



The
Face
of
AMERICA

$$(4 \times 5) + (5 \times 6) = 50$$

One more month and the proud new fifty-star flags you see being sewn together by the busy Betsy Rosses at left will become officially ensigns of the United States. It has been a hard two years on manufacturers such as the Dettra Flag Company of Oaks, Pennsylvania. After forty-seven years of an unchanging forty-eight-star design, two newcomer states forced the rearrangement of the flag's union, or starred blue field, twice within a year. On the double change-over, Dettra lost about \$150,000 in canceled orders and unsalable inventory. The short-lived forty-nine-star flag started the biggest boom the flag business had ever known. This boom collapsed utterly when Hawaii's admission to the Union was voted by Congress in March, 1959. However, when the President announced on August twenty-first which fifty-star design was to be used, the boom revived, and by the Fourth of July Dettra will have made 2,000,000 bright new banners—twice as many as it ever made before in a single year, and about 40 per cent of the year's total for the country. • Photograph by Larry Keighley

