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**Collection/Office of Origin:** Speechwriting, White House Office of  
**Series:** Speech File Backup Files  
**Subseries:** Chron File, 1989-1993

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**OA/ID Number:** 13694  
**Folder ID Number:** 13694-004

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**Folder Title:**  
Texas Vietnam Veterans Memorial 11/11/89 [OA 6344] [3]

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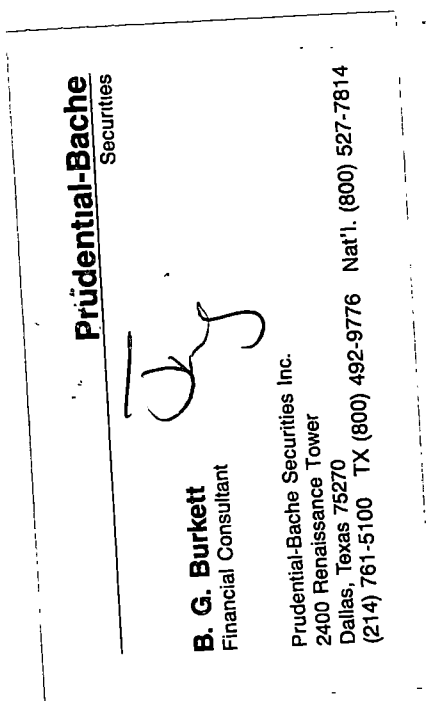
# TEXAS VIETNAM VETERANS MEMORIAL DEDICATION CEREMONY

## Meeting Agenda

October 25, 1989

8:30	Introduction	Jug Burkett/Russ Bolling
8:40	Ceremony Site/Program Review	Russ Bolling
9:00	General Discussion	
9:30	Tour Ceremony Site	Jug Burkett
10:00	General Discussion	
11:00	Adjournment	

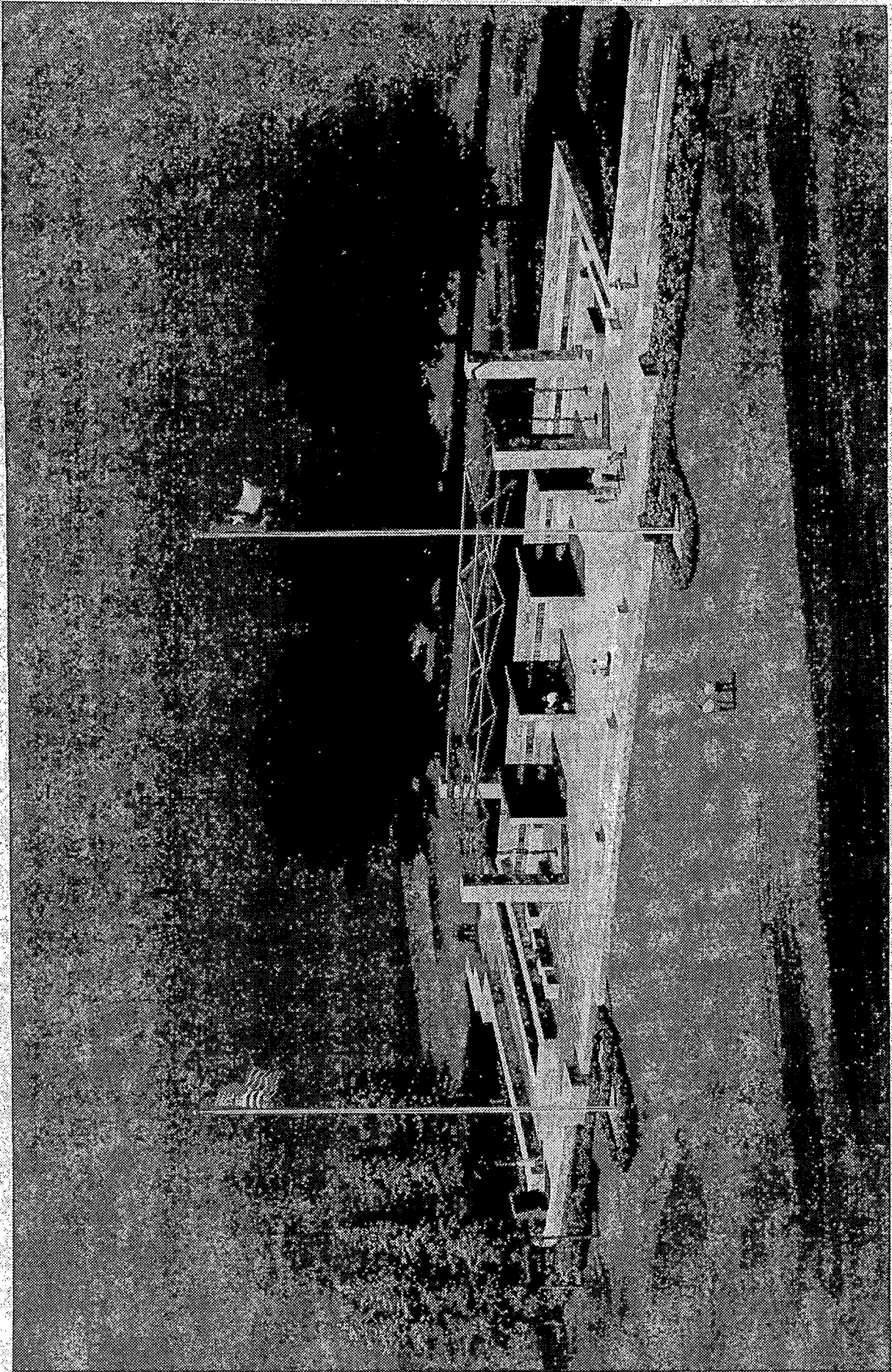
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# TEXAS VIETNAM VETERANS MEMORIAL DEDICATION CEREMONY

## General Information

- \* Memorial Photocopy
- \* Memorial Description
- \* Fair Park/Ceremony Site Schematic
- \* Ceremony Program
- \* Fund and Ceremony Committees
- \* Key Personnel (Board of Directors and Ceremony Committee)



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THE TEXAS VIETNAM VETERANS MEMORIAL

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VIETNAM  
VETERANS  
MEMORIAL  
FUND OF TEXAS

The Texas Vietnam Veterans Memorial is a living Memorial designed to remember those Texas Veterans who were Killed or are Missing in Action, as well as honor those who returned to live and work in our communities. The Memorial is dedicated to those Texans who fought in all of America's wars.

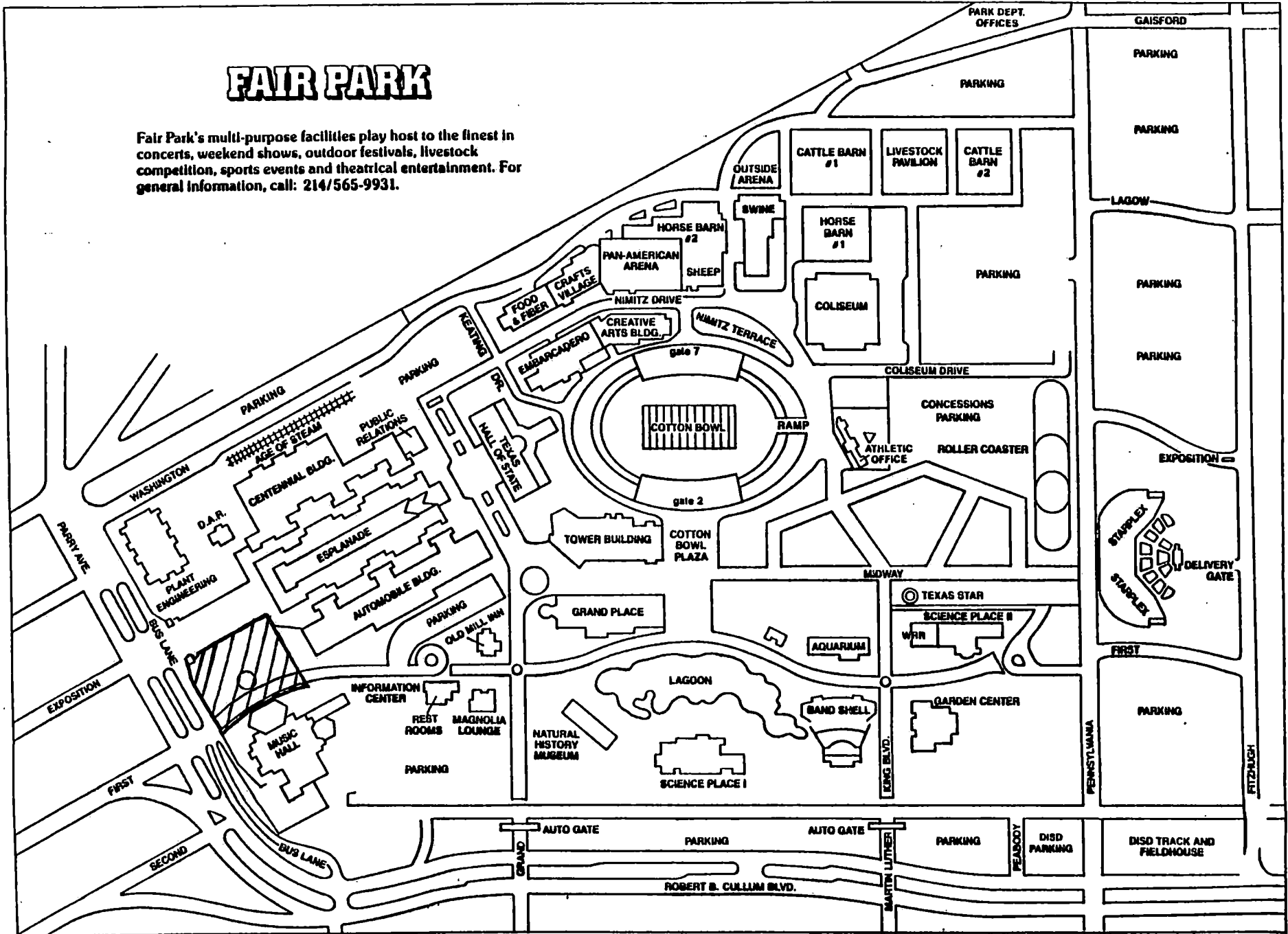
The statewide Memorial is located on the Texas State Fair Grounds in Dallas. The State Fair Ground is the selected site because it is the most visited tourist attraction in the state and provides optimum opportunity for Texans to visit this historical Memorial.

The Memorial encompasses an area of approximately 8,000 square feet and is surrounded by 80,000 square feet (approximately 2 acres) of landscaped area. On four granite tablets, the Memorial permanently enshrines the names of the 3,271 Texans who were Killed in Action. Among the names are recipients of 9 Medals of Honor, 15 Distinguished Service Crosses, 12 Navy Crosses, 4 Air Force Crosses, and hundreds of Silver Stars and Bronze Stars. The tablets, constructed of natural Texas granite, are accompanied by a large circular fountain, as well as a cascading waterfall. An eternal flame is to stand vigil over a single tablet containing the names of the 156 Texans who remain Missing in Action. The Memorial has been deliberately designed with the large surrounding landscaped area to serve as a natural place to hold services on Veterans Day, Memorial Day and other appropriate times. Veterans Memorial Park serves all citizens of Texas by providing a place to visit, learn, and reflect upon this turbulent period in our history. Primarily, however, it serves as a tribute to the spirit and the memory of the American Soldier.

The Memorial was designed by Richard Martratt and Gary Garmon of Martratt/Garmon architects (a Dallas based architectural firm). Mr. Martratt is a Vietnam veteran who served in the U.S. Marine Corp. The construction was accomplished by Robert S. Williams Construction Company. Mr. Williams is an Air Force veteran of the Vietnam War.

# FAIR PARK

Fair Park's multi-purpose facilities play host to the finest in concerts, weekend shows, outdoor festivals, livestock competition, sports events and theatrical entertainment. For general information, call: 214/565-9931.



