THE BUGLE

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IN THIS ISSUE

New WWI Exhibit coming May 2016

Feature Story

Japanese Propaganda in World War II

ON THE COVER:
WVM World War I Poster/Print Collection Image ID 3847

FROM THE SECRETARY

EVERY VETERAN IS A STORY

In my travels throughout Wisconsin, I am moved by the stories of service, sacrifice, and dedication told by the veterans I meet. Every veteran has a unique story to tell and each story is important in understanding the nature of the service of our veterans. Every veteran has been at least partially defined by their experiences in uniform, and the Wisconsin Veterans Museum is a great place because of those stories.

The historical events displayed in our museum chronicle the stories of veterans from the Civil War to the present day. Each holds significant meaning for all of us as Americans, and even more so as Wisconsinites, who are able to see what our friends, neighbors, and past generations have done during their service to America.

From the earliest days of our statehood, Wisconsin servicemembers have answered their nation's call to service. Wisconsinites have served during some of the darkest days of American history and taken part in some of our nation's greatest achievements.

Wisconsin Veterans have served with distinction, honor, and of heroism in all our country's conflicts – from the Civil War to the World Wars, to Korea, to Vietnam, the Persian Gulf, and more recently to Afghanistan and Iraq. There are countless other conflicts and many humanitarian missions of which Wisconsin servicemembers have been a part.
The Soldiers, Sailors, Airmen, Marines and Coast Guardsmen who joined the military from Wisconsin are those we know and who are part of our communities – both before and after their service. Their stories are a part of our lives and their service and sacrifice is something that we not only respect, but remember as priceless pieces of our history.

All veterans, regardless of the era, the branch of service, or the military occupational specialty have a story to tell. For over one hundred years, the Wisconsin Veterans Museum has connected the past to the present by sharing these stories and preserving our military history for generations to come.

John A. Scocos
Secretary

WISCONSIN VETERANS MUSEUM SPECIAL PROJECTS

Your membership supports the mission of the Wisconsin Veterans Museum.
In 2016, we have a number of special projects you may be interested in supporting:

★ ACQUISITIONS ★

Help the Wisconsin Veterans Museum acquire significant objects and archival materials

