOCIETE DES QUARANTE HOMMES ET HUIT CHEVAUX

PREAMBLE

THE PRESS ASSOCIATION OF LA SOCIETE DES FORTY HOMMES ET EIGHT CHEVAUX IS ESTABLISHED TO FOSTER A CLOSER RELATIONSHIP BETWEEN AND AMONG EDITORS, THEIR STAFFS, AND PUBLICITY PERSONS OF THE FORTY AND EIGHT AND LA FEMMES AND TO PROMOTE AND DISSEMINATE LA SOCIETE DES QUARANTE HOMMES ET HUIT CHEVAUX NEWS OF LOCALES, GRANDE AND NATIONALE.

THIS ORGANIZATION AND ITS MEMBERS SHALL NOT AFFILIATE NOR COOPERATE IN ANY WORK OR MOVEMENT IN VIOLATION OF THE POLICY OF LA SOCIETE DES QUARANTE HOMMES ET HUIT CHEVAUX

MEMBERSHIP

MEMBERSHIP IS LIMITED TO PAIDUP MEMBERS OF LA SOCIETE DES QUARANTE HOMMES ET HUIT CHEVAUX AND LA FEMMES. ALL QUALIFIED VOYAGEURS AND LA FEMMES WHO HAVE APPLIED FOR MEMBERSHIP SINCE THE ORGANIZATION MEETING OF THE PRESS ASSOCIATION OF LA SOCIETE (PALS) AND UP TO AND INCLUDING THE ADOPTION OF THE CONSTITUTION AND BYLAWS SHALL BE CONSIDERED MEMBERS.

DUES

THE ANNUAL DUES FOR MEMBERSHIP IN PRESS ASSOCIATION OF LA SOCIETE (PALS) SHALL BE DETERMINED BY THE ELECTED OFFICERS OF THIS ORGANIZATION. SAID DUES TO BE FOR THE COMING YEAR.

THE ASSOCIATION SHALL MAINTAIN ITS MISSION OF ADVANCING BETTER PUBLIC RELATIONS THROUGH THE REGULAR ISSUANCE OF THE "PALS BULLETIN". THE RESPONSIBILITY FOR TIMELY PUBLICATION OF THE BULLETIN SHALL REST WITH LE EDITEUR OF THE ASSOCIATION.

L'Editeur—The above is just a basic extract from our current Constitution and By Laws which is quite extensive and last approved in 2014—obviously time for a review and updating which I hope to present to our President for changes, updating and final approval by P.A.L.S. membership.

Due to some flood and water damage at my Locale storage unit, I did an examination of our archived records and came up with a little history on our chapeau requirements—found it interesting and included it.

Our newest PUFL member is Melvin McKnight Grand du Vermont and he included a note—"What a great job with the Bulletin—We look forward to every issue, save them and refer to them often. As the editor of my Post's newsletter, I so admire your work. Thanks for all you do for the 40&8.—Mel." A heartfelt thanks to Mel for his PUFL membership and kind words.

To those attending Nationale—please look for the P.A.L.S. table - stop by to say hello, pay dues, ask questions and get your free P.A.L.S. pin if you are a member and have not yet received yours. I'll have my trusty typewriter and be issuing cards.

I enjoy my monthly PR Editorial Opinion page—but if you have something to say, send to me! - **Renny**

THE CLIPBOARD



Instagram explains new changes to protect teenage users

Instagram has introduced changes to the platform's advertising and privacy policies that aim to protect teen users. The new ad policy reduces parameters for hyper-targeting ads to teens so that campaigns can no longer use interests and activity across other websites but only age, gender and location. The new privacy policy, meanwhile, makes accounts for users under 16 private by default, along with the development of technology to stop accounts with "potentially suspicious behavior" from seeing or interacting with users under 18.



Big Tobacco CEO shares benchmark goals for banning cigarette sales

The CEO of tobacco company Philip Morris International (PMI), Jack Olczak, has claimed that the company's Marlboro cigarettes brand will be removed from shelves in the U.K. within the next decade amid a larger industry push to ban cigarettes and promote other smoking alternatives like e-cigarettes instead.



The Guardian reports: Jacek Olczak said the company could "see the world without cigarettes ... and actually, the sooner it happens, the better it is for everyone." Cigarettes should be treated like petrol cars, the sale of which is due to be banned from 2030, he said.