## CEREMONY PROGRAM

10:15 a.m.	Music by Army Band	
10:30 a.m.	Opening of Ceremony	
	Posting of Colors	
	National Anthem	
	Remarks by Co-Chairmen of the Vietnam Veterans Memorial Fund of Texas	Mr. Arthur L. Ruff Mr. B.G. Burkett
	Remarks by the Governor of the State of Texas	
	Introduction of the President of the United States	Governor William C. Clements
	Remarks by the President of the United States	
	Dedication of the Texas Vietnam Veterans Memorial	Chaplain (Col.) Donald K. Adickes
	Marine Rifle Salute	
	Echo Taps	
	Joint Military Flyover	
	Conclusion of Ceremony	

**VIETNAM VETERANS MEMORIAL FUND OF TEXAS**

**Board of Directors**

The Honorable George Bush  
President of the United States  
Honorary Chairman

B. G. Burkett  
Cochairman

Arthur L. Ruff  
Cochairman

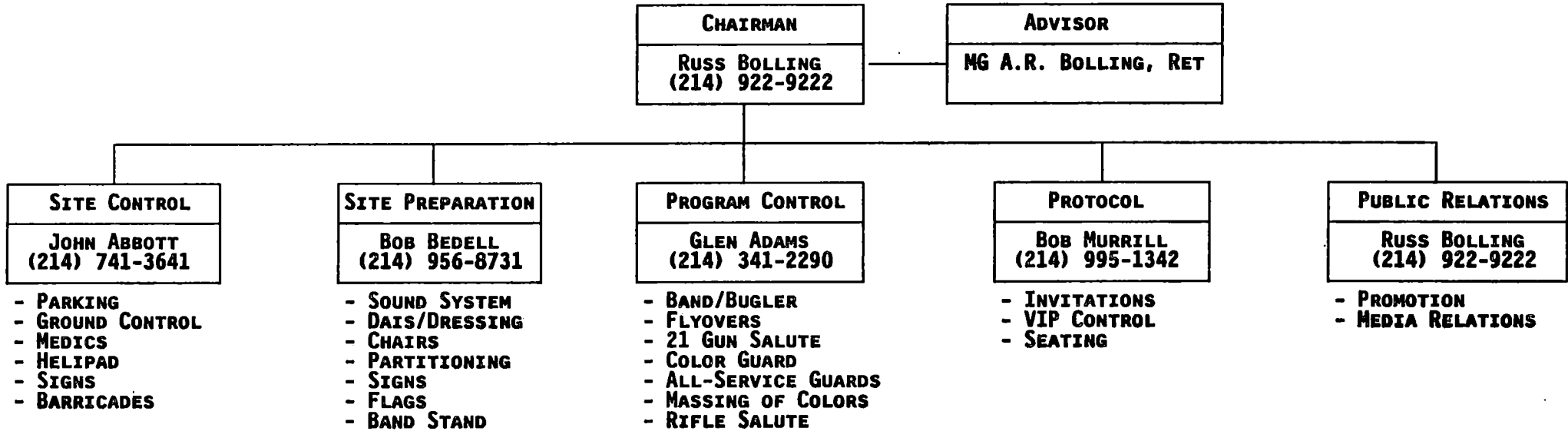
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President

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Robert D. Allen  
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Tom Hartin  
Phil Hontz  
Richard Jenkins  
The Honorable Sam Johnson  
Richard Knight, Jr.  
G. S. Page  
David C. Petruska  
Neal Pointer  
Maj. Gen. Hugh G. Robinson (Ret.)  
Ralph C. Skelton  
Charles D. Stackhouse

**VIETNAM VETERANS MEMORIAL OF TEXAS**

**DEDICATION CEREMONY COMMITTEE**



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136D2

**TEXAS VIETNAM VETERAN MEMORIAL**  
**DEDICATION CEREMONY**

**KEY PERSONNEL**

**TELEPHONE**

	<b><u>WORK</u></b>	<b><u>HOME</u></b>
Bud Bolling, Advisor		(214) 239-7353
Russ Bolling, Chairman	(214) 922-9222	(214) 238-9442
John Abbott, Director	(214) 741-3641	
Bob Bedell, Director	(214) 956-8731	
Glen Adams, Director		(214) 341-2290
Bob Murrill, Director	(214) 995-1342	(214) 661-5093
Tom Hartin	(214) 360-0200	
Brad and Nancy Bradfield	(817) 381-2254	(817) 497-3025
Neal Pointer	(214) 969-5959	
A. J. Magliolo	(214) 352-0608	
Elaine Drewry	(214) 462-0215	(214) 462-0215
Kent Farquhar	(214) 401-0900	
Stoney Green	(214) 819-7527	(214) 943-1917
Shirley Curda	(214) 951-5273	(214) 285-0961
Tom Tully	(214) 341-5172	
George Leake	(214) 931-2500	(214) 492-7216



DALLAS TX 75250-9990

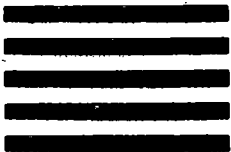
PO BOX 50366

VIETNAM VETERANS MEMORIAL FUND OF TEXAS

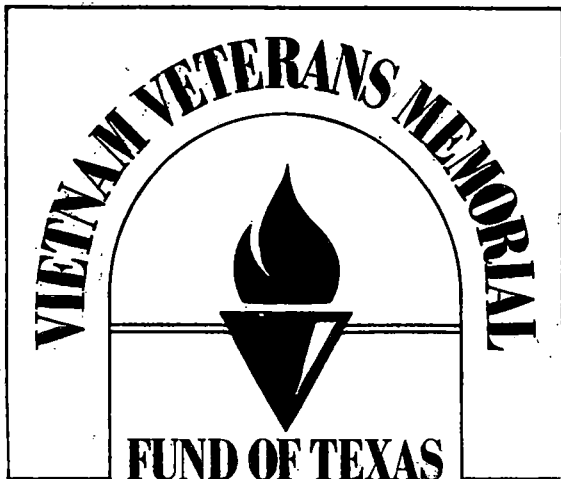
POSTAGE WILL BE PAID BY ADDRESSEE

FIRST CLASS PERMIT NO. 2195, DALLAS, TEXAS

**BUSINESS REPLY MAIL**



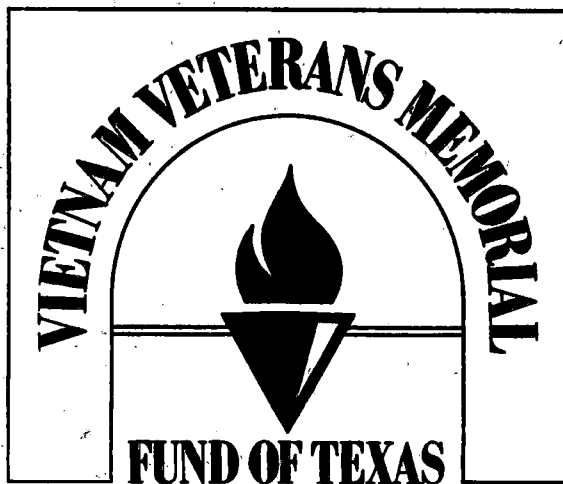
NO POSTAGE  
NECESSARY  
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IN THE  
UNITED STATES



## VIETNAM VETERANS MEMORIAL FUND

Texas lost 3,405 men in Vietnam, more than 5% of our Nation's total loss. Remember them, their courage, their willingness to lay their lives on the line for their comrades, their families and friends-for all of us.

Support the construction of a statewide memorial at State Fair Ground Park in Honor of our fallen Texas heroes.



**SUPPORT THE  
TEXAS VIETNAM  
VETERANS MEMORIAL FUND**

The Memorial will help heal  
the spirit of us all.

...take one moment to embrace  
those gentle heroes  
you left behind...

To insure the lasting memory of our  
fellow Texans and in honor of all those  
who served in the Vietnam War, and  
their families: enclosed is my tax  
deductible donation:

- \$20     \$35     \$50     \$100  
 \$500     \$1,000     Other \$ \_\_\_\_

PLEASE PRINT

Name

Address

City

State & Zip

Telephone (    )

(214) 741-9992

1-800-626-8877

"Texas Courage Did Not  
Die at the Alamo."

Posthumously awarded to  
Texans during the Vietnam War

- 9 Medal of Honor
- 15 Distinguished Service Cross
- 12 Navy Cross
- 4 Air Force Cross

Make check payable to the Texas  
Vietnam Veterans Memorial Fund

**TRANSFER SHEET**  
**BUSH PRESIDENTIAL MATERIALS PROJECT**

COLLECTION Bush Presidential Records--  
Office of Speechwriting--  
Speech File - Backup

ACC.NO: 93-01

The following material was withdrawn from this segment of the collection and transferred to the   X   AUDIOVISUAL COLLECTION  
           BOOK COLLECTION            MUSEUM COLLECTION

OTHER (SPECIFY: \_\_\_\_\_)

DESCRIPTION: one reproduction of artist rendering of Texas Vietnam Veterans Memorial

SERIES Office of Speechwriting-- Speech File - Backup	BOX NO. 40
FILE FOLDER TITLE: Texas Vietnam Veterans Memorial [3] 11/11/89 [OA 6344]	
TRANSFERRED BY: JGP	DATE OF TRANSFER: 7/19/96
RECEIVED BY: <i>Mary Lynch</i>	DATE RECEIVED 7/19/96



VIETNAM VETERANS MEMORIAL DEDICATION RECEPTION

WHEN: Saturday, November 11  
Immediately following Dedication Ceremony (Approx. 11a.m.)

WHERE: Crystal Terrace Room, Music Hall

WHO: Major donors to Vietnam Veterans Memorial Fund of Texas,  
very distinguished and influential Texans.

WHY: A special expression of thanks and acknowledgement to  
distinguished guests and major supporters

RECEPTION CONTACTS:

B.G. Burkett (214) 761-5391 (214) 741-9992

Judith Houghton (214) 369-6745



TEXAS CASUALTY STATISTICS  
VIETNAM WAR

Army	2,231	65.11%
Marines	877	25.59%
Air Force	171	4.99%
Navy	146	4.26%
Coast Guard	2	.05%
	<hr style="width: 20%; margin-left: auto; margin-right: auto;"/> 3,427	

Killed in Action	3,271
Missing in Action	156

*Officers & W.O.	497	14.50%
Enlisted Men	2,930	85.50%

Posthumously Awarded Medal of Honor	9
Posthumously Awarded Navy Cross	12 (Navy-3, Marines-9)
Posthumously Awarded Air Force Cross	4
Posthumously Awarded Dist. Service Cross	10+ (Being researched)

Whites	2,222
Hispanics	774
Blacks	425
American Indians	6

(\* - Includes a Major General)

VIETNAM VETERANS MEMORIAL FUND OF TEXAS

BOARD MEMBERS

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THE HONORABLE GEORGE BUSH  
PRESIDENT OF THE UNITED STATES



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MEMORIAL  
FUND OF TEXAS

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P.O. Drawer DFW  
D/FW Airport, Texas 75261

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Central Regional Director &  
Executive Vice President  
Cushman Wakefield, Inc.  
Three Lincoln Centre  
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Dallas, Texas 75240

Bob Boudreaux  
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3310 Bissonnet  
Houston, Texas 77005

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The American Legion  
P.O. Box 1256  
Brenham, Texas 77833

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Fort Worth, Texas 76102

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Dallas, Texas 75201

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Vice President  
Woodbine Development Corp.  
3200 Interfirst One  
Dallas, Texas 75202

Logan D. Fitch  
10731 Sandpiper  
Houston, Texas 77096

Juan Garza  
P.O. Box 28502  
University Park Station  
San Antonio, Texas 78228

Phil Hontz  
National Director  
Vietnam Veterans of America  
P.O. Box 741845  
Dallas, Texas 75374

The Honorable Sam Johnson  
Representative,  
State of Texas  
P.O. Box 1984  
Plano, Texas 75074

David C. Petruska  
Attorney at Law  
Fullbright & Jaworski  
2200 Ross Avenue, Ste 2800  
Dallas, Texas 75201

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President  
Jones, Pointer, Winn, Inc.  
3232 McKinney Avenue  
Dallas, Texas 75204

Charles Stackhouse  
Commander, USN Retired  
15202 Kornblum Avenue  
Lawndale, CA 90260

Steve Dale  
Vice President/Shareholder  
Sykes, Dale, & Company, P.C.  
11910 Greenville Avenue  
Suite 210, Lock Box 33  
Dallas, Texas 75243

Glenn M. Gardner  
State Adjutant/Quartermaster  
Veterans of Foreign Wars  
Department of Texas  
P.O. Box 15096  
Austin, Texas 78761

Tom Hartin  
Tom Hartin Real Estate  
P.O. Box 965  
Addison, Texas 75001

Richard Jenkins  
Audit Partner  
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777 East Campbell, Ste 600  
Richardson, Texas 75081

Richard Knight  
City Manager  
City of Dallas  
1500 Marilla, Rm 4ENorth  
Dallas, Texas 75201

G.S. Page  
President, G.S. Page & Co.  
5956 Sherry Lane, Ste 1601  
Dallas, Texas 75225

Ralph Skelton  
President  
Handicapped Consultants of  
America, Inc.  
205 Anthony  
Muskogee, OK 74401



THE VICE PRESIDENT  
WASHINGTON

July 10, 1985

Mr. Neal Pointer  
President  
Vietnam Veterans Memorial Fund of Texas  
Post Office Box 50366  
2624 One Main Place  
Dallas, Texas 75250

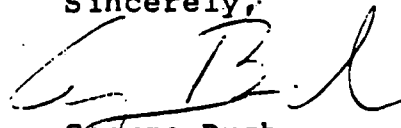
Dear Mr. Pointer:

I am delighted to accept the position of Honorary Chairman of the Texas Statewide Advisory Committee for the Vietnam Veterans Memorial Fund of Texas. As a fellow Texan, I enthusiastically endorse this project and am proud to have my name associated with the effort to construct the Memorial.

