About the Service Flag

The Service flag is an official banner authorized by the Department of Defense for display by families whose members are serving in the Armed Forces of the United States. The Service flag, also called the Blue Star Flag, was designed and patented by WWI Army Captain Robert L. Queisser of the 369th Infantry, 93rd Division. The design included a blue star on a white field, with a gold star if a service member had died. This practice of displaying a blue star to indicate a family member in the armed forces and a gold star to indicate a family member who has died continues to this day. The Blue Star Mothers was founded as a Veteran Service Organization and was part of a movement to provide care packages to servicemen and women, as well as to assist families who encountered hardships as a result of their son or husband serving in the war.

During WWII the practice of displaying the Service flag became much more widespread. Most flags were hand made by mothers across the nation. One of the most famous flags was that of the five Sullivan brothers who all perished on the U.S.S. Juneau.

In 1960 Congress chartered the Blue Star Mothers of America as a Veterans Service Organization and in 1966, the Department of Defense revised the specifications for design, manufacture and display of the Service flag. The Department of Defense specifies that family members authorized to display the flag include the wife, husband, mother, and father of a service member in active duty and the mother or father of a deceased service member. The Service flag should be displayed in a window of the residence of persons authorized. The Service flag may also be displayed by an organization to honor the members of that organization serving during a period of war or hostilities. The Service Flag is an indoor flag and should be flown facing out from the front window of the home or organization. If the U.S. flag is also displayed with the Service flag, the U.S. flag should be of equal or greater proportions and should take the place of honor above the Service flag. Each blue star on the flag represents a service member in active duty. A gold star is displayed if a service member has died. Display of a Service Star Banner is done during times of war. Once again families are displaying banners at home. Blue Star Flags may be purchased through the internet, at stores, or made by hand.
If you would like to print a flag please use this link: HERE

Flags may be purchased on the internet at ServiceFlags.com