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**THE PATRIOTIC TOUCH: FLAG DAY ETIQUETTE FOR BUSINESSES (Published June 11, 2004 in the Columbia Business Times) - 6/7/2004**

COLUMBIA, Mo. – In 1916, nearly a year before America officially entered World War I, President Woodrow Wilson declared June 14 to be Flag Day, encouraging Americans to fly Old Glory.

Flag etiquette is set forth in the Federal Flag Code, U.S. Public Law 94-344. While there are no Federal penalties at present for misusing the flag, states have their own flag laws, and desecration of the national or state flag is a crime in Missouri.

According to the Federal Flag Code, the Veterans of Foreign Wars and the Boy Scouts of America, when displaying the U.S. flag, businesses should follow these rules of etiquette:

- Display the flag only in daylight, unless it is illuminated at night.
- Do not display the flag in bad weather unless it is an all-weather flag.
- Do not let the flag touch the ground.
- Do not carry it upside down unless to signal an emergency.
- Do not carry the flag flat or carry things with it.
- Do not use the flag as clothing.
- Do not store the flag where it could get dirty or wet. Make sure the flag is dry before storing it.
- Do not use it as a cover.
- Do not fasten it or tie it back; allow it to fall freely.
- Do not draw, write or mark on the flag.
- As a general rule, when grouped with other flags, the U.S. flag should be placed higher, to the front, to the center, or to the right, of other flags.
- When other flags are flown on adjacent staffs, the U.S. flag should be at the center and highest, and it should be hoisted first and lowered last.
- However, flags of other nations must be flown from separate flagpoles of equal height and should be approximately equal in size. International usage forbids the display of one nation above another in peacetime.
- During a speech or other ceremony, the flag should be placed either above and behind the speaker or on a pole at the speaker's right. From the audience's perspective, it would appear on the left.
- If displayed on a wall with another flag, staffs crossed, the U.S. flag should be

on its own right, and its staff should be in front.

- Never use a flag for decoration; use bunting with blue on top, then white, and red on the bottom.
- Over a street, the blue field of stars should face north or east depending on the direction of the street. The flag should be hoisted out with the blue field of stars first.
- On special days, the flag may be flown at half-staff, but only on the order of the President or Governor. On Memorial Day, the flag is flown at half-staff until noon and then raised. The flag should be hoisted first to the peak of the staff, then lowered to half-staff. If the flag cannot be lowered to half-staff, it is appropriate to drape the flag with purple and black mourning ribbon.
- When faded, worn or torn, the flag should be disposed of reverently in a fire. It may be placed on a fire folded in the customary triangular pattern with the blue field on top, or it may be cut into pieces and placed on the fire, being careful to observe local fire codes. The ashes should then be buried. If you need to dispose of an old flag, a local Scouting organization or VFW post may be willing to help.
- Do not use the flag for promotional or advertising purposes.
- Do not print the flag on disposable items, such as paper napkins, boxes or paper plates.
- When reproducing the national flag on jewelry, patches or other items, the blue field should be shown on the top and to the observer's left when facing the flag.

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