The State Memorial will serve as evidence that Texans do not forget those who put their lives on the line in the service of their country. I call on all Texans to actively support the Vietnam Veterans Memorial Fund of Texas.

With best wishes,

Sincerely,



George Bush



OFFICE OF THE GOVERNOR  
STATE CAPITOL  
AUSTIN, TEXAS 78711

MARK WHITE  
GOVERNOR

June 18, 1985

Dear Mr. Pointer:

I want to take this opportunity to commend your organization and its goal to promote the construction of a Texas Vietnam Veterans Memorial to be located in Fair Park in Dallas. It is fitting that our State should honor with a living memorial those Texas veterans who were killed in action or are listed as missing in action, as well as those veterans who have returned to live and work in our communities. I will look forward to visiting the four granite tablets listing Texans killed in action, the tablet listing Texans missing in action and guarded by an eternal flame, and the two shaded seating areas, all of which will comprise the proposed memorial.

I wish you every success in building this tribute to those who unselfishly gave their service to our country.

Sincerely,

A handwritten signature in black ink, appearing to read "Mark White", written in a cursive style.

Mark White  
Governor of Texas

Mr. Neal Pointer  
President  
Vietnam Veterans Memorial Fund  
of Texas  
P. O. Box 50366  
2624 One Main Place  
Dallas, Texas 75250

MW:mh

## R E S O L U T I O N

WHEREAS, Ten years ago, the last United States helicopter flew out of Saigon, ending active American involvement in the Vietnam War, bringing to a close a turbulent period that saw 58,022 American soldiers killed in action, and leaving 2,477 soldiers who are still listed as missing in action; and

WHEREAS, Of the 3.3 million United States armed forces personnel who served in Vietnam, 15 percent were from Texas; 3,243 Texans were killed in action and 162 Texans remain missing; and

WHEREAS, The Texas Vietnam Veterans Memorial, to be located in Fair Park in Dallas, will be dedicated on Memorial Day 1986 as a tribute to these Texas soldiers who were killed in action or are missing and to honor those who returned to live and work in Texas communities; and

WHEREAS, The memorial will include four granite tablets displaying the names of the Texans killed in action, an eternal flame standing guard over one tablet listing the names of those still considered missing in action, and two seating areas for reflection and meditation; and

WHEREAS, The men who fought in Vietnam faced tragedies and hardships that other Americans can never fully understand, and we owe them special tribute for their extraordinary sacrifices and for their efforts on behalf of this country; now, therefore, be it

RESOLVED, That the House of Representatives of the 69th Legislature of the State of Texas hereby endorse the construction of the Texas Vietnam Veterans Memorial and call on all Texans to actively support the Vietnam Veterans Memorial Fund of Texas; and, be it further

RESOLVED, That an official copy of this resolution be prepared for Neal Pointer, president of the Vietnam Veterans Memorial Fund of Texas, as an expression of the sentiment of the members of the Texas House of Representatives.

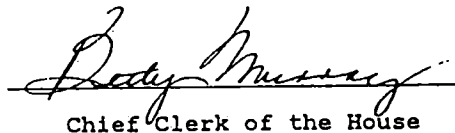
Bush

H.R. No. 422



Speaker of the House

I certify that H.R. No. 422 was adopted by the House on May 27, 1985, by a non-record vote.

Chief Clerk of the House



**“It was our war, whether we liked the damn thing or not; it was still our war.”**

John Stemmons on the Vietnam War

“All of us have an obligation that we should take on – and take on seriously. We need to show our respect to the nearly half million Texas veterans who served in Vietnam. That’s why I support the Vietnam Veterans Memorial Fund of Texas.”

People like John Stemmons have changed Dallas and made it the dynamic city it is today. He is continuing to make a difference with his support of the Vietnam Veterans Memorial Fund. You, too, can make a difference. With your help, the \$2.5 million needed for the construction and maintenance of a statewide memorial located on the Texas State Fair Grounds in Dallas can be realized.

“We’ve been negligent in not doing something like this before. We owe it to these men to go ahead and get this job done.”

**Support the Vietnam Veterans Memorial Fund of Texas today.  
To pledge your contribution call 1-800-626-8877 (toll free) or 741-9992 (in Dallas).**



VIETNAM  
VETERANS  
MEMORIAL  
FUND OF TEXAS



## **“It’s too late for many, but it’s not too late to recognize the men who served.”**

John Albers, president, Dr Pepper Company

“I think this country is tragically late in recognizing the contributions made by the men who served in the Vietnam War. They should no longer be the forgotten men. That’s why I support the Vietnam Veterans Memorial Fund of Texas.”

People like John Albers, president of Dr Pepper Company, knows the importance of building a Texas memorial. A Korean War veteran, Albers shares a great deal of empathy for the more than 450,000 Texans who faced a life or death challenge serving in Vietnam.

You, too, can be a part of the continuous effort to build a statewide memorial honoring these brave men. With your support, the \$2.5 million needed for the construction and maintenance of the memorial located on the Texas State Fair Grounds in Dallas can be realized.

“There is a tremendous amount of feeling for the Vietnam veterans and for what they represented during one of the most tumultuous times in the history of our nation. As a business leader and major company in Dallas, not only do we have a commitment to support the Vietnam Veterans Memorial Fund—we have a responsibility.”

**Support the Vietnam Veterans Memorial Fund of Texas by sending your tax-deductible contribution today.**



Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Send check or money order to:

Vietnam Veterans Memorial Fund of Texas  
P.O. Box 50366  
Dallas, Texas 75250



**“We should remember, applaud and honor the men who served our country.”**

Trammell Crow on the Vietnam War

“The heroes of Vietnam were as significant or even more significant than the heroes of past victories. We shouldn’t forget these brave men.”

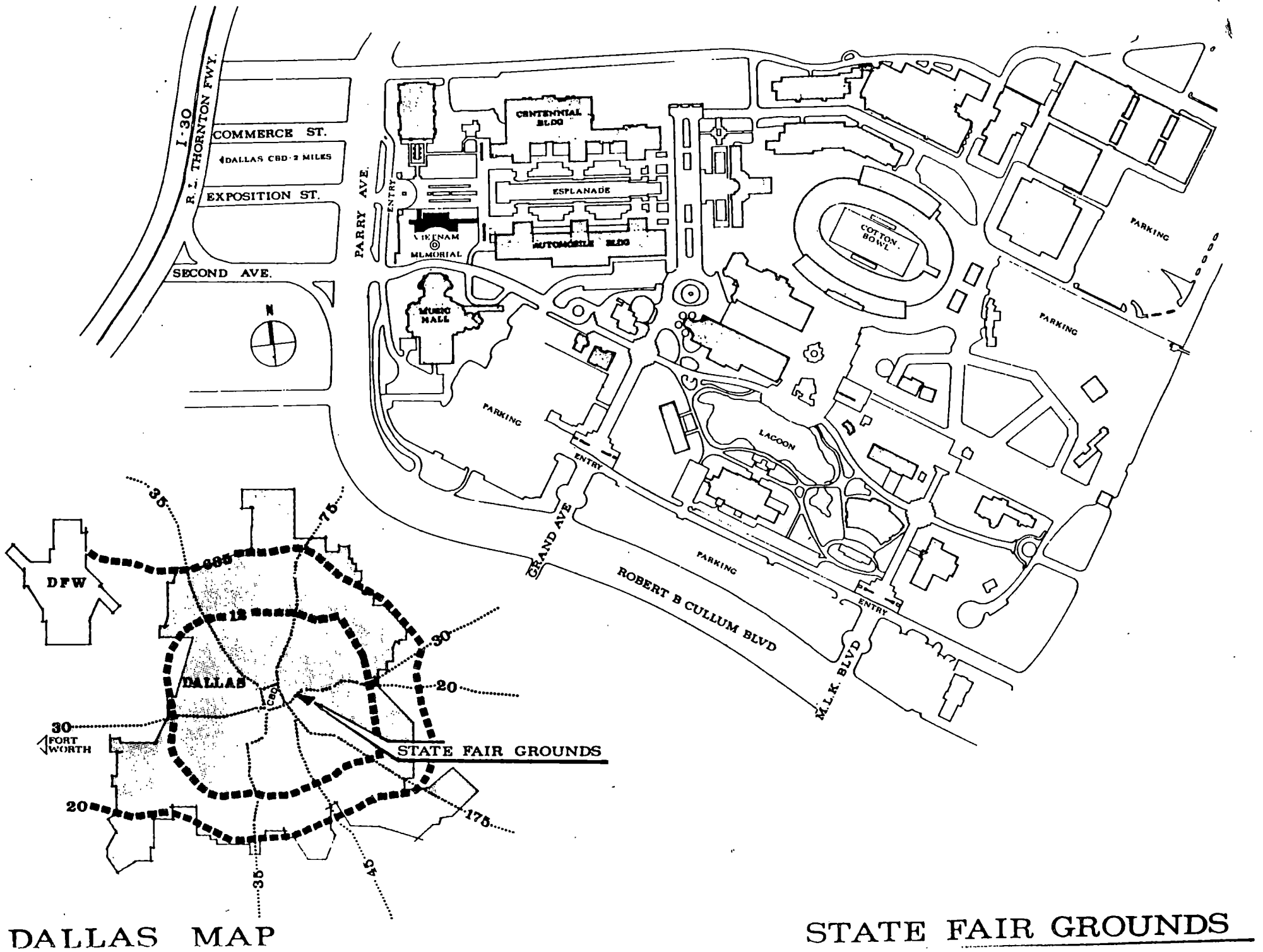
People like Trammell Crow, whose ingenuity and foresight have shaped Dallas into the sophisticated and cultural city it is today, know how to make a difference. He is continuing to make a difference with his support of the Vietnam Veterans Memorial Fund of Texas’ efforts to raise \$2.5 million for a statewide memorial. You, too, can make a difference. With your contribution, you can help build a statewide memorial located on the Texas State Fair Grounds in Dallas.

“The public harbors deep and enduring feelings about Vietnam. This memorial will be a focal point and a tribute to the men who served and the men who died in securing our country...and to the things for which our country stands.”

**Support the Vietnam Veterans Memorial Fund of Texas today. To pledge your tax-deductible contribution call 1-800-626-8877 (toll free) or 741-9992 (in Dallas).**



VIETNAM  
VETERANS  
MEMORIAL  
FUND OF TEXAS



# Public has maligned Vietnam veterans

**Jim Wright**

Dallas  
Morning News



—DALLAS.

"When I think of a Vietnam veteran," the lady said, "I think of a man about to explode."

So, unfortunately, do a lot of Americans.

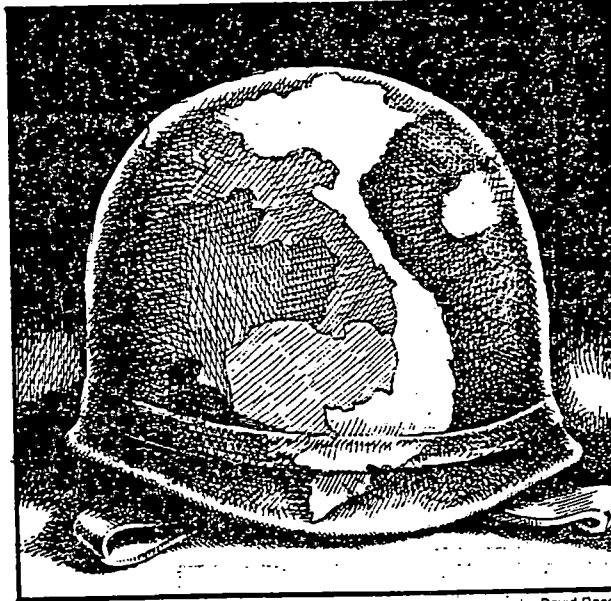
Sure, we say, we know all about Vietnam. It was a war, people will tell you, in which a small number of Americans, nearly all of them poor, black or both, were drafted and forced to go fight. Now, so the line goes, those who survived are wandering, lost and alienated from society, bitter and unemployed, human time bombs who cannot adjust to civilian life; dropouts prone to sudden violence, crime, drug addiction and other sociopathic behavior.