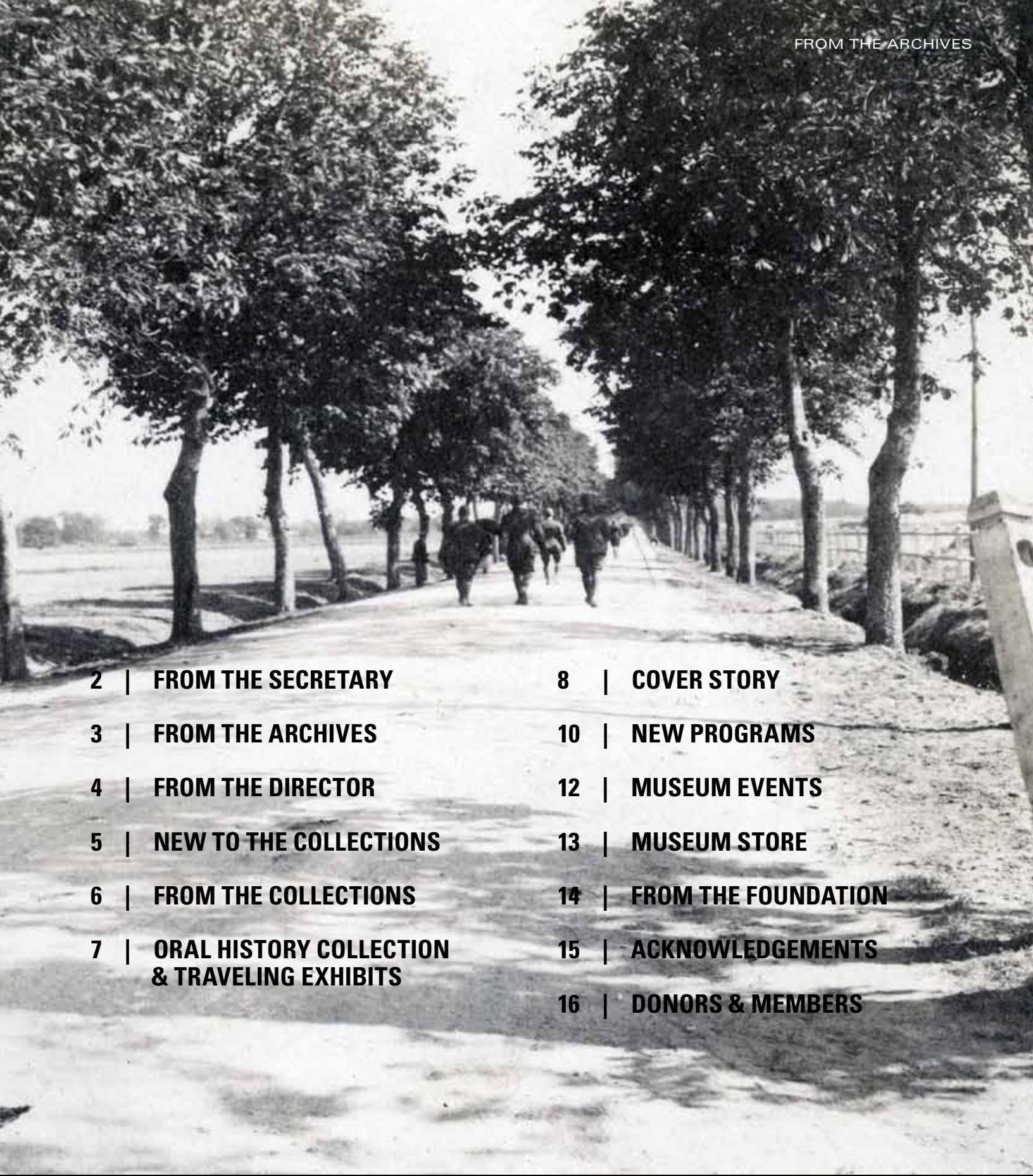
★ TRAVELING EXHIBITS ★

Support a series of newly developed traveling exhibits that will increase the Wisconsin Veterans Museum presence throughout Wisconsin

★ STEM PROJECT ★

Advance developing educational initiatives that integrates science, technology, engineering, and math into our school curricula

REMEMBER, YOUR GIFT MAKES *YOUR* MUSEUM STRONGER!



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FROM THE ARCHIVES

Photograph from Base Hospital 22 Collection (WVM Mss 500), featuring images of France during World War I.

FROM THE DIRECTOR

MOBILIZING THE MASSES IN THE GREAT WAR

There is more to waging war than what meets the eye. To wage war successfully, a nation must mobilize and commit more than just its armed forces. When the US entered World War I in 1917, President Woodrow Wilson made it clear that he intended to commit every resource available. "We are mobilizing the nation as well as creating an Army, and that means we must keep every instrumentality at its highest pitch of efficiency and guided by thoughtful intelligence," he remarked on April 9, 1917. Wilson was concerned about securing popular support for the war from every corner of the nation. That meant mobilizing the citizenry who would be "serving the country and conducting the fight for peace and freedom just as effectively as the men on the battlefield or in the trenches," he wrote in a press release. In response, he appointed George Creel to head the Committee on Public Information, charged with shaping public opinion through a multi-layered propaganda campaign, coupled with state-controlled censorship. The CPI went on to touch every part of the machinery that coordinated the American quest for victory. By the time the war ended, it had conducted speaking campaigns in every state of the Union, its Four-Minute Men numbered more than 15,000 public speakers. It enjoyed its own wireless and cable news service. The CPI produced motion pictures for world-wide distribution, issued a daily newspaper for the government and enlisted the help of 5,000 of America's artists and writers in creating thousands of posters for public consumption. It also supervised the "voluntary censorship" of the newspaper and periodical press.

