

Fly "Old Glory" High on America's Birthday!

Millions of Flags Will Unfurl to Celebrate Anniversary of Freedom

THIS Sunday, June 14, will be Flag Day, the 159th birthday of the Stars and Stripes. In celebration thereof, millions of flags will unfurl and fly to the breeze over land and sea.

On May 30, 1916, when the Stars and Stripes was 139 years old, President Woodrow Wilson issued a proclamation nationalizing Flag Day. He said in part: "I therefore suggest and request that throughout the nation, the fourteenth day of June be observed as Flag Day. . . . Let us on that day rededicate ourselves to the nation, one and inseparable, — a nation signally distinguished among all the nations of mankind for its clear, individual conception alike of its duties and its privileges, its obligations and its rights."

Governor Charles H. Martin of Oregon says: "Flag Day should have special recognition because it commemorates and symbolizes the unity of the nation." Governor Martin will make a proclamation regarding Flag Day, and request that a special display of flags be made on that day. The Oregon Department of Education requests that schools now in session give appropriate recognition of Flag Day.

Although the Pacific Coast states now join in celebration of Flag Day, these states had no part in the adoption of, or the struggle for, the Flag of Freedom. While the thirteen colonies on the Atlantic Coast bravely fought for the priceless liberty and justice which is now enjoyed by the East and West, the Pacific Coast and Rocky Mountains were in 1777 still waiting to be explored and settled. Then only a few intrepid adventurers and missionaries from across the seas, had glimpsed the Western shoreline.

By June 14, 1777, the thirteen colonies on the Atlantic Coast had experienced trials with many flags, and were fighting to establish a Flag of Freedom. It was on that day that Congress adopted the Stars and Stripes as the National Emblem.

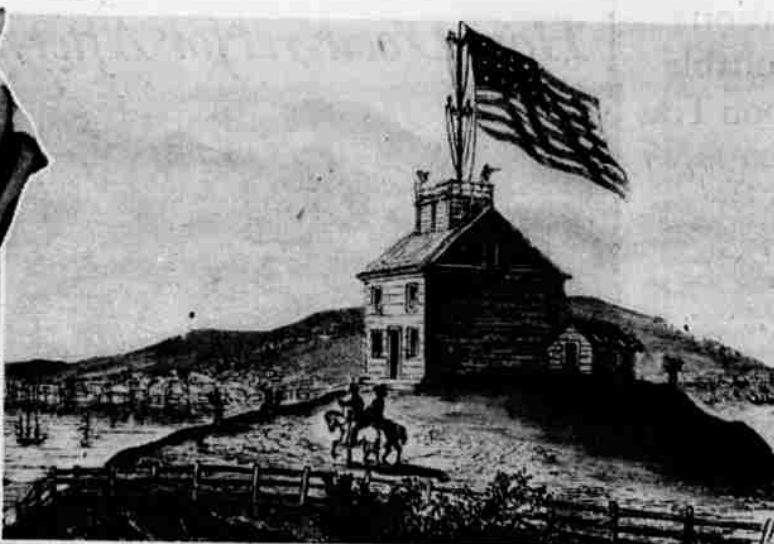
Spanish Flag in the Southwest

By right of discovery Spain had claimed and held over two centuries the Southwest area of the American continent; Arizona, Nevada, Utah, New Mexico, and California had no borderlines, but were all included in one great Spanish area.

The Southwest was inhabited only by Indians and, here and there along the California Coast were a few Spanish padres in their adobe missions under their leader, Father Junipero Serra.

The Northwest Any Man's Land

In 1777 no flag had travelled over the snow-capped mountains, the boundless forests and sparkling streams of the Northwest. Then it was any man's land. Idaho, Washington, and Oregon were part of that wild, unknown and uncharted territory, called the Oregon Country. There the quiet of the dense forests had not yet been disturbed by the creak of wagon wheels. Not one



Above: An early Pacific Coast arsenal overlooking Monterey Bay. Left: "Old Glory" with its 48 stars. Below: A portion of the design for the flag of the Bear Flag Republic. This flag was raised at Sonoma when California was declared a free and independent state.

rich fur had been shipped to a foreign market. Two years previous Heceta and Perez had anchored off Point Grenville and taken possession in the name of Spain, but no white man had yet settled in the Northwest.

Contrasting Pictures

On June 14, 1777, the Atlantic Coast, under flags of conflicting nations, presented a swift moving picture of bloodshed, turmoil, political strife, want and suffering. There cannons roared, drums beat.

In contrast, the Northwest, under no ruling flag, and the Southwest under the Spanish flag, presented a silent picture of a land of plenty, peace and solitude.

Gradually this great, silent, unfilmed, western picture became one of sound and motion. Gradually a slow parade of peoples with their variously designed flags began to move forward through valleys, over mountains, by sea.