What's wrong with that picture? Just about everything.

The idea that every Vietnam veteran is either a psychotic junkie or a Rambo may make for an exciting screenplay. But it just doesn't fit the facts. Vietnam veteran and Dallas stockbroker B. G. Burkett gathered data on the Americans who went to Vietnam. He is working as a volunteer for the Vietnam Veterans Memorial Fund of Texas, the nonprofit organization that is raising funds for a memorial in Dallas' Fair Park to the 3,244 Texans who died in Vietnam. Gathering information on the Vietnam veteran today was not an easy task, because apparently no one has yet done a comprehensive study of the men and women who served there.

Burkett gathered material from government agencies, from histories (unit and general), from the media and from other sources. What he found may surprise you.

For instance, Defense Depart-



—Illustration by David Rose

ment records show that 75 per cent of those who served in Vietnam either enlisted or specifically volunteered for Vietnam. Of the 8,744,000 men who served in the armed forces during the war, 3,300,000 served in Vietnam. And 10,000 women served there.

Of the casualties in the war, Burkett found that military records show that 86.1 per cent were Caucasian, 12.5 per cent were black and 1.4 per cent were members of other minorities, about the same proportions found in the draft age male population of the time. By rank, 13.5 per cent were officers or warrant officers — these ranks were 12 per cent of the total troop strength in Vietnam. Twelve generals died there.

The troops in Vietnam combat not only were more likely to be volunteers than the troops of World War II, they also were younger — average age was 19 in Vietnam, compared with 26 in World War II.

There are 8.3 million Vietnam-

era veterans in American society today, a number approaching the 10.5 million who served in World War II. According to the Harris poll, 90 per cent of the Vietnam vets have stated they are "glad they served their country."

### Now are solid citizens

As for the delusion that the typical Vietnam vet today is a kill-crazed young loner, in real life those 19- and 20-year-old riflemen and 22-year-old platoon leaders of the 1960s are beginning to hit 40 and they are at least as solid a group of citizens as those they left behind two decades ago. A Washington Post-ABC poll showed that those who served during Vietnam are more likely than their contemporaries who didn't serve to have a college education, to own a home, to earn over \$30,000 a year.

They also are more likely to be employed. Note that in 1981, when the Labor Department's jobless rate for the total work force was

7.6 per cent, the rate for Vietnam veterans was under 5 per cent.

On the other hand, Burkett cites Justice Department figures indicating that Vietnam vets are less likely to have served in prison or have a drug habit than non-veterans of their age.

All in all, the Vietnam veterans prove the old, tragic truth that societies send their best to war. And they also prove the old, happy truth that most who go off to war come back and quickly return to the peacetime business of building good lives. But unlike the veterans of past wars, they have received precious little credit for either their wartime service or their success in resuming their peacetime careers.

### Inaccurate picture

Even if Vietnam vets are not corrosively bitter about this country's lack of support for the war it sent them to fight back then, they have a gripe about the totally inaccurate picture of themselves that is projected by this society today.

Burkett points out that in the mass homicides in Edmond, Okla., some media agencies quickly identified the killer — wrongly, it turned out — as a veteran of Vietnam combat, while they ignored the fact that two of the innocent victims were Vietnam veterans, one of them decorated.

Most Vietnam veterans don't talk a lot about their service, and no wonder. As they say, if you get promoted to vice president of your company or win an attendance award at Sunday school or save somebody from drowning, you are described as a good family man or a philanthropist or a graduate of Texas Christian University. It's only the guy who lobs a hand grenade into a convenience store or pushes his wife into a furnace who is described by the media and the public as a Vietnam veteran.

It is a valid grievance. So, if you are one of those who think of the typical Vietnam veteran as a man who is about to explode, ponder the facts and think again.

# Vietnam vets aren't Rambos set to explode

"When I think of a Vietnam veteran," the lady said, "I think of a man about to explode." So, unfortunately, do a lot of Americans.

Sure, we say, Vietnam was a war in which a small number of Americans, nearly all of them poor, black or both, were drafted and forced to go fight. Now, so the line goes, those who survived are wandering, lost and alienated from society, bitter and unemployed, human time bombs who cannot adjust to civilian life; dropouts prone to sudden violence, crime, drug addiction and other sociopathic behavior.

What's wrong with that picture? Just about everything.

Vietnam veteran and Dallas stockbroker B. G. Burkett gathered data on the Americans who went to Vietnam. What he found may surprise you.

For instance, Defense Department records show that 75 percent of those who served in Vietnam either enlisted or specifically volunteered for Vietnam. Of the 8,744,000 men

## JIM WRIGHT

who served in the armed forces during the war, 3,300,000 served in Vietnam. And 10,000 women served there.

Burkett found that military records show that 86.1 percent of the casualties were Caucasian, 12.5 percent were black and 1.4 percent were members of other minorities, about the same proportions found in the draft-age male population of the time. By rank, 13.5 percent were officers or warrant officers — these ranks were 12 percent of the total troop strength in Vietnam. Twelve generals died there.

There are 8.3 million Vietnam-era veterans in U.S. society today, a number approaching the 10.5 million who served in World War II. According to the Harris poll, 90 percent of the Vietnam vets have stated they are "glad they served their country."

As for the delusion that the typical Vietnam vet today is a kill-crazed young loner, a Washington Post/ABC poll showed that those

who served during Vietnam are more likely than their contemporaries who didn't serve to have a college education, to own a home, to earn over \$30,000 a year. They also are more likely to be employed.

On the other hand, Burkett cites Justice Department figures indicating that Vietnam vets are less likely to have served in prison or have a drug habit than non-veterans of their age.

All in all, the Vietnam veterans prove the old, tragic truth that societies send their best to war. And they also prove the old, happy truth that most who go off to war come back and quickly return to the peacetime business of building good lives. But unlike the veterans of past wars, they have received precious little credit for either their wartime service or success in their peacetime careers.

So, if you are one of those who think of the typical Vietnam veteran as a man who is about to explode, think again.

Wright is senior columnist of the Dallas Morning News.

# Think Again On the Vietnam Veteran

BY JIM WRIGHT

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"When I think of a Vietnam veteran," the lady said, "I think of a man about to explode."

So, unfortunately, do a lot of Americans.

Sure, we say, we know all about Vietnam. It was a war, people will tell you, in which a small number of Americans, nearly all of them poor, black or both, were drafted and forced to go fight. Now, so the line goes, those who survived are wandering lost and alienated from society, bitter and unemployed, human time bombs who cannot adjust to civilian life; dropouts prone to sudden violence, crime, drug addiction and other sociopathic behavior.

What's wrong with that picture? Just about everything.

The idea that every Vietnam veteran is either a psychotic junkie or a Rambo may make for an exciting screenplay. But it just doesn't fit the facts. Vietnam veteran and Dallas stockbroker B.G. Burkett gathered data on the Americans who went to Vietnam. He is working as a volunteer for the Vietnam Veterans Memorial Fund of Texas, the nonprofit organization that is raising funds for a memorial in Dallas' Fair Park to the 3,244 Texans who died in Vietnam. Gathering information on the Vietnam veteran today was not an easy task, because apparently no one has yet done a comprehensive study of the men and women who served there.

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For instance, Defense Department records show that 75 percent of those who served in Vietnam either enlisted or specifically volunteered for Vietnam. Of the 8,744,000 men who served in the armed forces during the war, 3,300,000 served in Vietnam. And 10,000 women served there.

Of the casualties in the war, Burkett found that military records show that 86.1 percent were Caucasian, 12.5 percent were black, and 1.4 percent were members of other minorities, about the same proportions found in the draft age male population of the time. By rank, 13.5 percent were officers or warrant officers—these ranks were 12 percent of the total troop strength in Vietnam. Twelve generals died there.

As for the delusion that the typical Vietnam vet today is a kill-crazed young loner, in real life those 19- and 20-year-old riflemen and 22-year-old platoon leaders of the 1960s are beginning to hit 40, and they are at least as solid a group of citizens as those they left behind two decades ago. A

Page 6

"All in all, the Vietnam veterans prove the old, tragic truth that societies send their best to war."

Washington Post-ABC poll showed that those who served during Vietnam are more likely than their contemporaries who didn't serve to have a college education, to own a home, to earn over \$30,000 a year.

They are also more likely to be employed. Note that in 1981, when the Labor Department's jobless rate for the total U.S. workforce was 7.6 percent, the rate for Vietnam veterans was under 5 percent. [Although this does not hold true for service-connected disabled Vietnam vets, who have a higher than average unemployment rate.—The editors]

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Even if Vietnam vets are not corrosively bitter about this country's lack of support for the war it sent them to fight back then, they have a gripe about the totally inaccurate picture of themselves that is projected by this society today.

Burkett points out that in the mass murders in Edmond, Okla., some media agencies quickly identified the killer—wrongly, it turned out—as a veteran of Vietnam combat, while they ignored the fact that two of the innocent victims were Vietnam veterans, one of them decorated.

Most Vietnam veterans don't talk a lot about their service, and no wonder. As they say, if you get promoted to vice president of your company or win an attendance award at Sunday school or save somebody from drowning, you are described as a good family man or a philanthropist or a graduate of Texas Christian University.

It's only the guy who lobs a hand grenade into a convenience store or pushes his wife into a furnace who is described by the media and the public as a Vietnam veteran.

It is a valid grievance. So, if you are one of those who think of the typical Vietnam veteran as a man who is about to explode, ponder the facts and think again.

## *Site Selected for New VA Hospital in Florida; Palm Beach Gets New Hospital, Nursing Home*

"Long overdue," that's the response of many Florida veterans, who recently learned of plans to construct a VA hospital in Palm Beach.

The announcement, made last month by VA Administrator Thomas K. Turnage, gave no date for the hospital's completion. But Turnage did say, depending upon funding availability, land acquisition, design, and construction, the reality may take as long as seven years.

The new medical center will include a 625-bed hospital and a 240-bed nursing home care unit. It will provide acute gener-

al medical, surgical, and psychiatric care to eligible veterans.

According to DAV Assistant National Legislative Director of Medical Affairs Dave Gorman, "the 625-bed facility will provide needed assistance to the health care demands of the rapidly increasing Florida veteran population."

The site selection follows an extensive environmental impact study. The VA still has to work out the purchase price with owners of the property. The total cost of the project is expected to run between \$151 million and \$175 million.

DAV MAGAZINE

STATE OF MINNESOTA  
DEPARTMENT OF VETERANS AFFAIRS  
HEALTH CARE INFORMATION UPDATE

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HEALTH CARE INFORMATION UPDATE/JANUARY 1987  
Terrence A. Logan, Director of Agency Relations  
(612) 296-2764

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HOW ABOUT SOME GOOD NEWS...

It seems like the papers and news reports are filled with stories about "crazed Vietnam veterans" committing every imaginable act of mayhem, including murder. To be truthful, more than one defendant has argued that his experiences in Vietnam are responsible for his acts against society. Or as one woman was heard to remark, "When I think of a Vietnam veteran, I think of a man about to explode." Unfortunately, so do too many other persons.

One man decided to do more than just talk about this perception problem. Dallas stockbroker and Vietnam veteran B.G. Burkett gathered data on Vietnam veterans to learn firsthand the effects that the war in Vietnam played in the post-service lives of these veterans.

What he learned as a result of his quest for knowledge should open more than a few eyes and destroy some stereotypes. Most Vietnam veterans were draftees, right? Not hardly. DOD records show that 8,744,000 men served in Southeast Asia during the Vietnam War, along with about 10,000 women. Of this total, 75 percent enlisted with the intent of going to Vietnam or specifically requested to be sent to where the action was.