In May 2016, the Wisconsin Veterans Museum will open *The Art of Persuasion: Mobilizing the Masses in WWI*, an exhibit that will examine the role of propaganda in shaping public opinion during the war. It will be the first of two WWI exhibits over the course of 2016-2018, marking the centennial of the Great War. Supported largely by original posters, the exhibit will include digital resources that will facilitate discussions among visitors who will have the opportunity to create their own wartime propaganda posters. Along the way we hope that these conversations will foster a greater understanding of the role that public opinion plays in sustaining a successful war effort. Following this exhibit in 2017, the Museum will open its second WWI exhibit featuring the experiences of several Wisconsin veterans. These stories will be drawn from the Museum's incredibly rich World War I collection – a collection that includes dramatic stories from Wisconsin veterans who served in every branch of service, from France to Siberia.

In addition to the ambitious in-house exhibit schedule, the Museum is also charged with redevelopment of the museum at our King Veterans Home. This satellite museum of the WVM will undergo a complete renovation over the course of 2016. When finished, it will provide our Veterans Home members and local schools with a brand new museum gallery on that historic site. Over the next few months, I'll keep you informed of the progress of this exciting project. Until then, thank you for your continued support!

Michael Telzrow

Director

NEW TO THE COLLECTIONS

ANDREA HOFFMAN
COLLECTIONS MANAGER

On November 21, 1944, the B-29 "Snafuperbomber" with the 40th Bomb Group was attacked over Japan while approaching its target city of Omura. While badly damaged, the crewmembers managed to keep the B-29 airborne back across the China Sea. But when the aircraft's usable fuel supply began to run low, the crew was forced to bail out over Japanese-occupied territory in eastern China, the order to jump coming from the aircraft commander as they approached a valley filled with rice paddies. 1st Lt. Floyd "Dick" Steiner, the aircraft's navigator, was quickly rescued by local farmers and smuggled back to safety. Steiner kept his parachute and ripcord throughout the ordeal, and upon returning to his base in Chakulia, India a few days later, mailed it home to his wife, Majil, back in Eau Claire, Wisconsin. Along with the parachute came his request that she reuse the material to make a new dress for herself.

As Majil later recounted, "When the box arrived I opened it, and with amazement pulled out the roomful of nylon parachute." As a just recently-developed synthetic reserved for military usage during the war, nylon was still a novelty in the mid-1940s. The silk-like panels were carefully taken apart by Majil and her friends so that the cloth could be reused for her gown design. Unfortunately, the dress would also require a sturdy lining fabric, something essentially unavailable given wartime limitations. Majil was not deterred, however, and sought help finding it from a fabric company in St. Paul, Minnesota. The company wound up taking an interest in her husband's story and dress project and soon mailed her several yards of the required lining material.

With the further assistance of an experienced dressmaker, as well as a rug maker who taught Majil how to braid the shoulder straps out of the parachute's cords, her evening dress was completed in 1945. She had a portrait taken of her in the dress, and mailed it off to her husband in India. He carried the photograph of her wearing the life-saving parachute material on him for the rest of his tour. The couple, now married 71 years, has since moved out west, but recently returned the dress to its home state of Wisconsin by donating it to our museum's permanent collection.

Yours, Majil

KEVIN HAMPTON
CURATOR OF HISTORY

ROBERT C. MCCOY AT THE BATTLE OF BUNA

Robert C. McCoy of Sparta, Wisconsin came from a long lineage of military service. Grandson of Captain Bruce E. McCoy and son of Major General Robert B. McCoy (both namesakes of Wisconsin's Fort McCoy), Robert C. grew up with a strong sense of duty to country, and service in the military was an unquestioned expectation. Having served with his father along the Mexican Border in 1916 and in France in World War I, Robert was accustomed to the life of a soldier in the field but also understood the significance of decorum and regulation, especially in the officer corps.

By 1941, Robert had risen through the ranks-from a Sergeant in the ammunition train to a Lieutenant Colonel in command of the 1st Battalion, 128th Infantry Regiment, 32nd Division. With his prior service and well known lineage in the Wisconsin National Guard, Lt. Col. McCoy was truly a "Real McCoy" as his men came to call him.