Government action would end the confusion felt by smokers, some of whom still thought the "alternatives are worse than cigarettes," Olczak told the Sunday Telegraph. "Give them a choice of smoke-free alternatives ... with the right regulation and information it can happen 10 years from now in some countries. You can solve the problem once and forever."

What's up with the CDC?

The CDC is changing mask guidance once again, urging vaccinated people to resume wearing masks indoors in areas where COVID-19 is on the rise, or if they share a household with immunocompromised family or young children. This messaging reverses course on prior mask guidelines, which said that fully vaccinated Americans can forego masks indoors with confidence.



The Washington Post reports: "It is not a welcome piece of news that masking is going to be a part of people's lives who have already been vaccinated," [CDC director Rochelle] Walensky acknowledged. "This new guidance weighs heavily on me."

Anthony S. Fauci, Biden's chief medical adviser, said in an interview that "the situation has clearly changed" since May 13. "Vaccinated people are transmitting it, and the extent is unclear, but there's no doubt they're transmitting it," Fauci said. "People who are vaccinated, even when they're asymptomatic, can transmit the virus, which is the scientific foundation of why this recommendation is being made." Walensky stressed that agency scientists continue to believe that breakthrough infections in vaccinated individuals are rare, adding they "continue to represent a very small amount of transmission in the country." (BTW—it is illegal to use the CDC logo in any form—Federal Law.)

What is Online Public Relations (E-PR, Digital PR) ?

Online Public Relations is very similar to traditional Public Relations in the sense that it's about influencing the public instead than buying placement for brand content. The influence could result in a story in a magazine, newspaper review on google, yelp or blog. It could additionally result in other online pick-up, which include by way of social media influences . When social media and public relations are merged, it's easy to start interactions on two-way conversations with your target market. •

From a variety of Internet and Web sources

PR Editorial — “What a difference a day makes”

"What a Difference a Day Made", also recorded as "What a Difference a Day Makes", is a popular song originally written in Spanish by María Grever, a Mexican songwriter, in 1934. The song is also known in English as "What a Difference a Day Makes", as popularized by Dinah Washington in 1959. The song has been recorded by many a famous artist over the years. My favorite version was recorded by Natalie Cole in 1996.

It's the title that intrigues me. What obviously comes to mind is the difference between July 31st and August 1st—the beginning of a new membership year. A chance to reflect on the past and have optimism about the coming year.

However, consider what kind of difference you can make today creating a better Forty and Eight for tomorrow. It might be personally as a Voyageur Militaire or making a difference in your locale or Grand. We all became a member of La Societe for a reason. But are you making a difference? Faithfully paying your dues every year is an important start followed by faithfully attending promenades. That faith sustains us but can we do better.

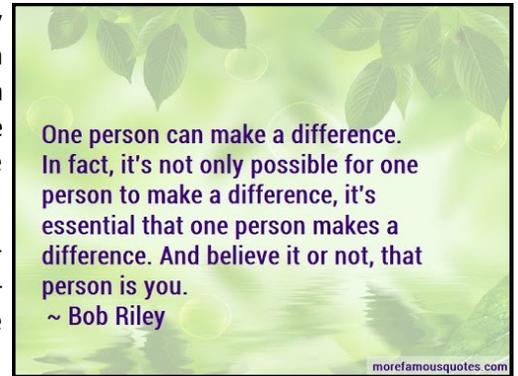
I love this quote by Jane Goodall—"What you do makes a difference, and you have to decide what kind of difference you want to make." The only thing I would add is this... "What you do makes a difference, and you have to decide what kind of difference you want to make—today."

A lot of us think that we are just one person and that we can't make a difference—obviously wrong. I honestly believe that if you truly care about the Forty and Eight we should help in any way we can to save it. And it does need saving—as a whole, we grow smaller each year.

At the heart of all this you have to believe you can make a difference. That may be the difference between one day and another. There is a popular saying that you must be the change you want to see in the world... how about adding you must be the change you want to see in La Societe.

So how can you make a difference—today. Volunteer, help, assist, promote, guide, mentor, rededicate... We know that real change in anything might take weeks, months, even years—but we have to start sometime—how about today. What in the Forty and Eight is a cause that resonates with you? - Nurses Training, POW/MIA, Carville Star? Might be a good place to start dedicating your self, time, and energy to a specific program.