Another absolute about Vietnam veterans is that the vast majority were minorities or poor whites. Casualty records show that 86.1 percent of the casualties were Caucasians, 12.5 percent were Blacks and 1.4 percent were members of other ethnic minorities. These figures correspond with the proportions found in the draft-age male population of the times.

How about this one? Most of the casualties were enlisted men. Of course they were, as they comprised the bulk of the troops doing the fighting. BUT -- did you know that 13.5 percent of the casualties were from the officer ranks, which comprised only 12 percent of the total troop strength? Twelve generals died in Vietnam.

How about the well accepted truth that Vietnam veterans are kill crazy loners, drifting around the country, after having turned their backs on their friends and families? A Washington Post/ABC poll showed that Vietnam veterans are more likely than their contemporaries who didn't serve -- to have a college education, to own a home, to earn over \$30,000.00, and are more likely to be employed.

Everyone, just EVERYONE knows that Vietnam veterans are drug fiends who wind up in prison, right? Justice Department figures indicate that those who served in Vietnam are LESS likely to have also served on a stretch in the big house or to have a drug problem than their non-veteran contemporaries.

What does this editorializing prove? Nothing. It does seem to indicate, however, that the old saw about the best and brightest being sent off to fight societies wars rang true in Vietnam. It also seems to prove the happy truth that most who go off to serve in a war, any war, come back and readily adjust to going about leading happy, productive lives. The only readily perceptible truth to come out of this is that most Vietnam veterans came home to precious little thanks for what they had done.

# 'Vietnam veteran' is a label that



**JIM WRIGHT**

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which a small number of Americans — nearly all of them poor, black or both — were drafted and forced to go fight. Now, so the line goes, those who survived are wandering, lost and alienated from society, bitter and unemployed, human time bombs who cannot adjust to civilian life; dropouts prone to sudden violence, crime, drug addiction and other sociopathic behavior.

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tions found in the draft-age male population of the time. By rank, 13.5 percent were officers or warrant officers — these ranks were 12 percent of the total troop strength in Vietnam. Twelve generals died there.

The troops in Vietnam combat not only were more likely to be volunteers than troops of World War II, they were younger — average age was 19, compared to 26.

There are 8.3 million Vietnam-era veterans in U.S. society today, a number approaching the 10.5 million who served in World War II. According to the Harris poll, 90 percent of the Vietnam vets have stated they are "glad they served their country."

As for the delusion that the typical Vietnam vet today is a kill-crazed young loner in real life those 19- and 20-year-old riflemen and 22-year-old platoon leaders of the 1960s are beginning to hit 40 and they are at least as solid a group of citizens as they were 20 years ago. A *Washington Post/ABC* poll showed that those who served during Vietnam are more likely than their contemporaries who didn't serve to have a college education



## WEAT

### DALLAS

■ State Sen. ... the state's cash or coupons, the centive would duction on the tion will be e Leedom says llion that way from watchi Texans to buy sales tax dedu

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# Veterans memorial assisted

## Foundation offers \$250,000 to cause

By James Ragland  
*Staff Writer of The News*

The Meadows Foundation awarded a matching grant of up to \$250,000 Thursday to the Vietnam Veterans Memorial Fund of Texas to support a statewide effort to honor all Texans who served in Vietnam.

The money will help pay for a statewide memorial that will be on the grounds of the State Fair of Texas, in Dallas, said Steve Kemble, a spokesman for the Memorial Fund. The fund is a chartered, non-profit corporation founded to raise \$2.5 million to build and maintain the memorial, he said.

"When that grant is matched, that will be our largest contribution to date," Kemble said. "It's a great boost to the Memorial Fund. It's nice to see one of the largest foundations in the country has gotten behind the cause."

The memorial will pay tribute to the 3,405 Texas veterans who were killed or are missing in action and honor those who returned, Kemble said.

Each dollar the Memorial Fund receives from net proceeds, sales, contributions and pledges between Sept. 25, 1986, and Jan. 1, 1987, will be matched dollar for dollar by the Meadows Foundation. Since the fund drive began in mid-1984, Kemble said, the Memorial Fund has collected \$1.9 million, excluding the grant.

The memorial is an official sesquicentennial project and is scheduled to be dedicated on Memorial Day next year. A groundbreaking ceremony will be held on Veterans Day, Nov. 11.

When completed, the memorial will encompass about 12,000 square feet and will be situated in the middle of a 2-acre landscaped area. The memorial will permanently enshrine four granite tablets — surrounded by two reflecting pools — bearing

## Meadows Foundation assists Vietnam Veterans Memorial

the names of the 3,243 Texans who were killed in action. An eternal flame will stand vigil over one tablet, which will list the names of the 162 Texans who remain missing in action.

To raise money and draw attention to the project, the Memorial Fund is sponsoring two booths during the monthlong run of the current State Fair, Kemble said.

One booth, which will be located at the planned memorial site near the Automobile Building and behind the Music Hall, will display replicas of the granite tablets and an architectural model of the memorial. At the other booth, located in the Embarcadero Building behind the Hall of State, visitors can "sponsor a veteran" for \$5, Kemble said. For each \$5 donation, a gold star will be placed on the tablet of the veteran chosen, he said.

Those wishing to contribute to the Memorial Fund may send tax-deductible contributions to: VVMFT, P.O. Box 50336, Dallas, Texas 75250; or call 1-214-742-9992 or 1-800-626-8877.

# Vietnam memorial gets \$150,000 boost

BY PERRY STEWART  
Fort Worth Star-Telegram

An 18-hour Veterans Day marathon on radio station KSCS-FM has brought in more than \$150,000 in donations and pledges for the Vietnam Veterans Memorial Fund of Texas.

The dollar figure, which continues to be revised upward as late contributions trickle in, is several times higher than expected.

"Initially, we would have been happy with \$25,000," said B.G. Burkett, the Dallas stockbroker who is state treasurer of the campaign. "But this is phenomenal. Assuming the pledges are all good and we can collect them in time, we hope to start construction on Phase One of the memorial before Dec. 31."

The memorial, to be erected near the Music Hall at Fair Park in Dallas, will list the names of 3,427 Texans killed or listed as missing in action during the Vietnam War.

A key participant in Friday's drive was KSCS personality Terry Dorsey, a Vietnam veteran. The disc jockey was either on the air or on the scene of the remote broadcast for most of the 18 hours.

Robert Shiflet, the station's promotions director, said many contributors brought cash or checks to the broadcast site at Fair Park, where five large granite tablets are on display. The tablets, which contain the names of the dead and missing, will be a part of the monument.

"As of now, our total figure is \$150,895," Shiflet said yesterday afternoon. "Of that, about \$30,000 is what people brought in personally."

Burkett, while elated over the results of the drive, clung to a broker's dollars-and-cents view of the situation.

"We still have to mail pledge cards to a lot of these people, and they need to send in the money," he said. "We won't



Terry Dorsey: Disc jockey was involved nearly 18 hours

be able to approach the Dallas City Council and the parks board for permission to build until we have the cash in the bank."

Burkett said that in the three years before the KSCS drive, around \$1 million in cash and pledges had been raised.

"The total amount estimated to complete the memorial was \$1.7 million," he said. "Before the radio station people began their work, we had figured that \$120,000 would be needed before construction could begin on the first phase. That phase, when finished, will be a completed memorial in itself."

The tablets, chiseled from Texas red granite, will be the centerpiece of Phase One, Burkett said. Archways are to be added later, he said.

People can mail donations directly to the Vietnam Veterans Memorial Fund of Texas at Box 50366, Dallas, 75250, or call (800) 626-8877.



# Texas Veterans Voice

Vol. 4, No.1

Texas Veterans Land Board, Garry Mauro, Chairman

Feb-Mar 1989

## Texas Vietnam Veterans Memorial

Fourteen years ago, the last U.S. piloted helicopter left Saigon, marking the end of a decade and a half of American involvement in the Vietnam War. Of the 3.3 million Americans who fought there, 185,000 were from Texas. More than 3,200 of those Texans never came home and 156 are still listed as missing in action.

Construction of a memorial honoring Texas' Vietnam veterans is scheduled to begin soon at the Texas State Fair Grounds in Dallas and organizers hope to dedicate it Memorial Day — May 29.

Built of Texas granite, the 12,000-square-foot Vietnam Veterans Memorial will sit on two landscaped acres.

Four Texas red granite tablets engraved with the names of the 3,271 Texans killed in action have been completed and have been on display at Fair Park in Dallas since October. In addition, a tablet listing the names of the 156 Texans still missing in action is also on display and will be part of the memorial.

A reflecting pool will surround the

memorial, while an eternal flame will burn over the tablet inscribed with the names of those still missing in action.

The Vietnam Veterans Memorial Fund of Texas still needs approximately \$150,000 to start and

"This memorial is for all the Texans who served in Vietnam and I'm very pleased to report that we've received contributions from people across the state and every segment of the Texas population," Burkett said.

complete construction on Phase I of the memorial and to create a maintenance endowment. The entire memorial will cost approximately \$1.8 million to build and maintain, with Phase I costing \$1.2 million.

"We've already raised the majority of the money needed to start and complete Phase I of the memorial," said

B.G. Burkett, state treasurer of the Vietnam Veterans Memorial Fund of Texas. "What we need now are enough donations to put us over the top."

Burkett noted that an estimated 200,000 Vietnam veterans currently live in Texas and that by the year 2000, more Vietnam veterans will live in Texas than in any other state except California.

"This memorial is for all the Texans who served in Vietnam and I'm very pleased to report that we've received contributions from people across the state and every segment of the Texas population," Burkett said.

"The state of the economy has made fund raising difficult," Burkett said. "That's why it is so important for everybody to help out and make a contribution at this crucial point."

Those wishing to make a tax-deductible donation can send their contributions to the Vietnam Veterans Memorial Fund of Texas, P.O. Box 50366, Dallas, Texas 75250. For more information, call toll-free 1-800-626-8877.

Friday, September 2, 1988

The Dallas Morning News



**ROBERT  
MILLER**

**BUSINESS DAY**

*Staff columnist Robert Miller writes about people in the business community for The Dallas Morning News.*

■

B.G. Burkett, state treasurer and board member of the Vietnam Veterans Memorial of Texas, reports Texas Instruments has donated \$5,000 to the memorial, which is slated for Fair Park, and pledges to match dollar for dollar all contributions of \$25 to \$1,000 from any TI employee until Dec. 31.

Burkett voiced the hope that TI's generosity and that shown by General Dynamics of Fort Worth, E-Systems and Electrospace Systems in Dallas will spur corporate giving to the memorial fund, which will underwrite the Vietnam Veterans Memorial at Fair Park in Dallas.

Interested firms may call Burkett at (214) 761-5100.

■

# More tribute for Vietnam vets



Steve Kemble sings the praises of Vandy's Commodores these days.

Kemble, an alum of Southwest Texas State University, also sings

**ROBERT MILLER**

**BUSINESS DAY**

the praises of the Vietnam Veterans Memorial Fund of Texas. He's expected to, you say. He's the fund's public relations director.

But the man has an objective eye for a worthy assist to a worthy cause.

The enthusiasm in his voice comes naturally when he reports Vanderbilt University's Dallas alumni have contributed \$12,000 to the fund.

Not surprisingly, the prestigious Nashville, Tenn., school numbers a fair amount of prestigious execs in the Dallas community.

The committee coordinating the fund raising included B.G. Burkett, Class of '66, senior vice president of Schneider, Bernet & Hickman; Paul T. Russell, '67, president of Milton B. Levy & Son; and Gerry Storey, '69, president of All Medical Inc.; all vets and all recipients of the Bronze Star. In addition, Burkett was awarded the Vietnam Medal of Honor and Russell received the Vietnamese Cross of Gallantry.

Other Dallas alumni helping with the sum were developer Ross Perot Jr., former Dallas School Board president John Martin, author and former Dallas Cowboy Pat Toomay, sports columnist Skip Bayless and insurance executive Don Bowles Jr.

You don't have to be a "Dore" to contribute to the non-profit fund's \$2.5 million drive for the statewide war memorial at Fair Park.

Simply send your tax-deductible offerings to VVMFT, P.O. Box 50366, Dallas, Texas 75250. Or you may call 1-800-626-8877 or (214) 741-9992.

# Vietnam Veterans Memorial Fund of Texas

AND

## AMERICAN

### WHOLESALE CLUB

INVITE YOU  
TO A SPECIAL DAY OF EVENTS  
**Saturday - June 11th**

9:30 a.m. to 7:00 p.m.