In 1942, Colonel McCoy found himself leading his men in the jungles of New Guinea – a terrain and tactical situation they had not been prepared for. The Colonel's shirt, held in the collections here at the museum, hints at the desperate situation the men of the 32nd Division found themselves in at their baptism of fire in the Battle of Buna, New Guinea.

In the opening stages of the battle, the Battalion's supply barge was sunk by the Japanese, taking the battalion's baggage and equipment down with it. As the battle raged on for weeks longer than it was expected to, and with no other options and no hope of a supply shipment reaching them in the unforgiving jungle around Buna, Lt. Col. McCoy – a "spit and polished" battalion commander – was forced to cut pieces off the tail of his uniform shirt to make patches for holes in other, more visible places.

Image from the McCoy family collection, WVM Mss 1360

Lt. Col. McCoy's shirt showing patches cut from the tail in order to cover holes in the sleeves. WVM V2011.43.74.1

Images from the McCoy family collection, WVM Mss 1360

TRAVELING EXHIBIT

WVM TRAVELING EXHIBIT PROGRAM:

Beginning last fall, with the support of a grant from the Wisconsin Humanities Council, the Wisconsin Veterans Museum launched a traveling exhibit program. As a part of this program, the museum sends free pop-up exhibits to diverse venues across the state. We are excited to send the exhibits to the following locations this new year.

If you happen to be in the area, be sure to stop by!

Fur, Feathers, and Fidelity: Military Mascots

Oconomowoc Arts Center
Oconomowoc, Wisconsin
January 8 – January 30

Vaughn Public Library
Ashland, Wisconsin
February 2 – February 26

Milwaukee Public Library
Milwaukee, Wisconsin
March 1 – March 30

Milwaukee War Memorial
Milwaukee, Wisconsin
April 1-May 6

Working Warriors: Military Life Beyond Combat

The Wisconsin Humanities Council is honored to include this exhibit as part of its Working Lives Project. Go to wisconsinhumanities.org for more details.

Sauk City Public Library
Sauk City, Wisconsin
March 1 – March 31

Reedsburg Public Library
Reedsburg, Wisconsin
April 1 – April 30

Marshfield Public Library
Marshfield, Wisconsin
April 16 – April 30

ELLEN BROOKS
ORAL HISTORIAN

On November 30, 2015, I had the pleasure to conduct an interview with Joseph Zadra, a World War II Army veteran who served in the Intelligence Unit with the 19th Tank Battalion of the 9th Armored Division.

Mr. Zadra and his unit were involved in many significant conflicts in the European theater, including the Battle of the Bulge. Mr. Zadra shared the story of his service with us and we are honored to include it in our collection. His interview marks the 1,105th interview with a veteran of World War II in our Oral History Collection.

To access Mr. Zadra's interview, or for more information about the Oral History Program, please contact Ellen Brooks at oralhistory@dva.wisconsin.gov.

Images courtesy of Nolan Zadra

Interested in adding your story to our collection? To give an Oral History, email: oralhistory@dva.wisconsin.gov.

To donate to our collections, contact: russell.horton@dva.wisconsin.gov or kevin.hampton@dva.wisconsin.gov.

RUSS HORTON
REFERENCE ARCHIVIST

JAPANESE PROPAGANDA IN WORLD WAR II

When thousands of Wisconsin soldiers, part of the 32nd "Red Arrow" Infantry Division, arrived in Australia in May 1942, they inadvertently created an opportunity for Japanese propagandists to attack the morale of Australian troops and attempt to sow discord and distrust among the Allied forces in the Pacific Theater. A colorful collection of Japanese propaganda leaflets brought home by Wisconsin World War II veteran Sterling Schallert reveals a surprising theme of focus in this fascinating but little known aspect to the War in the Pacific.

By the time American troops began arriving in Australia in early 1942, the Aussies had already been involved in the war for over two years. Initially sending forces to support Great Britain in Europe, North Africa, and the Mediterranean, they recently had begun fighting the Japanese closer to home as well. Already having experienced significant loss of life, they watched the seemingly unstoppable Japanese forces approach nearer and nearer. These war-weary people then saw tens of thousands of American troops who were culturally similar, but still very different, arrive in their country. Their interactions under this highly stressful and emotional situation were not always smooth, as evidenced by the riotous "Battle of Brisbane" between Australian and American soldiers. Japanese propagandists used this unique situation to attack the morale of Australian troops.