The difference you start making today might infect others! Maybe you should be the change you want to see in La Societe. "What a difference a day *can* make..." • L'Editeur



Anyone can make a difference, so you don't have to have it be some huge, global campaign... you can start small, and that's just as important.—Blake Mycoskie

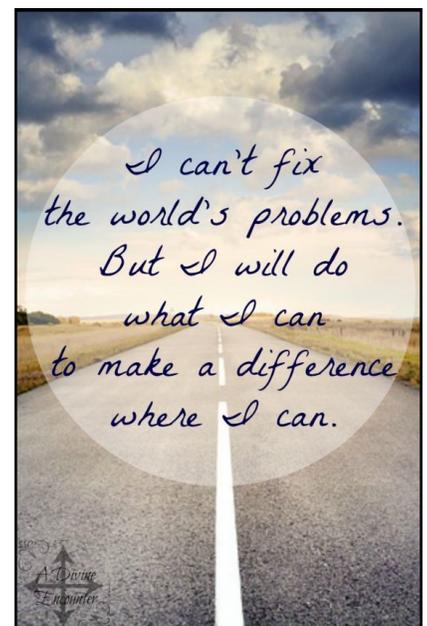
If you cannot feed a hundred people, feed one- Mother Teresa

Great leaders don't set out to be a leader, they set out to make a difference. It's never about the role, always about the goal- Jeremy Bravo

Everyone can do simple things to make a difference, and every little bit really does count- Stella McCartney

I always wondered why somebody didn't do something about that, then I realized I am somebody- Anonymous

I believe that one individual who is determined to make a difference in the world, can, with desire, drive, dedication, discipline, passion, and persistence. - Unk



**VOITURE NATIONALE
LA SOCIÉTÉ DES
40 NOMMES ET 8 CREVAUX**
777 N. MERIDIAN ST., INDIANAPOLIS, INDIANA 46204

BUREAU DU
CORRESPONDANT NATIONAL

REPLY TO

Dear Grand Correspondants:

The regulations governing the purchase and wearing of the Chapeau are to change effective with the up-coming year's officers - 1979. The change has been recommended by the National Advisory Committee with concurrence by the Cheminots Nationaux 1978. The change was necessitated by the inability to discern, without difficulty, the current years officers.

Therefore, the National Officers will be REQUIRED to wear a solid gold chapeau with blue piping and lettering. This includes the Cheminots Nationaux and the Alternate Cheminots Nationaux. These solid gold chapeaux are to be worn only by the current National Officers and will not have the year of office lettered upon the chapeau. At the end of the term of office, the out-going officers may purchase and wear a blue chapeau with gold piping and lettering. (This chapeau will have the year of office lettered upon it to signify that the officer is "Passe".) Or, the out-going officer may wear any other chapeau which he owns and to signify the Nationale Office held, he may use a gold ribbon along with the title bar of the office held, on his marching medal.

This means that the Chef de Chemin de Fer after his term of office has expired may wear the chapeau which he received when he was wrecked and place a gold ribbon and title bar upon his marching medal and be properly attired.

The same type of requirement for current Grande Voiture Officers will be optional for 1979, and will be required for the 1980 officers. The Grande Voiture Officers will be using a solid white chapeau with blue piping and lettering. These solid white chapeaux will not have the word Grand nor the year of office lettered upon it. When the Grande Officer has completed his term of office, he may purchase a blue chapeau with white piping and lettering and the year of office will be placed upon it to indicate "Passe" or he may wear any other chapeau which he owns and signify his past office by the white ribbon and appropriate title bar on his marching medal. District or Division officers will either become Grande Voiture Officers and will wear the solid white chapeau as illustrated by the Grand Cheminot of the Fifth District of Pennsylvania. His chapeau would read " $\frac{40}{8}$ PENNA. "

CHEMINOT .

or he would not be entitled to wear the solid white chapeau.

The requirement for a solid red chapeau with blue piping and lettering will be optional for the Voiture Locale Officers in 1980 and required in 1981, for the Chefs de Gare, Correspondants and Commissaire Intendants. The solid red chapeau will continue to remain optional for the other Voiture Locale Officers.