PROCEEDS TO BENEFIT THE "VIETNAM VETERANS MEMORIAL FUND OF TEXAS"

AMONG THE MANY ACTIVITIES PLANNED ARE:

• NOON: Ceremonies featuring local dignitaries, color guard and display of a replica of the Vietnam Veterans Memorial that will be built at Fair Park.

• Product demonstrations and samples by area business owners and vendors in and outside of AMERICAN WHOLESALE CLUB (NOTE: During this special one-day event, the club will be OPEN TO THE PUBLIC.)

**WORLD OF  
OUTLAWS**

SPRINT CAR DISPLAYS  
(Plano: Noon to 3:00 p.m.,  
Mesquite: 4:00 p.m. to 7:00 p.m.)

- Sports personalities will be on hand during the day to sign autographs.
- Oscar Mayer Hot Dogs, Coca Cola, popcorn and other food items (a minimum donation to the fund is requested for each item).
- Magicians, dunking booths, music, live entertainment and the following clowns: C.J. the Clown, Fast Freddie, Rudy Tooter, Skipper Karma and Bokie.
- Military Recruiters and equipment displays.

- FREE blood pressure screenings.
- Cholesterol screenings.
- Petting Zoo - Plano only from 9:30 to 11:00 a.m.
- Carnival rides - Mesquite only.
- Silent auction with thousands of dollars of products and services.
- Many more!

**LOOK FOR THE** AMERICAN Wholesale Club, 1221 Cott Rd., Plano (South of 15th Street)

**BIG TENT AT:** AMERICAN Wholesale Club, 3540 Emporium Cir., Mesquite (No. of Town East Mall)

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CARL POOLE FERTILIZERS  
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N. TX. COCA COLA BOTTLERS

**DALLAS**

## \$2,000 for Vietnam memorial raised

FROM STAFF REPORTS

More than 900 students and parents at McCullough Middle School helped raise \$2,000 for the Vietnam Veteran's Memorial Fund of Texas last week at the school's field day.

The early afternoon event, which brought sixth- through eighth-grade students out for a picnic lunch and games like the spacewalk, dunking booth, obstacle course and balloon toss, was the final event in a week-long effort to educate the students about Memorial Day, said Barbara Beeler, eighth-grade English teacher at the middle school.

"The kids really responded well to it," Beeler said.

All week, students made announce-

ments over the address system on the Civil War, World War I, World War II, the Korean War and the Vietnam War, she said. At an assembly the head of the state memorial fund, Paul Russell, and the fund treasurer, B.G. Burkett, spoke to the students about what it meant to serve in Vietnam, she said.

The school fund-raiser is part of the statewide effort to raise \$1.6 million for construction of a 12,000 square foot memorial in Fair Park to commemorate Texas soldiers who were killed or missing in action in Vietnam and honor those who returned to Texas after the war.

The area will include five tablets engraved with the names of the roughly 3,200 Texas soldiers killed.

# Workers offer to donate labor for vets' memorial

By Doug Bedell

Staff Writer of The News

A local electrical contractor and members of the Dallas Building and Trades Council's 18 local crafts unions volunteered Thursday to construct the planned Fair Park memorial to Texans killed during the Vietnam War.

The union work alone is estimated to be worth at least \$250,000, pushing fund-raising activity for the memorial to within about \$500,000 of the \$2.5 million necessary, said memorial spokesman Arthur L. Ruff at a news conference.

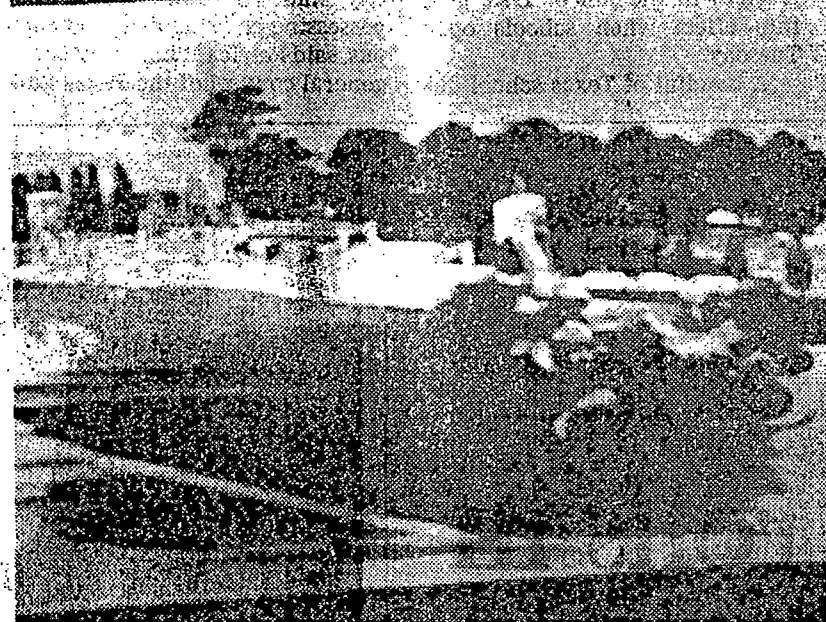
"We thought this would be a worthwhile project," said Steve Corley, executive secretary of the trades council. "It affects so many members of our unions who served in Vietnam . . . We're proud to be part of this."

Ruff also announced that Fischbach & Moore Inc., a Dallas-based electrical contractor, has offered to do the electrical work needed in the proposed 12,000-square-foot memorial. Officials with the Texas Vietnam Veterans Memorial fund said they could not immediately estimate the dollar value of that work.

More than 200 union members will be involved in erecting the memorial, Corley said.

Ruff, a member of the fund's board of directors and president of Vantage Development Co., said the council's contribution symbolizes the grass-roots support for the memorial project. With it, Ruff said, a groundbreaking on Veterans Day, Nov. 11, may now be possible.

Udo Walther, a Vietnam veteran and director of construction for the Trammel Crow Co., said the memorial honoring the 3,406 Texans killed or missing in action during the war will help ensure "that the contribution the people who died made to the country won't be lost."



The Dallas Morning News: Nuri Vallbona

**Arthur L. Ruff, president of the Vantage Development Co. and a director of the Vietnam Veterans Memorial fund, announces Thursday that Dallas building trades union members will donate time to help build the memorial.**

"Vietnam," Walther said "is something that shouldn't be forgotten."

The statewide memorial, the first of its kind to be constructed in the country, will contain four granite tablets bearing the names of the

Texans killed in action. A fifth tablet will contain the names of the 162 Texans missing in action.

The tablets will be surrounded by reflection pools and centered inside 80,000 square feet of landscaped terrain.

# A memorial will pay a tribute to those who served

By Gale Turner

**Memorial Day.** A day when Americans remember and express gratitude for those who fell in battle. Thoughts of young men who did not grow old - who believed in America, defending freedom in places they could not pronounce, never wavering in their duty, never accepting defeat, standing in the way of death when no other would accept the risk, so tyranny would not prevail.

These are the words of B. G. Burkett, a Vietnam veteran and member of the board for the Vietnam Veterans Memorial Fund of Texas.

The Memorial, located at Fair Park, is a tribute to the Texas soldiers who were killed in action or are missing, and to honor those who returned to live and work in our communities.

The portrait of the Vietnam veterans has been sadly distorted. Though some have faced tragedies and hardships that few of us can ever fully understand, the majority of Vietnam veterans quickly and quietly returned to their hometowns and resumed their peacetime careers. Today, these veterans are more likely than their contemporaries that did not serve, to have a college education, own their own home and earn more than \$30,000 a year.

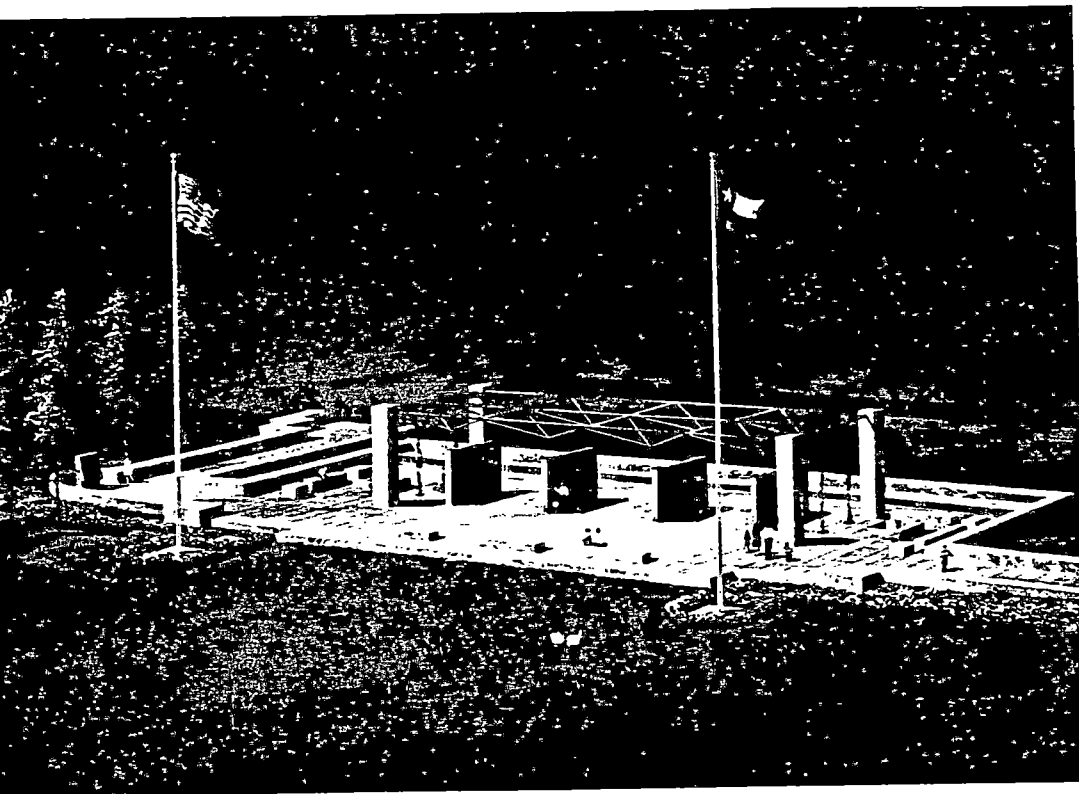
Defense Department records show that 75 percent of those who served in Vietnam either enlisted or specifically volunteered for Vietnam. According to a Harris poll, 90 percent of the Vietnam vets have stated they are "glad they served their country."

They served willingly and with valor. We owe them a special tribute for their extraordinary sacrifice and for their efforts on behalf of this country.

As this Memorial Day approaches, Bell Helicopter employees may wish to support the Vietnam Veterans Memorial Fund of Texas. Textron, a major sponsor of the National Vietnam Veterans Memorial, has approved matching-fund contributions for the Texas memorial. Pledges ranging from \$25 to \$1500 will be matched on a two for one basis.

## How employees can make contributions

Pledges to the Vietnam Veterans Memorial Fund of Texas will be handled in the same manner as other matching gift contributions. Employees can obtain the Textron matching gift form from P. D. Shabay's office in Human Resources, ext. 2859. The form must be countersigned by Mr. Shabay's office prior to mailing to the Memorial Fund and be accompanied by your



## The memorial

The statewide Memorial will be located on the Texas State Fairgrounds. This site was selected because it is the most visited tourist attraction in the State and will provide the optimum opportunity for all Texans to view.

The Memorial will occupy an area of approximately 12,000 square feet and will be surrounded by almost two acres of sublime landscape. Four natural Texas granite tablets will permanently enshrine the names of the 3,243 Texans who were killed in action. These tablets will be surrounded by reflection pools. A single tablet containing the names of the 162 Texans who remain missing in action will also be part of the Memorial. Additionally, the Memorial will incorporate two areas designed to accommodate small groups and provide seating.

Phase I of the Memorial will include the enshrined tablets, walkways and entryways, contracted at a cost of \$1.2 million. Two other phases are planned and incorporate archways and a reflecting pool at a cost of an additional \$600,000.

The Memorial Fund is within \$100,000 of meeting the needed \$1.2 million to begin Phase I of construction. Currently, the four granite tablets stand alone at Fair Park. Our contributions are earnestly needed to get this project under construction.

Here is an opportunity for all Texans to join in appreciation and respect for all those who carried on the Texas tradition of service to our country.