Effective battlefield propaganda can use stereotypes, rumors, and half-truths to play upon the hopes and worries of soldiers. For example, a leaflet exaggerating or inventing

huge military victories for the opposition can undermine soldier morale. Leaflets with photos of POWs being treated and fed well, especially when paired with images of soldiers suffering in the field, can affect a soldier's desire to continue fighting.

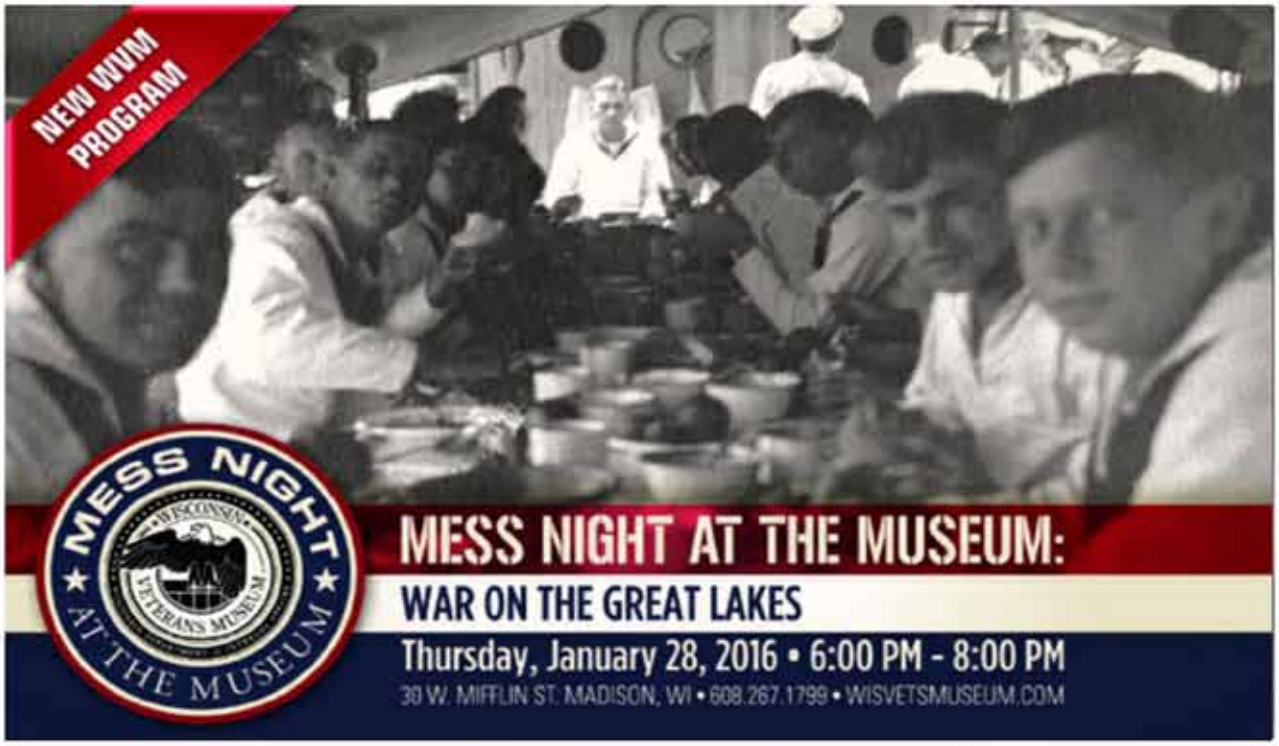
But one of the most sacred things to a soldier in the field is home. Men and women join the military to protect their families, friends, and homes. Letters written from the field reflect this and are full of questions about issues like health and happiness of family members, the condition of houses and cars, and the status of jobs and harvests. Therefore, propaganda that touches upon the concept of home and brings into question the safety and happiness of loved ones can be especially devastating for soldiers in the field. The Japanese picked up on this idea. They developed a series of leaflets aimed at Australian soldiers that suggested their home was not safe. But in a unique twist, the threat to home was not Japan, but the United States.