Archived Letter on Chapeau History—Page 2

Page #2

In all cases, the solid color chapeau, either gold, white or red, are to be worn only by the Voyageurs which currently holds that office which the chapeau represents.

The only titles which will be allowed on the Grande and Voiture Locale chapeaux are:

Aide de Camp	Directeur Ritual
Aumonier	Directeur Voiture Activities
Avocat	Drapeau
Chef de Cuisine	Garde de la Porte
Chef de Gare	Garde des Prisonnier
Chef de Train	Historien
Cheminot	Lampiste
Color Guard	L'Editeur
Commissaire Intendant	Medicin
Commis Voyageur	Organizer
Conducteur	Photographe
Correspondant	Provost
Directeur Americanism	Publiciste
Directeur Box Car	Ritual Team
Directeur Carville Star	Train Crew
Directeur Child Welfare	Wrecking Crew
Directeur Nurses Training	
Directeur Public Relations	

The above titles in some cases may be prefixed by the word "Sous" to indicate assistant. There will be only one title per chapeau.

The "Special" chapeau as we know it now will be phased out and the blue chapeau will be available with blue piping for Voyageurs Militaire. Red, White and Gold piping will signify past officers.

The doeskin chapeau (Special Chapeau) will be available for sale and use until the supply of the doeskin material is depleted. The cost of this chapeau will be fifteen dollars (\$15.00) and will include all lettering.

All of the chapeaux, blue, red, white and gold, with the appropriate color of piping will be sold plus all lettering.

The ordinary chapeau with blue, red, white or gold piping will be priced at ten dollars (\$10.00), the lettering will be twenty five cents (\$.25) per character (letter, hyphens, periods, bars, etc.). The current officers chapeau, solid red, white or gold, with blue piping will be priced at eleven dollars (\$11.00), the lettering as above will be twenty five cents (\$.25) per character. The price changes will become effective June 1, 1978.

Fraternally yours;



Dee W. Mitchell
Sous Correspondant National

10 APR 1978

Speeches— General Douglas MacArthur's Speech at the Surrender of Japan

*Delivered by Gen MacArthur
at the Surrender* 2 September 1945

We are gathered here, representatives of the major warring powers, to conclude a solemn agreement whereby Peace may be restored. The issues, involving divergent ideals and ideologies, have been determined on the battle fields of the world and hence are not for our discussion or debate. Nor is it for us here to meet, representing as we do a majority of the peoples of the Earth, in a spirit of distrust, malice or hatred. But rather it is for us, both victors and vanquished, to rise to that higher dignity which alone befits the sacred purposes we are about to serve, committing all of our peoples unreservedly to faithful compliance with the undertakings they are here formally to assume.

It is my earnest hope and indeed the hope of all mankind that from this solemn occasion a better world shall emerge out of the blood and carnage of the past - a world founded upon faith and understanding - a world dedicated to the dignity of man and the fulfillment of his most cherished wish - for freedom, tolerance and justice.

The terms and conditions upon which surrender of the Japanese Imperial forces is here to be given and accepted are contained in the instrument of surrender now before you.

As Supreme Commander for the Allied Powers I announce it my firm purpose, in the tradition of the countries I represent, to proceed in the discharge of my responsibilities with justice and tolerance, while taking all necessary dispositions to insure that the terms of surrender are fully, promptly and faithfully complied with.

I now invite the representatives of the Emperor of Japan and the Japanese Government, and the Japanese Imperial General Headquarters to sign the instrument of surrender at the places indicated.

The Supreme Commander for the Allied Powers will now sign on behalf of all the Nations at war with Japan.

The representative of the United States of America will now sign.

The representative of the Republic of China will now sign.

The representative of the United Kingdom will now sign.

The representative of the Union of Soviet Socialist Republics will now sign.

The representative of Australia will now sign.

The representative of Canada will now sign.

The representative of France will now sign.

The representative of Netherlands will now sign.

The representative of New Zealand will now sign.

Let us pray that Peace be now restored to the world, and that God will preserve it always. These proceedings are closed.