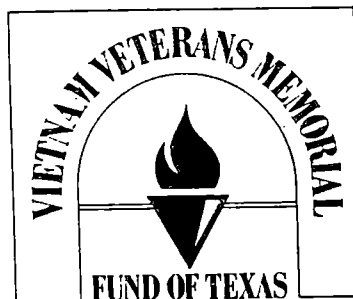
## A word from the president

A simple and dignified memorial will be constructed at Fair Park to pay tribute to the Texans who participated in the Vietnam war.

This memorial will stand for those who bravely defended the name of freedom.

Textron will match your contribution \$2 for \$1. This is an opportunity for you to show your support for those who served our country with courage and valor during the Vietnam war.

This Memorial Day let's remember all of our veterans, and make a contribution to the Vietnam Veterans Memorial Fund of Texas.



*Jack Homer*

Jack Homer

personal gift. Once the gift form is returned to Textron from the Memorial Fund, the matching gift will be forwarded. Your gift is tax deductible.

For those who wish to pledge less than \$25, gifts can be sent directly to the Vietnam Veterans Memorial Fund of Texas, P. O. Box 50366, Dallas, Texas 75250. For more information, call toll-free 1-800-626-8877.

Ft. Worth, TX  
Star Telegram  
(Cir. E. 129,142)

JUN 2 1988

# Auction to benefit Vietnam memorial

The Vietnam Veterans Memorial Fund will be one of the beneficiaries of the annual auction and fish fry sponsored by the North Texas Chapter of the Associated Builders and Contractors Inc.

The event will be at 5:30 p.m. June 14 at the Dallas/Fort Worth Airport Marriott. Auction items range from an Arabian colt to a weekend ski package.

The event is open to the public. Tickets are \$22 per person and can be purchased at the door, or in advance by calling (214) 869-0157, the builders association office in Dallas.

Money is being raised for the Vietnam Veterans Memorial to be built at Fair Park in Dallas, and the association has targeted the memorial fund to receive a portion of the proceeds from the money raised. Other proceeds will go to builders association's business development efforts in promoting the free enterprise system.

The Association of Builders and Contractors is a national non-profit construction trade association. The North Texas chapter serves more than 200 firms in the Metroplex and surrounding areas. With the group's assistance, construction of the Vietnam Veterans Memorial will begin this summer with a targeted completion date of Nov. 11, Veterans Day.



George  
Smith  
Military  
Focus

tion contact Master Sgt. Dezso at (214) 266-6307 or 266-6304, or Master Sgt. Powers at (214) 266-6321, 266-6323 or 266-6305.

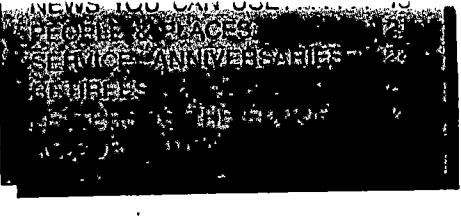
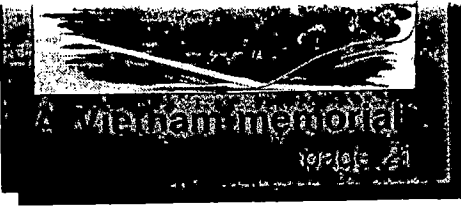
On the move: Army — Pvt. Martin

D. Davis; son of Mr. and Mrs. Jack C. Scott of Mansfield, to the 8th Infantry Division, West Germany. . . . Pvt. John A. Taylor, son of Chester Taylor of Mesquite and Susan D. Steen of Mansfield, to the 8th Infantry Division, West Germany.

Marine Corps — Lance Cpl. Kenneth S. King, son of Karen L. Grazier of Fort Worth and Kenneth G. King of Fort Worth, to Marine Corps Air Station New River, Jacksonville, N.C. . . . Pfc. Jesse D. McGuire, son of Mr. and Mrs. J.D. McGuire of Euless, to the 2nd

Marine Division, Camp Lejeune, N.C. . . . Lance Cpl. Dale A. Ream, son of Mr. and Mrs. Richard D. Ream of Fort Worth, to the 2nd Marine Division, Camp Lejeune, N.C. . . . Cpl. Marilyn K. Rollins, daughter of Mr. and Mrs. Frank E. Grady Sr. of Bedford, to the Marine Corps Air Station, Cherry Point, N.C.

Military Focus appears Thursday evening. Send information to George Smith, Military Focus, Fort Worth Star-Telegram, Box 1870, Fort Worth 76101 or call 390-7737.



# DALLASITE

VOL. 19 NO. 8

FOR THE PEOPLE OF TEXAS INSTRUMENTS, DALLAS

AUGUST 1988

## TI pledges support for war memorial

By Charley Wilson  
Dallasite Staff

TI has pledged \$5,000 to the Vietnam Veterans Memorial Fund of Texas and will match, dollar-for-dollar, any donation made by TIers through Dec. 31, 1988.

The memorial, which is to be constructed at Fair Park in Dallas and dedicated to Texas veterans of all American wars, is a \$1.7 million project that will include two acres of landscaped gardens, two reflecting pools, four granite tablets with the names of 3,244 Texans killed in action, and one granite tablet with the names of 161 Texans missing in action from the Vietnam War.

More than 3,500 TI employees are Vietnam-era veterans.

"With that many Vietnam-era veterans as employees, we think this is a good cause for the company's support,"

**Vietnam War Facts**

- ▶ 3,300,000 men served in the Vietnam War for the U.S. Armed Forces — 58,023 died.
- ▶ 10,000 women served — 8 died.
- ▶ 450,000 Texans served in the military during the Vietnam conflict.
- ▶ Approximately 185,000 Texans served in Vietnam.
- ▶ 3,244 Texas were killed, 161 Missing in Action.
- ▶ Approximately 17,250 Texans were wounded in combat.

*Source: Vietnam Veterans Memorial of Texas*

said Mike Rice, TI vice president, corporate communications/marketing. The project is funded solely by

contributions from corporations, foundations and individuals, said Jack McKinley, operations manager of the memorial project. More than \$1 million in donations and pledges had been collected through August 1. The project's first phase of construction, which will cost approximately \$1.25 million, will include the pools, the five granite tablets and a courtyard.

"If we started construction Sept. 1, we could have the first phase completed in November," Jack said. "All we lack is about \$250,000 to get started."

TI will match employees' donations to the memorial fund from a minimum of \$25 to a maximum of \$1,000, and they are tax-deductible. The company's policy is retroactive to Jan. 1, 1988 to cover previous donations.

Curt James, Missile Systems

See MEMORIAL, page 22.

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## MEMORIAL

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From page 21.

marketing manager and a fighter pilot for the U.S. Air Force during the Vietnam War, said he is pleased to see the support the memorial has received.

"I think the monument is a great idea, long overdue," Curt said. "I'm proud that TI is helping to honor those who served. It reflects the support the average TI employee often expresses to us who were there."

Kevin McGarity, SC Group vice president for marketing and an A-6 bomber pilot for the U.S. Navy in Vietnam, said he thinks

TI has taken a positive approach to honoring the Vietnam veteran.

"As a major part of the Texas community, TI has an obligation to take a stand on issues of substance," Kevin said. "Vietnam was somewhat controversial, but I think it's appropriate for TI to take a positive stand for those who served their country in fighting for freedom in this troubled region of the world."

"For TI to throw its support behind this project, I think it will mean a lot to those who served and to the families of those who gave their lives," Kevin said.

Information and donation forms will be provided by Corporate Community Relations. To receive one, address inquiries to: Vietnam Veterans Memorial Fund for Texas, c/o TI, Corporate Community Relations, P.O. Box 655474, Mail Station 271, Dallas, Texas, 75265. For more information, contact Lynda Coumelis at (214)995-5220 or MSGID: COUM. Matching-gift forms used for the TI Foundation program are not appropriate for the Vietnam Veterans Memorial Fund.

## **DALLAS ROUNDUP**

### **Bank gives to memorial**

NCNB Texas National Bank will donate funds to pay most maintenance costs for the Vietnam Veterans Memorial Fund of Texas, which is still raising money to erect a memorial at Fair Park to Texans who died in the Vietnam War, bank representatives said.

"We felt this was an excellent cause that will honor a segment of our Texas population that has not received enough recognition," said Joe Bowles, NCNB Texas spokesman.

NCNB Texas, which acquired the 40 banks of the First Republic Bank Corp. last July, will donate \$15,000 a year to the memorial's maintenance fund for three years and then \$10,000 a year for the following four years, said Paul Russell, president of the memorial fund.

"That donation makes them our largest corporate contributor and they will be listed on the memorial as statewide sponsor for us," Russell said.

Fund representatives said they are still trying to raise \$120,000 to complete the first phase of the \$1.16 million memorial, which will feature five red granite blocks engraved with the names of 3,721 Texans who were killed during the Vietnam War. The stones will be dedicated on Monday, Russell said.

The fund also needs to raise \$15,000 to \$20,000 remaining maintenance costs, which the NCNB donation will not cover. To complete the second phase of the project, the fund needs another \$500,000.

# Flagship News

MD 3D24

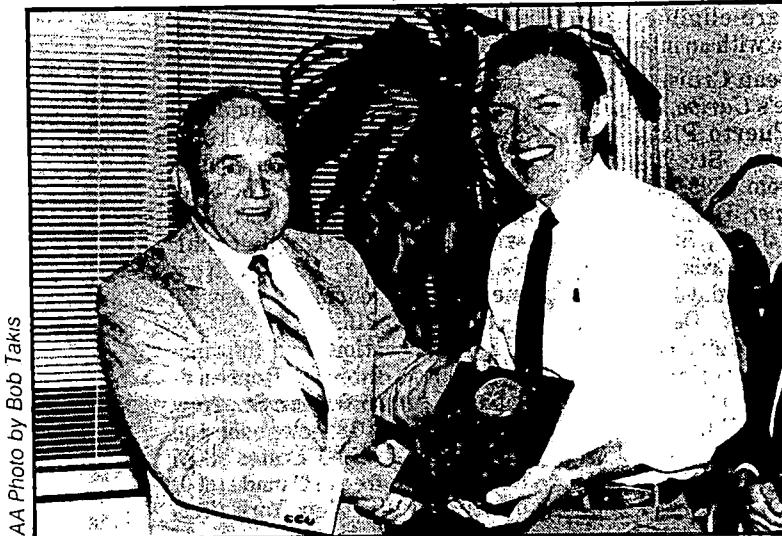
**AMERICAN AIRLINES**

P.O. Box 619616

Dallas/Fort Worth Airport, Tex. 75261-9616

flagship news ■ november 30, 1987

## Headquarters



AA Photo by Bob Takis

**FOR CAPT. BAILEY**—When American pilots donated \$15,000 to the Vietnam Veterans Memorial Fund of Texas in memory of Capt. John Bailey, who was killed at the age of 41 last May when his Air Force Reserve jet crashed, American Airlines matched their donation with another \$15,000. Presenting Chairman and President Robert Crandall, right, with a plaque recognizing the donation is Alexander Bolling, a retired army major general. The memorial will enshrine four granite tablets with the names of 3,244 Texans killed in Vietnam action.

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# Southwest Airlines pilots paying tribute to Vietnam vets



**ROBERT  
MILLER**

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## BUSINESS DAY

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That helps explain the organization's \$16,000 donation in support of the **Vietnam Veterans Memorial Fund of Texas**, which has a goal of \$2.5 million to underwrite a statewide memorial at Fair Park in Dallas.

The Southwest pilots' effort was coordinated by Southwest's **Pilots Steering Committee**, which includes **Ronald A. Lane, Michael G. Penn** and

Seventy percent of the almost 600 members of the **Southwest Airlines Pilot Association** have been in the **Armed Forces**.

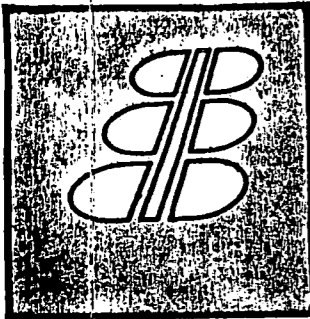
That helps

**Andrew J. Magliolo Jr.**

Four Southwest Airline pilots received the Silver Star and two others were POWs during the conflict.

**Arthur L. Ruff**, president of **Vantage Development Co.** and a board member of the fund, emphasizes that the memorial will pay tribute to all Texas Vietnam servicemen and especially the 3,406 Texans killed in action or still listed as missing.

Ruff noted the donation came from the pilots themselves, and he praised their civic-mindedness in becoming involved in the project at the grass-roots level.