One sub-theme focused on the American presence in Australia and questioned their motives, suggesting that they were letting the Australian troops fight and die while they remained safe behind the lines. These leaflets often portrayed President Franklin Roosevelt in a sinister light, intimating that he had aspirations to claim Australia for the United States, or that he was allowing the Australian troops to die and "soften" the Japanese forces to make it easier for American troops.

A second sub-theme of Japanese propaganda built on the presence of the American troops, and suggested that while Australian soldiers were fighting and dying, the Americans were chasing their wives and sweethearts back home. Many of these leaflets were fairly graphic, but the message was simple: stop fighting and go home to be with your girl before she leaves you for an American or before an American takes her from you. One can imagine how the presence of tens of thousands of US troops on their home soil could contribute to the effectiveness of these lines of propaganda.

Ultimately, this Japanese propaganda effort failed, as American and Australian troops fought together effectively from Buna toward the Japanese mainland, winning the war in the Pacific. But the unique angle of this propaganda campaign, which had an effect on the way Wisconsin soldiers stationed in Australia were perceived, is one of interest. Wartime propaganda is a fascinating topic, and a forthcoming WVM exhibit in May 2016 will show how the United States used propaganda posters during World War I to influence the way people on the home front felt about the war, the "enemy," and military service.

All images are from the Sterling W. Schallert Collection, WVM Mss 104



SPARK!
CULTURAL PROGRAMMING
for PEOPLE WITH MEMORY LOSS

girl scouts
of wisconsin
badgerland

ARE YOU READY?

NEW PROGRAMS & EVENTS AT THE WISCONSIN VETERANS MUSEUM

Programs for Adults & Children | Day &Evening Programs | Exclusive WVMF Member Discounts

NEW IN 2016

A new year brings a new series of programs and events to the Wisconsin Veterans Museum. I am excited to introduce new programs to the museum's traditional series of events. The programs will offer an opportunity for everyone in your family to participate. We hope you are able to join us.

MESS NIGHT AT THE MUSEUM

Quarterly event at the Wisconsin Veterans Museum. Each **Mess Night at the Museum** will feature a guest speaker, topic, dinner, drinks (alcoholic drinks available at a cash bar), and time to socialize before and after the talk. Registration will be required two weeks before the event. Join us as we transform this historic naval tradition into our own.

SCOUTING

We will offer a range of **Girl and Boy Scouting** events over the coming year. Each event will focus on a different achievement (patches, badges, and merit badges). Be sure to keep an eye on your council's calendar, or contact Education Specialist Erin Hoag to schedule a tour.

SPARK!

SPARK! Cultural Programing for People with Memory Loss is a new program being held at museums and arts organizations throughout the state. 90-minute program sessions will tap into the pasts of those suffering from Alzheimer's and dementia. Participants will explore the WVM collections to create meaningful experiences in a welcoming and stimulating environment.

SUMMER CAMP

For the first time, the Wisconsin Veterans Museum is offering a summer camp - **Young Print Makers Summer Camp**.
During this four-day afternoon camp, children ages 8-12 will learn about various print making techniques and will join Drew Mattot of the Peace Paper Project in the creation of paper. This event is in partnership with the Madison Children's Museum.

ART WORKSHOPS

Drew Mattot of the **Peace Paper Project** will be joining us for two days of workshops. The Peace Paper Project is an art initiative that focuses on trauma therapy through paper making. The workshops are open to the public and registration is required.

ERIN HOAG
EDUCATION SPECIALIST

BOOK CLUB

The Warrior Book Club will meet every other Wednesday night in the fall. Participants will read a variety of military-themed literary works and meet at the Wisconsin Veterans Museum to discuss. Contact Education Specialist Erin Hoag for more details.

DISTINGUISHED LECTURE

The **Distinguished Lecture Series** will continue with two events each spring and fall. Full descriptions of lectures and presenters will be available on the Museum's website event page as they become available.

