



Sabretache

THE OFFICIAL JOURNAL OF
THE CALGARY MILITARY HISTORICAL SOCIETY

w w w . c m h s . c a

May Extra # 2 2022



Original vintage World War Two propaganda poster: This Man is your Friend " Canadian " He fights for Freedom. Great black and white photograph of a smiling Canadian soldier in uniform and a hat with the text in stylised black and white letters against a blue background.

Published by the Graphics Division, Office of Facts and Figures, Washington, D. C.

Printed by the U.S. Government Printing Office. Country of issue: USA, designer: Unknown, size (cm): 25x18, year of printing: 1942.

Continued Page 4

The battle for Juno Beach is underway.

A second request for action on this troubling problem. Received from Member James Baldwin

FYI - I received this follow up email (below) from Juno Beach Center on the Normandy situation because I sent a letter of support. I donated to the link below and it worked pretty slick for credit card

So in short, it appears the letter campaign is having an effect (see below). However, they need bucks to keep this going. The following is from the email below.

"Through the efforts of [Save Juno Beach](#) in the past two months, over 65,000 letters from people like you to Members of Parliament, Ministers, Ambassadors and French Ministers and others have demanded a stop to this deeply disrespectful development. Large numbers of elected Canadian officials have responded with support for the Save Juno Beach campaign and the Juno Beach Centre. In France, the Minister for Memory and Veterans has instructed officials to find a solution. [Media in Canada and France](#) are closely following the story. But in the meantime, the Juno Beach Centre has a critical need for donations to survive the battle. We need your help. **Continued Page 2**

We Need Your Help

This small museum, built by Canadian D-Day veterans and their families, has faced a continuous court battle for the past two years, launched by the developer, in a fight to take over the private driveway for heavy construction equipment and, once built, for hundreds of residents' cars. After \$400,000 in legal fees, the Juno Beach Centre is the victim of a rich developer using every trick at its disposal, while disrupting a priceless historical site.

Canadians are simply asking that Juno Beach and the Canadian Memorial be protected. The Juno Beach Centre alone cannot sustain the fight in court or to pay the developer's high price of settlement. **Save Juno Beach** is turning to you for help in raising millions of dollars over the next few weeks.

with a reference to the Juno Beach Website if someone wants to donate. <https://www.junobeach.org/>

James Baldwin

More information from the Juno Beach Organization

Juno Beach is one of the most sacred places in Canadian military history. More than 14,000 Canadians came ashore or parachuted into Normandy on D-Day, seizing a critical foothold while under intense fire from the enemy. The battle on June 6, 1944, was an extraordinary example of Canadian acts of personal courage.

As you know, Juno Beach is under siege once more, but this time by a wealthy developer planning to build luxury seaside condominiums where Canadians died fighting to liberate France. Pleas from local opposition and thousands of Canadians, plus attempts to negotiate with the developer have failed. Shovels are going into the ground soon without more help.

It should never have gotten to this point.

Juno Beach is a sobering spot. Over 100,000 people from around the world visit the Canadian-built Juno Beach Centre Memorial and Museum in Normandy each year to learn about the fight for freedom. Even more, they learn about the consequences of forgetting our history. Continued Page 3



Aerial reconnaissance photo of Mike Red sector of Juno Beach taken by an Allied aircraft on D-Day. The Juno Beach Centre sits in the triangle formed by the Seullès River and the entry to the harbour in the middle of the photo. This sector of beach was captured at great cost to "B" Company, The Royal Winnipeg Rifles and a party of engineers from No. 6 Field Company, RCE.

Through the efforts of **Save Juno Beach** in the past two months, over 65,000 letters from people like you to Members of Parliament, Ministers, Ambassadors and French Ministers and others have demanded a stop to this deeply disrespectful development. Large numbers of elected Canadian officials have responded with support for the Save Juno Beach campaign and the Juno Beach Centre. In France, the Minister for Memory and Veterans has instructed officials to find a solution. **Media in Canada and France** are closely following the story. But in the meantime, the Juno Beach Centre has a critical need for donations to survive the battle.

We need your help.

This small museum, built by Canadian D-Day veterans and their families, has faced a continuous court battle for the past two years, launched by the developer, in a fight to take over the private driveway for heavy construction equipment and, once built, for hundreds of residents' cars. After \$400,000 in legal fees, the Juno Beach Centre is the victim of a rich developer using every trick at its disposal, while disrupting a priceless historical site.

Canadians are simply asking that Juno Beach and the Canadian Memorial be protected. The Juno Beach Centre alone cannot sustain the fight in court or to pay the developer's high price of settlement. **Save Juno Beach** is turning to you for help in raising millions of dollars over the next few weeks.

What's the benefit? Preserving Juno Beach from future development. Your support will help the Juno Beach Centre:

- Stay in the fight

Rebuilding the bank account allows the Juno Beach Centre to continue defending itself in court from a developer using every trick at its disposal, while disrupting a priceless historical site.

- Buy out the developers interest

The ability to offer a fair price to buy out the developer takes this part of Juno Beach off the property market forever.

- Create a Memorial Park

An extension of the property available to visitors to Juno Beach and to the Juno Beach Centre increases the opportunities for learning and recreation in a unique and historic location.

Juno Beach has been a point of Canadian pride since 1944. Today, we are facing a new enemy on the shores of Normandy. We are asking you to help us save Juno Beach for future generations by stepping forward with funding while there is still time to make a difference.

Juno beach centre and encroaching developments.



World War Two propaganda poster: This Man is your Friend “ Ethiopian “ He fights for Freedom. Black and white photograph of an Ethiopian soldier in uniform playing a bugle. The text is in stylised black and white letters against a blue background. Published by the Graphics Division, Office of Facts and Figures, Washington, D. C. Printed by the U.S. Government Printing Office. Country of issue: USA, designer: Unknown, size (cm): 25x18, year of printing: 1942.



World War Two propaganda poster: This Man is your Friend “ Russian “ He fights for Freedom. Black and white photograph of a smiling Russian soldier in uniform and a helmet with a communist star and hammer and sickle, carrying a gun. The text is in stylised black and white letters against a blue background. Published by the Graphics Division, Office of Facts and Figures, Washington, D. C. Printed by the U.S. Government Printing Office. . Country of issue: USA, designer: Unknown, size (cm): 25x18, year of printing: 1942



Sabretache

THE OFFICIAL JOURNAL OF THE CALGARY MILITARY HISTORICAL SOCIETY
The SOCIETY

is a non-profit registered society which fosters the study of the military and the police, and the heritage of Canada, the British Empire, and the world as well as the preservation of military artifacts and records.

Contact Editor: David Gale
david@sunnyspotservice.ca