Consider the story of Stanislav Petrov, a Lieutenant Colonel in the Soviet army during the Cold War. In 1983, Petrov was on duty in a Soviet missile base when early warning systems apparently detected an incoming missile strike from the United States. Protocol dictated that the Soviets order a return strike. But Petrov didn't push the button. He reasoned that the number of missiles was too small to warrant a counterattack, thereby disobeying protocol. If he had ordered a strike, there's at least a reasonable chance hundreds of millions would have died. The two countries may have even ended up engaged in an all-out nuclear war, leading to billions of deaths and, potentially, the end of civilization. If we're being conservative, we might quantify his impact by saying he saved one billion lives.



While filming "The Wizard of Oz," 16-year-old Judy Garland was assigned a diet composed of chicken soup, coffee, and cigarettes.

Less than 28% of Americans between the ages of 17-23 are qualified for military service, that's only about 1-in-4.

Vicodin's name came from its strength; approximately six (VI is 6 in roman numerals) times stronger than codeine.

In 1916, with World War I looming for the United States, a group of Nebraska residents gathered petition signatures and sent a constitutional amendment to Congress that would have enacted a national referendum before lawmakers could declare war. On top of the national vote, anyone who cast a ballot in favor of war would have been required to register as a volunteer for service in the United States Army.

After President Bush Sr. vomited on the Japanese Prime Minister, a new word entered the Japanese language. Bushusuru means "to do the Bush thing," or to publicly vomit.

Early drafts of the Constitution didn't begin with the familiar phrase "We the People of the United States." It started with a long list of all the states: "We the people of the states of New-Hampshire, Massachusetts, Rhode-Island..."



Cattle (which include sheep, camels, and other livestock) are the first and oldest form of money. Each head of cattle was called a caput, which is Latin for "head." So, a person with a lot of cattle had lots of caput or "capital," a word still used today to describe money.

Area 51 was built on a dry lake bed in the desert approximately 75 miles north of Las Vegas. Entrance to Area 51 requires, first, an invitation from one of the highest members of the US military or intelligence agencies; second, the highest level of security clearance there is; and third, the taking of a legally binding oath of secrecy. During the day-time, heat distortion reflected off of the desert floor hides Area 51 from binocular view. In 2013, the US Government finally confirmed the existence of Area 51.

The word "work" is from the Proto-Indo-European word *werg, meaning "to do." The word "employ" is from the Latin implicare, meaning to "enfold, involve, associate." The word "boss" is from the Dutch baas, meaning "a master.

After the signing ceremony in Philadelphia, the signed parchment version of the Declaration of Independence was moved often — sometimes to protect it during war, other times to preserve or display it. On Dec. 13, 1952, the Declaration of Independence was formally transferred to the National Archives in Washington, D.C., where it has remained.



Spotlight on Public Relations



How To Use Flickr To Improve Your PR and Communications

We've talked about Flickr before but it's influence is growing and it deserves another look... so let's Spotlight it this month.

Everyone knows about Flickr by now. The photo and video sharing community started up in 2004, was bought by Yahoo! a year later, and has since grown into a behemoth. Flickr boasts 50 million registered users and attracts 80 million unique visitors every month. While it doesn't have the sheer size of Facebook, nor the rapid response of Twitter, it can be an equally (or even more) powerful tool to connect with and engage your membership and community. Why? Photography can open up whole new worlds.

Every brand has a story. Flickr presents an opportunity to share it with your customers, and more importantly, you can give them a chance to be a part of it. Flickr is particularly strong at telling stories visually. Use compelling photos that represent the identity of your (Locale or Grand), where its roots are and where it's headed.

It's a photo sharing platform, so treat it like one. You could be hosting your photos anywhere on the Web, but you've picked Flickr because of its users, and the site's social features that better allow you to connect with those users.

Since you want exposure, don't be hyper-protective with your content on Flickr. Allow sharing, and don't limit what folks can do with your content. The whole point of an organization being on the site is to let members and followers in the community interact with the content that you put up.

Also, upload your photos on a Creative Commons license so that people can use them. Every time someone shares your content, that's a plus for you.

Getting started— Go to the Flickr homepage at Flickr.com; sign in with your Yahoo ID and password. If you don't have one, you'll need to create a Yahoo account. After doing so, click on "Sign Up" or "Sign In". (Very easy to do); decide whether you want to have a free or pro account. (a Pro account is about \$2.00 a day) A Flickr pro account is highly recommended for people who wish to share their pictures without the limitation hassles and advanced features the site provides.

Because it is an image hosting site, there is still the possibility of people grabbing your pictures. If your images have a Creative Common related license on them, people are enabled to download them with several sizes available to them.