THE Spanish flag became more in evidence. Up from the south trod more long robed padres and work at the missions progressed. Presidios were reinforced and Spanish officers ruled. Large tracts of land were granted to a few favored subjects and there herds of cattle grazed, haciendas were built, señoritas danced. A few American hunters and adventurers drifted in from the North and South. Spanish California became alive.

Russian and Argentina Flags Appear

Foreign trading ships now found their way to America's Western Coast. Russian ships, manned by convicts and outlaws, under the severe command of Baranof, the "Little Czar of the Pacific," became actively engaged in the fur trade along the Coast between Alaska and California. For thirty years Baranof's iron hand tried to monopolize the Pacific fur trade.

In 1812 the Russian American Fur Company bought land near Bodega, California, built Fort

Ross and established a complete settlement which they occupied for nearly thirty years.

In 1818 a French privateer, flying the revolutionary flag of Buenos Aires, sailed into Monterey Bay and began firing on the town. Women and children fled inland, and, unable to hold their fort, the men soon followed. After remaining four days, looting and burning the town, Bouchard went on his way, plundering other settlements in the South.

Imperial Flag of Mexico

Revolt in Mexico gave her independence in 1822, and the Royal Colors of Spain was quickly lowered and disappeared from the Southwest. In its stead was hoisted the new Imperial flag of the Mexican Empire, soon to be changed to the Mexican tricolor of the Mexican Republic.

British and Americans in the Northwest

To the North two other flags were leading another parade. Attention had centered on the

Northwest. George Vancouver, Robert Gray, Jacob Astor, Lewis and Clark, and others had discovered the value of Oregon Country, and soon the British flag and the Stars and Stripes were seen flying from trading posts and forts. Inspired missionaries, wealth seeking traders, carefree adventurers, and courageous settlers made up this line of march toward the Oregon Country. By reason of treaties a peaceful occupation was enjoyed by both the United States and Great Britain. During the war of 1812, a few flags had their ups and downs, but the joint occupation, on the whole, was a peaceful one.

The Florida treaty between the United States and Spain in 1819, set the Oregon-California boundary line to its present location, Spain thereby relinquishing her rights to the Northwest territory.

The Stars and Stripes Shine Westward

THE year 1846 was a memorable one for the Stars and Stripes was established west to the Pacific Ocean, and three western flags were lowered in its favor.

By 1846 Congress had finally been convinced of the value of the Oregon Country and a new treaty with Great Britain lowered the British flag south of the 49th parallel, (the present border), in favor of the Red, White and Blue.

However, as late as the year 1872, there was still some misunderstanding regarding the Juan de Fuca Strait. The German Emperor, as arbitrator, made his decision in favor of the United States, and the matter of the Northwest boundary line was no longer an international question.

Mexican and Bear Flags Lowered

At the same time the Stars and Stripes was being established peacefully in the Northwest, the Southwest was drawing the attention of the nation. War between the United States and Mexico was jeopardizing the Mexican flag in the Southwest.

Californians had become dissatisfied with Mexican rule, and encouraged by some Americans, they boldly lowered the Mexican flag at Sonoma and, raising the California Bear Flag, (since adopted as the State Flag) in its stead, declared California a free and independent state. The Bear Flag flew supreme but a short time, the Stars and Stripes being raised at Monterey July 7, 1846. Other flags with military orders were rushed on horseback at top speed to other settlements, and by August 13, all California was under control of the United States. At the end of the war Mexico granted to the United States the territory which now includes California, Utah, Nevada, Arizona, and most of New Mexico.

The Stars and Stripes, then, in 1848, officially and legally waved from the Atlantic to the Pacific and from Canada to Mexico. Other flags had come to the West only to be rejected for the Red, White and Blue of the United States.

For nearly a hundred years now the Western States have had a share in the growth of the Flag. They have had an equal share in the privileges and duties in maintaining that Freedom and Justice for which it stands.

On Flag Day, June 14, 1936, the Great West, the last section to join the Union, pauses to honor the Stars and Stripes.



FRESH AS HOT CAKES
RIGHT OFF THE GRIDDLE!

LISTEN, PEOPLE! . . . When that stack of "pancakes" gets cold and clammy, all the appetizing lure is gone. Isn't it the truth?

Same way with a cigarette that gets dry or soggy. Stale cigarettes have lost their fragrance and flavor . . . isn't that the truth?

Two jackets of Cellophane keep that "right off the griddle" freshness in Double-Mellow Old Golds. Each of those two jackets is moisture-proof Cellophane; the highest quality obtainable.

This double Cellophane wrapping keeps out dampness, dryness, dust; every other foe of cigarette goodness. It gives you FACTORY-FRESH cigarettes . . . as fresh as they left the machines at the factory.

P. Lorillard Company
Established 1760

**You buy 1 pack; we'll pay you for 2 . . .
If "Double-Mellows" don't make good**

That's the net of our Double-Money-Back offer. If not pleased, after smoking half a pack, mail us the remaining 10 smokes at any time within 30 days of this date. We'll send you double the price you paid for the full package, plus postage. Address, 119 W. 40th St., N. Y. C.

