

NEW GLORY *for* *Old Glory*

BY WES BAILEY

AT THE TIME of the incident, Dr. A Herbert Huebener Beck, 71, was sailing up the Patapsco River toward Baltimore. What he saw — or rather, what he failed to see — made him furious.

"That day, at the twilight's last gleaming," he wrote, "my eyes could be turned in only one direction — toward Fort McHenry to see that our flag was still there. It was not. At the classic flagpole where at noon 'the broad stripes and bright stars o'er the ramparts we watched were so gallantly streaming' there was nothing but the dim line of the naked pole. That unflagged pole was one of the bitterest disappointments of my life . . ."

Dr. Beck, who was also the peppery president of the Lancaster County (Pa.) Historical Society, kept prodding the right people until the National Park Service appropriated the necessary funds. The flag flies over Fort McHenry now, day and night. (Generally, the flag should be lowered at sundown. But it may be flown after dark, if prop-

erly spotlighted, at patriotic events, or for patriotic reasons. It is always flown at night from forts or naval vessels engaged with the enemy. It may also be flown at night over the Capitol, over the grave of Francis Scott Key in Frederick, Maryland, and over the war memorial in Worcester, Massachusetts.)

All of America can thank Dr. Beck for his vigilance and zeal. But each of us can ask ourselves: What am I doing about flying the flag?

Not long ago, I moved into a community of about 50 upper-middle-class homes. Fully half of the 50 families had members in World War II. Yet not one in 20 of these homes flies the flag — even on Memorial Day! Not enough of us, in my neighborhood, or yours, really seem to care.

The American Legion, the Boy Scouts and the Girl Scouts, all have active campaigns to promote the use of the flag. Out in Manhasset, L. I., the high school band recently helped finance their new uniforms by selling flags to merchants, homeowners and

local institutions. And this program is spreading.

AMONG the oddities concerning our flag is the fact that three men named Francis had a great deal to do with it: Francis Hopkinson, who probably designed it; Francis Scott Key, who wrote our national anthem; and Francis Bellamy, who wrote the original Pledge of Allegiance.

On Flag Day last year, President Eisenhower authorized revision of the Pledge of Allegiance to include the words "under God," so that the correct pledge now reads "... One nation, under God, indivisible, with liberty and justice for all."

Undoubtedly the best campaign to popularize the showing of the flag is the program currently being sponsored by the American Legion. The Legion has prepared a complete kit, available to any responsible organization, outlining a step-by-step program for the proper celebration of all important patriotic holidays. The Legion has also arranged that dry cleaners throughout the country will clean your flag, without charge, if you bring it to any cleaner displaying the Legion's banner of cooperation.

Annin & Co., one of the largest U.S. flagmakers, report steadily increasing sales, reflecting new awareness of our allegiance. The company has made many special flags in its 107-year history. They still tell the story of the woman who came into

their shop one day, took a diamond pin from her dress and stabbed her finger. "I want you," she said, "to make me a Confederate flag with the red exactly the color of this blood!" The lady was Mrs. Jefferson Davis, widow of the Confederate President. The order was filled.

So far as is known, the largest U.S. flag is flown suspended by the J. L. Hudson Co., Detroit department store. It is 90 by 230 feet, big enough to cover eight ordinary building plots. The largest free-flying flag is a 5,400-square-foot Old Glory, which kisses the breeze over the George Washington Bridge, linking New York and New Jersey. It is so heavy that 20 men are required to raise it.

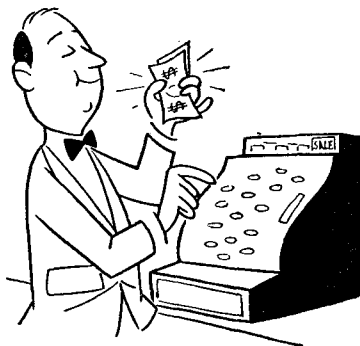
Waterproof flags are available for submarines (the spray does it; they are not flown submerged!); in purple, white and orange for technicolor movies; and in Braille for the blind — who love our flag so much that they want to touch it, clasp it, embrace it.

A sturdy sea captain named William Driver first called our flag "Old Glory." Let us, in the words of the American Legion, add "New Glory for Old Glory" by *showing our colors*, wherever we are.

From factory flagstaffs, from ships at sea, from penthouse terraces, from shop-fronts and schoolyards, from lawn poles and porch railings, and from the windows of humble rooms — let's fly our flag, showing the world — and each other — that we are *proud* to be Americans!

THE BUSINESS BUILT ON A PATTERN

By Samuel A. Siciliano



THE FIRST WOMAN ever to make her own clothes was, logically, the First Woman. Eve, wife of Adam, walked to a fig tree, took down some leaves and followed the lead of the tailorbird, the winged "homebody" who sewed her nest by punching leaf edges with her bill and thrusting grass blades through the holes.

Today, milady has advanced considerably beyond the efforts of the tailorbird and follows directions contained in a four-by-six-inch envelope. Intrigued by a picture, she makes a selection and then buys complete packaged instructions — how much material to buy, where to cut it and how, and where to sew it and how. Outlines printed on easy-to-handle tissue paper take the guesswork from it all. All this costs her well under a dollar and, adding material, her time and patience, she will emerge, for club or tea, in a dress which will rate "oh's" of appreciation from her friends and "ah's" of satisfaction from her economy-minded husband.

It wasn't a simple transition from

the tailorbird to pattern books. After Eve, women went on developing methods of their own, retaining and improving on methods handed down from mother to daughter. But home sewing remained an individual (and varied) endeavor until the year 1859, when a man named Butterick decided that what was good for one could be made good for many.

Ebenezer Butterick was a tailor who turned his talents to shirtmaking. In 1859, Ebenezer and his wife, Ellen, conceived the idea of a standard set of shirt patterns. They experimented for several years and on June 16, 1863, the first stiff paper Butterick shirt patterns were placed on the market. They were an immediate success and the demand became so great that the Buttericks set up a plant in Fitchburg, Mass.

With increased facilities, Mrs. Butterick suggested patterns for children's clothes. Soon there was a