

Honor the Service Flag.

(Official Bulletin issued by the
Connecticut State Council of Defense)

Whenever you see the SERVICE FLAG, with its blue star or stars in a white field surrounded by a red border, our national colors formed into a new design, it should convey to you the message that this flag represents service and sacrifice for the cause of America and world freedom.

Only those homes from which men have gone into the service of their country may fly the SERVICE FLAG.

Already hundreds of these flags are flying in this state, as in other states throughout the nation. Each star represents an individual in the country's service. With one, two, or several stars they are hanging in front of homes. With dozens of stars, they are to be seen in front of big factories and offices.

Honor the SERVICE FLAG whenever you see it. If some one from your home is serving the nation, fly the SERVICE FLAG. The federal government has approved this emblem of service and sacrifice. Every family which has a member in the service should be proud to fly this flag. And every person who sees this emblem should honor it and all that it means.

The Howland Service Flag bears 16 stars.

Some of those stars are for boys in active service: three for Howland boys in France, one for a keen young chap in the navy, two for men in the Coast Artillery, some are for men in the Ambulance service; others for the boys now in training at Camp Devens.

Every star is a mark of honor. We are proud of every one of those boys.

Service flags are waiting here for folks who've not yet displayed them. One or more stars—75c \$1.50 to \$7.50.

HOWLAND DRY GOODS CO.