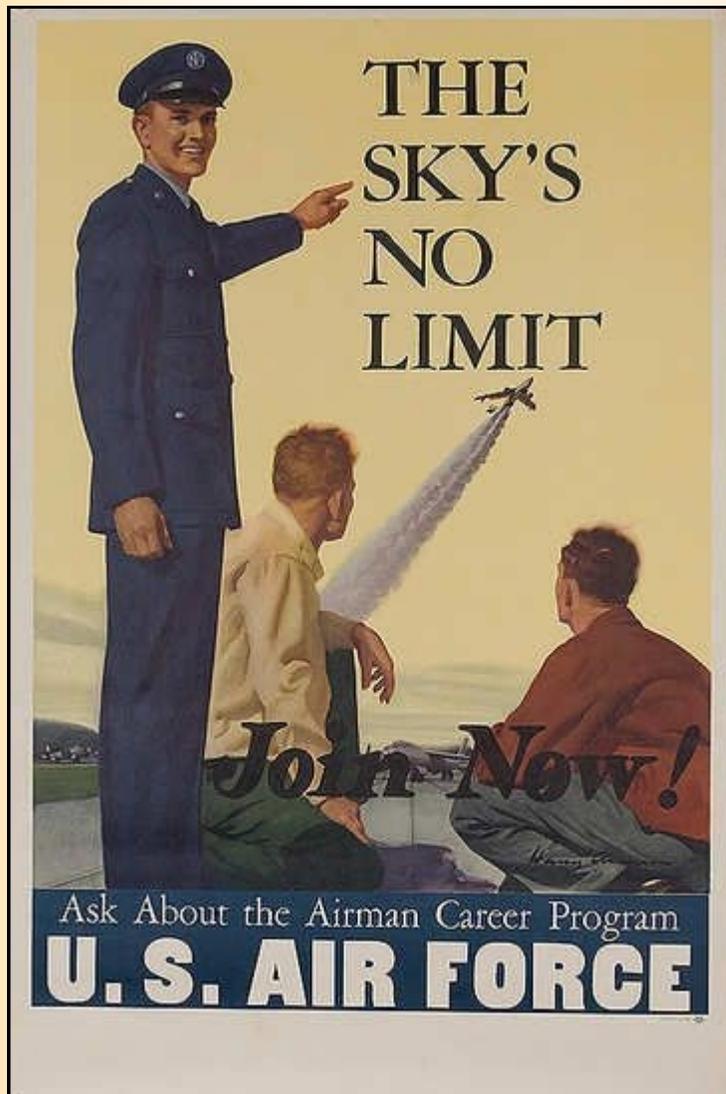
So, you'll need a computer (obviously), an Internet connection, a Flickr account through Yahoo and pictures to share; from your digital camera, camera phone, or scanned images that you created.

*** You'll be able to use a Google account to sign-up for a new Flickr account. Flickr is pleased to announce Google as it's first partner. For existing Flickr account holders, you'll still need to sign in with your Yahoo! •

Check out this Locale Flickr page— [Forty and Eight V-605's albums | Flickr](#) (Ctrl-Click)

From a variety of web sources

POSTER OF THE MONTH



*Set your goals high,
then don't stop 'til you get there.*

- Bo Jackson

Special Observances in September

NATIONAL SUICIDE PREVENTION MONTH

NATIONAL SERVICE DOG MONTH

Sept. 2—V-J Day (Victory over Japan)

Sept. 11—Patriot Day: Patriot Day, officially known as National Day of Service and Remembrance, is observed every September 11th in honor of the individuals who lost their lives as a result of terrorist attacks on September 11, 2001.

Sept. 17—23—Constitution Week

Sept. 17—Citizenship Day / Constitution Day: to both commemorate the signing of the Constitution on September 17, 1787, and “recognize all who, by coming of age or by naturalization, have become citizens.” During this time, the U.S. Citizenship and Immigration Services “encourages Americans to reflect on the rights and responsibilities of citizenship and what it means to be a U.S. citizen.”