CEMETERY TOURS

Talking Spirits Cemetery Tours will take place the first week of October, with school tours available Tuesday-Friday.
New this year are Saturday night Self-Guided Candlelit Tours and the ability to purchase tickets online for our public day Sunday tours. Purchasing tickets online will allow attendees to book preferred time slots for tours.

HOME FOR THE HOLIDAYS

To close out our event season and welcome the holiday spirit, the WVM will feature **Home For the Holidays**, a 1940s USO-style holiday dance at the University Club, 8 PM on Saturday, December 10th. A live band will play swing, 1940s, and holiday music. Guests will enjoy cocktails and hors d'oeuvres contemporary to the 1940s. Join us at 7 PM for beginner swing dance lessons.

FOR MORE INFORMATION

For detailed event information, visit our website at https://wisvetsmuseum/event.
Special event registration for **MESS NIGHTS, Talking Spirits Cemetery Tours, and Home for the Holidays Dance** may be done online. Other event registrations must be done through Erin Hoag, available at 608.264.7663 or visitor.curator@dva.wisconsin.gov.

THIS SEASON AT THE WISCONSIN VETERANS MUSEUM

PROGRAM LOCATION IS THE WISCONSIN VETERANS MUSEUM, 30 WEST MIFFLIN STREET, MADISON, WI UNLESS OTHERWISE SPECIFIED.

Mess Night At The Museum

Join us as we transform this historical naval tradition into our own quarterly Mess Night.

Thursday, January 28, 2016— 6:00pm-8:00pm

MESS NIGHT AT THE MUSEUM: War on the Great Lakes with author Frederick Stonehouse.

Thursday, May 5, 2016— 6:00pm-8:00pm

MESS NIGHT AT THE MUSEUM: The Enemy at Home with scholar Cora Lee Kluge.

Distinguished Lecture Series

Thursday, March 17, 2016— 7:00pm

"Selling War: Truth, Lies, and 'Progress' in the Vietnam War"
Presented by Professor Gregory Daddis, Associate Professor at Chapman University. The presentation will explore the "conversation gap" between official backchannel messages and public pronouncements of progress in the critical year before the 1968 Tet Offensive. For full event description visit the Museum's website at www.WisVetsMuseum.com, event phone line (608) 267-1799, or email us at veterans.museum@dva.wisconsin.gov

WAR:RAW: Healing Military Trauma Through Expressive Art

CLOSING May 8, 2016

The temporary exhibit gallery housing **WAR:RAW Healing Military Trauma Through Expressive Art** will remain in place until May 8, 2016. Experience this exhibit for the last time during Madison's Gallery Night on Friday, May 6, 2016 from 5-9 PM.

NEW EXHIBIT OPENING: May 27, 2016

The Art of Persuasion: Mobilizing the Masses in World War I

Opening May 26 (WVMF Member Event) & May 27, 2016 (Public)

This new exhibit will examine the role of propaganda in shaping public opinion during the war. **The Art of Persuasion: Mobilizing the Masses in World War I** will be on display in our temporary exhibit space until April 2017.

★ VISIT WWW.WISVETSMUSEUM.COM/EVENTS FOR 2016 MUSEUM PROGRAMS ★

IN MEMORIAM: JACK CROSBY

In early November, Jack Crosby, a former employee of the Wisconsin Veterans Museum, passed away. As an USAF Veteran serving in Vietnam, and a 30-year veteran of the Wisconsin State Capitol Police, Jack brought those skills to the Wisconsin Veterans Museum for over three years in Security. Jack was a dedicated participant in the Madison Zor Shrine, and the Shriner Pipes and Drums Corps raising money for the Shriner Children's Hospital every UW Football Saturday. Jack even taught art appreciation to area first graders with his wife, Karen. Jack was a kind, generous man who touched all the people he met, and all keep special memories of him after his passing. Farewell.