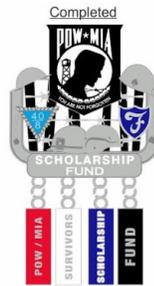
Sept. 17—National POW/MIA Recognition Day

Sept. 18— Air Force (USAF) Birthday

Sept. 18—Office of the Secretary of Defense Birthday

Sept. 18—Air National Guard Birthday

Sept. 26—Gold Star Mothers Day



Sept. 29—VFW Day: The Veterans Of Foreign Wars was founded by James C. Putnam on 29 September 1899, and since then the date has been celebrated at posts in America and later all over the globe. There are some six thousand VFW posts worldwide and 52 “departments” stateside offering services and advocacy to vets and their families.



Your P.A.L.S. card must say 2021 to be in good standing!



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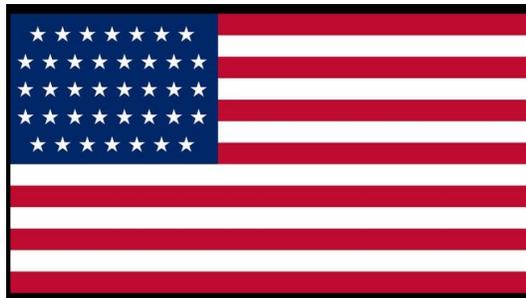


The Stars and Stripes: Here are the 27 different US flags and their histories

20. Thirty-Eight Star U.S. Flag

- Years flown: 1877 ~ 1890
- Who was president: Rutherford B. Hayes (1877-1881), James A. Garfield (1881), Chester A. Arthur (1881-1885), Grover Cleveland (1885-1889), and Benjamin Harrison (1889-1893)

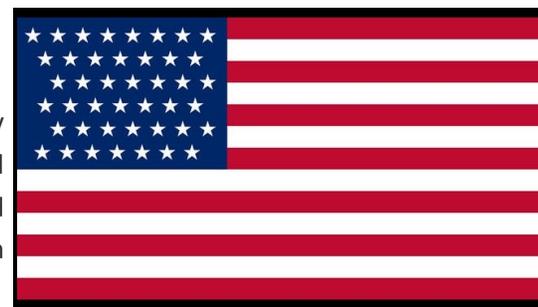
Colorado, a territory that partially came with the Louisiana Purchase in 1803, became the 38th state to join the Union on Aug. 1, 1876. Colorado's admission had been vetoed by President Andrew Johnson, but President Ulysses S. Grant approved it. The 38-star flag would fly for 13 years.



21. Forty-Three Star U.S. Flag

- Years flown: 1890 ~ 1891
- Who was president: Benjamin Harrison (1889-1893)

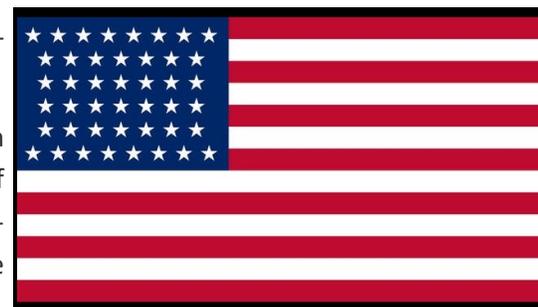
A flurry of state admissions boosted the star total on the flag to 43 by July 4, 1890, as statehood filled out the United States in the high plains and the far west. Five states were admitted to the Union and five stars added to the flag: North Dakota, South Dakota, Montana, and Washington all in 1889, and Idaho in 1890.



22. Forty-Four Star U.S. Flag

- Years flown: 1891 ~ 1896
- Who was president: Benjamin Harrison (1889-1893) and Grover Cleveland (1893-1897)

Six states were admitted to the Union when President Benjamin Harrison was president, more than any other president. Wyoming was the last of the six, boosting the number of stars on the flag to 44. Wyoming was admitted on July 10, 1890, even though it was 5,000-people short of the 60,000-person requirement to become a state.



23. Forty-Five Star U.S. Flag

- Years flown: 1896 ~ 1908
- Who was president: Grover Cleveland (1893-1897), William McKinley (1897-1901), and Theodore Roosevelt (1901-1909)

Utah became a state on Jan. 4, 1896, and the 45th star on the flag later that year. However, the area that would become Utah had been part of the United States since the nation received the territory as part of a treaty that ended the Mexican-American War in 1848. Mormons settled in the area, and their practice of polygamy prevented Utah from becoming a state until Mormons renounced polygamy in the state constitution.