LIZ ORELLA
MAJOR GIFTS OFFICER

EILEEN NEWCOMER
MEMBERSHIP & ANNUAL GIFTS DIRECTOR

We've welcomed new staff members, Liz Orella and Eileen Newcomer. Liz joins the Foundation with more than 30 years of business experience in commercial real estate as well as event planning and fundraising. Liz spent several years at The Gialamas Company and also worked for many years for the legislature, legislative candidates and state government. She most recently worked for the Department of Veterans Affairs.

Liz learned from her father's values gained while serving in the United States Air Force and is very passionate about veterans' issues. She is excited to increase visibility, membership and statewide events for the foundation and museum. Liz and her husband, Tim Reiland, live on the west side of Madison with their Siberian cats Obi and Kora. They are all huge Badger fans!!

Eileen Newcomer, her mother, Denise Speracino & Philander Wright's hat

As a direct descendant of Civil War Sergeant Philander B. Wright of the famous Iron Brigade, Eileen's own family legacy is preserved by the Wisconsin Veterans Museum. Eileen is looking forward to learning more about others' family histories and being part of an organization whose mission is to honor and preserve those legacies.

In her new role as Membership and Annual Gifts Director, Eileen is most excited about working with members to support the mission of the Wisconsin Veterans Museum. She aims to take a hard look at the museum's membership program to find new ways to grow the museum's membership base and offer increased benefits for members. She would love to hear feedback from our supporters on what programs they would like to see in the future. Be on the lookout more member events and new benefits!

In November, the Foundation said good-bye to Board Member, Mary Kolar, and Interim Development Officer, Ashley Berg. We thank them for all of their hard work and dedication, and wish them the best of luck in the future!

Liz and Eileen encourage you to call and email with your comments, questions, donations, membership renewals, address updates, etc. Please contact the Foundation Office at (608) 261-0536 and email Liz at liz.orella@wvmfoundation.com or Eileen at eileen.newcomer@wvmfoundation.com.

WVMF HMONG EXHIBIT OPENING

Thank you to all those who attended the opening reception of the addition to the Vietnam exhibit, **Recognizing the Hmong: The Secret War in Laos**. The addition highlights the contributions of Wisconsin's Hmong citizens in the Vietnam War through digital presentations of oral histories of Hmong and US Veterans.

If you are interested in seeing this new exhibit, keep an eye out for an invitation to the upcoming event **Mess Night at the Museum: War on the Great Lakes**. You will have the chance to peruse the galleries before and after the dinner. It promises to be a fun-filled night for all.

VIP Guests at the Vietnam Exhibit addition, Recognizing the Hmong: The Secret War in Laos

ACKNOWLEDGEMENTS

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30 WEST MIFFLIN STREET
MADISON, WI 53703
ON THE CAPITOL SQUARE
608.267.1799
www.wisvetsmuseum.com

MUSEUM HOURS
Closed Mondays
Tuesday-Saturday 9:00 AM–4:30 PM
Sunday (April-September) Noon–4:00 PM

RESEARCH CENTER HOURS
Tuesday-Friday 9:00 AM–3:30 PM
Monday-By appointment only

MUSEUM MISSION
The mission of the Wisconsin Veterans Museum is to commemorate, acknowledge, and affirm the role of Wisconsin veterans in America's military past.

THE BUGLE

The Bugle is published quarterly by the Wisconsin Veterans Museum Foundation for our members and friends. The Wisconsin Veterans Museum Foundation provides funds for the support of artifact acquisition, exhibit production, and the development of educational programs.

COMMENTS & SUBMISSIONS
We welcome your comments and editorial submissions concerning *The Bugle*. Comments and submissions should be sent to Karen Burch at *Karen.Burch@dva.wisconsin.gov.*

JOIN US ONLINE!

THE WISCONSIN VETERANS MUSEUM
30 WEST MIFFLIN STREET
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THANK YOU COLLECTION DONORS!

A most sincere thank you to all who donated to our collections from October 2015 to January 2016. Thank you for your generosity and support of the Wisconsin Veterans Museum.

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THANK YOU MEMBERS!

A most sincere thank you to all who purchased a membership from Oct 2015 to Jan 2016.
We cannot provide quality programming and award-winning exhibits without your help.

LIFETIME MEMBER
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