# DAW people



The Airport Newspaper

## June 4, 1987

**Delta's pilots give  
\$22,000 to Texas vets**

Vol. 9, No. 49

Dallas/Fort Worth International Airport

28 pages



Delta Airlines has donated \$22,000 to the Vietnam Veterans Memorial Fund of Texas to honor Texas Vietnam servicemen. The donation was made to the Memorial Fund by the individual pilots of Delta, while a matching contribution was made by the corporate office and other contributors. In the photo above, Delta pilots make the presentation at DFW International Airport. From left are Airport Public Information Director Joe Dealey Jr., Delta Regional Marketing Director Henry Conley, Delta Captain Jim Britton, B.G. Burkett, Gen. Bowling, William Ohmseider, Philip Jones and David Adams.

Neil Pointer, President of the Vietnam Veterans Memorial Fund of Texas, said, "This gift will put the Memorial Fund closer to reaching the necessary goal needed to start construction of the memorial in the coming months."

## Dallas Times Herald

Founded in 1879  
Dallas, Texas



Pulitzer Prizes  
1964, 1980, 1983

John Buzzetta  
*Publisher*

Roy E. Bode  
*Editor*

Ray Wilkerson, *Managing Editor*  
Lee Cullum, *Editorial Page Editor*  
Ernest Sotomayor, *Associate Editor*

Ike Massey, *President*  
Glenn M. Ford,  
*Chief Financial Officer*  
John A. Wolf, Sr. *V.P. Marketing*  
Gene M. Janski, *V.P. Operations*  
Pete Laraway, *V.P. Advertising*  
Richard R. Seibert, *V.P. Circulation*

# Get Vietnam memorial going

**I**T'S TIME TO WRAP UP FUNDING for the Vietnam Veterans Memorial in Fair Park so installation can begin. If current pledges are paid promptly and some additional support is forthcoming, the granite tablets bearing the names of 3,427 Texans killed or missing in Vietnam will go on permanent display in 1989.

An envelope distributed with last Sunday's edition of the Times Herald made it easy to join the thousands of benefactors who have already signed up to support the memorial. Checks payable to the Texas Vietnam Veterans Memorial Fund may be sent to Box 50366, Dallas, 75250.

The first phase of the memorial will cost \$1.2 million and include the granite tablets, a plaza and fountain. The memorial fund already has \$500,000 on deposit and

another \$550,000 in pledges. Some additional funds are needed, the actual amount depending on how many of the pledges actually are paid.

The master plan for the Texas Vietnam Veterans Memorial calls for spending another \$500,000 on two large archways, a special missing-in-action tablet and marble benches.

More than 5 percent of Americans killed in the Vietnam War were from Texas. Nine Texans received the Medal of Honor, 15 the distinguished service cross, 12 the Navy cross and four the Air Force cross.

The memorial in Fair Park will be a permanent salute to these brave fighting men, ensuring them and their families that the people of Texas will never forget their courage or their sacrifice.

## Dallas Times Herald

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Richard R. Seibert, *V.P. Circulation*

# Fair salute for Vietnam vets

IT IS FITTING THAT PEOPLE attending this year's Texas State Fair will have an opportunity to pause and reflect before a temporary installation of the new Texas Vietnam Veterans Memorial.

For a half century, Fair Park has been a place where Texans have gathered and renewed their sense of shared experience and shared roots — all the bits and patches that make the quilt of life.

Certainly the pain of the Vietnam War and the pride of Texans in their sacrificed sons and daughters are important elements in that quilt.

The Texas Vietnam War Memorial Fund elected to put five red granite tablets on display in front of the Music Hall at the Perry Avenue entrance, in order to have something for fairgoers to see in time for the Thursday night preview of the fair. The permanent installation, about 100 yards away near the main entry to the fair, will display the tablets amid two reflecting

ponds and graced by arches housing an eternal flame.

The fund is within \$150,000 of the goal needed to complete Phase I of the permanent installation. The hope is that fairgoers will contribute some, all or more than that amount. An additional \$500,000 will be needed to complete the entire design.

On four of the tablets, engraved by the same studio that engraved the Vietnam Memorial in Washington, are the names of the 3,271 Texans who died in the war. On a separate fifth stone are the names of 156 Texans still listed as missing in action.

Normally people think of a visit to the State Fair as a light-hearted occasion. But even a casual glance around the grounds of Fair Park will reveal that it has become, over the years, home to many of the state's most important public memorials. The Texas Vietnam War Memorial, long in coming and hard traveled, will be an important addition to that legacy.

# Veterans' memorial to debut

By Jeff South

OF THE TIMES HERALD STAFF

Visitors to the State Fair of Texas at Fair Park this week will see the first tangible signs of the Texas Vietnam Veterans Memorial: five red granite tablets engraved with the names of the 3,427 Texans killed or declared missing in action in the war.

The stones will be on temporary platforms, but organizers hope their presence will spur enough donations to begin construction of a permanent tribute to the state's Vietnam veterans.

"The memorial will no longer be just an idea but something people can see and touch," said Paul Russell, president of the non-profit foundation raising funds for the project.

Although the foundation started seeking contributions in 1985 and planned to complete the project in 1987, Texas' recession has thwarted fund-raising efforts. But the Vietnam Veterans Memorial Fund of Texas is within \$120,000 of the \$1.16 million cost of the memorial's first phase, Russell said.

The project will get a boost, he said, when the tablets arrive today from Memphis, Tenn., where the national Vietnam Veterans Memorial for Washington, D.C., also was engraved.

Please see **MEMORIAL, B-2**

# MEMORIAL

From B-1

The engraving — which uses a photographic process similar to silk screening — was completed Friday. The tablets will be placed in temporary bases of concrete and steel in front of the Music Hall, at the Parry Avenue entrance to Fair Park, in time for Thursday night's preview of the State Fair, he said.

The stones will be dedicated later this month, Russell said. No date has been set.

The names of the 3,271 Texans who died in the Vietnam War will be inscribed on four of the tablets, Russell said. Each of those tablets will be 10 feet long, 7½ feet high and 7½ inches thick.

The fifth tablet, a triangle measuring 6 feet high and 5 feet wide at its base, will show the names of the 156 Texans listed as missing in action in Southeast Asia, Russell said.

Wooden platforms will be placed alongside the tablets so visitors can see and feel the names, Russell said.

"Having the tablets on display will give the project more credibility and hopefully generate enough enthusiasm to push us over our fund-raising goal," Russell said.

The project has recorded \$923,500 in pledges and donations, including \$250,000 from the Meadows Foundation, \$80,000 from the Carl B. and Florence E. King Foundation, \$50,000 from General Dynamics and \$5,000, plus a promise to match its employees' contributions, from Texas Instruments, said B.G. Burkett, treasurer of the memorial foundation.

The memorial will cover about 12,000 square feet, including two reflection pools. The \$500,000 second phase of the project includes two arches.

Only California and New York lost more soldiers in Vietnam than Texas did. Of Texas' casualties, 65 percent were in the Army, 26 percent in the Marine Corps, 5 percent in the Air Force and 4 percent in the Navy.

"Almost 600 towns and cities in Texas lost at least one young man," said Burkett.

# Tablets honor Viet war dead

## *Display set up at Fair Park*

Texas now has a place of honor for its Vietnam War dead and missing-in-action.

The names of 3,427 men are etched on five stone tablets of the Vietnam Veterans Memorial standing on temporary display at Fair Park in Dallas. The individuals are listed by name, rank, branch of service, date of birth and date of death.

Four tablets, each more than seven feet tall, record the 3,271 known war dead from Texas. The fifth, smaller tablet lists the 156 soldiers, sailors, marines and airmen from across the state who are still missing-in-action in south-east Asia.

The memorial's stone tablets were dedicated during the State Fair of Texas. Many of the three million State Fair visitors walked through the tablets searching for names of relatives and friends.

The statewide corporate sponsor and largest corporate contributor for the memorial is NCNB Texas. The bank's contribution will provide for maintenance costs for the first seven years. The largest foundation contributor is the Meadows foundation of Dallas.

The tablets were quarried from native red granite in Fredericksburg and polished in Marble Falls in central Texas. The names were etched into the granite by the same firm in Memphis, Tenn., that etched the names for the national Vietnam Memorial in Washington, D.C.

The Texas Vietnam Memorial's permanent location will be inside the main entrance to Fair Park near the end of the reflecting pool opposite the Hall of State. The Vietnam Veterans Memorial Fund of Texas is currently completing the fund-raising effort in order to begin the permanent display's construction.

Former Dallas Cowboy quarterback Roger Staubach spoke at the dedication. The U.S. Marine



Dallas Public Art Coordinator Margaret Robinette and sculptor Ben Woitena of Houston search for names of relatives and friends at the Texas Vietnam Memorial at Fair Park in Dallas.

Drum and Bugle Corps from the Marine Barracks in Washington, D.C., played for the event. Staubach, now president of The Staubach Company in Dallas, served as a junior navy officer in Vietnam after his graduation from the U.S. Naval Academy.

The fund's honorary chairman is Vice President and President-Elect George Bush. President of the fund is Paul Russell of Dallas. Contributions to the Vietnam Veterans Memorial Fund of Texas can be sent to P.O. Box 50366, Dallas, TX 75250.

*Irving*

# COAST COAST

HISPANIC

June 1988  
Pg 61-62



## Hispanics Prominent in Texas Vietnam Memorial

*Dallas* - Construction is expected to start this fall on a \$2.5 million memorial to Texans who fought and died in Vietnam. To be located at the State Fairgrounds in Dallas, the memorial will feature 3,405 names of Texans who died in Vietnam or are still missing.

Nearly 23 percent of the names, some 771, will be of Hispanics from

Texas, the highest percentage of any ethnic group, according to businessman B.G. Burkett, a member of the board of directors of the Vietnam Veterans Memorial Fund of Texas. Burkett has taken it upon himself to compile and disseminate data on the role of Hispanics in battle, from independence to the present.

Burkett, who is not Hispanic, notes that 13 Hispanics in Vietnam were awarded the Congressional Medal of Honor, 10 of them posthumously, the highest proportion of any ethnic group. A study of Arizona, California, Colorado, New Mexico and Texas shows that 19 percent of the casualties during the war from these states were Hispanic, "although Hispanics represented less than 14 percent of the population of those states".

Mobilization of Hispanics to support the project is being spearheaded by Rene Peña, a Dallas businessman who served in Vietnam. "Of the 161 Texans still missing in action in Vietnam", says Peña, "106 are Hispanics".

He became involved, he explains, because he was aware of the memorial in Washington, another in Los Angeles and others completed or underway in other cities. The Dallas fund, Peña adds, "gives us a chance to honor all Texans and particularly those of Hispanic heritage who served and died there". The response, has been heartwarming. "Mayors of 800 cities throughout the state are cooperating in the project".

With more than half the \$2.5 million already in hand, fund organizers plan to initiate construction of the Memorial on November 11 of this year. Made of granite from Central Texas, it will comprise 12,000 square feet surrounded by two acres of landscaped grounds to foster quiet contemplation.

Four solid granite tables, located between two reflecting pools, will bear the names of Texans killed in action. Arches on either side of the pool will cover the Eternal Flame at one extreme and the entrance

# Memorial is important symbol



**JOHN  
WHEELER**

Nations navigate by symbol. The deepest truths of a people are revealed by their great memorials. Never before has America been creating so many major memorials and paying so much attention to existing ones: the Vietnam Veterans Memorial on the Mall in Washington, D.C., to be joined by Black Patriots, Korean War, Holocaust, Women in Military Service and Law Enforcement Officer memorials, and new care and renovation from the Mall to Mount Soledad in San Diego to the Punch Bowl cemetery in Hawaii. This shows that in this time of transition America is in remembrance, turning to its roots.

Texans nationwide have a crucial call to service in this season: to raise \$1 million to complete the Texas Vietnam Veterans Memorial on the grounds of the Texas State Fair.

The Texas memorial is a world-class landscaped design, with great panels bearing the names of the Texans killed or missing, in a two-acre setting, with archways and water pools. It is at the most visited site in Texas.

It joins the California and New York City Vietnam veterans memorials as great reflections of the principal values of our people, concern for others, valor and individuality — as expressed in the listing of each name. The memorials knit our country together.

These memorials teach our children. Forty percent of the visitors to Vietnam memorials are boys and girls 12 and younger. They see the war through real people, especially through the extraordinary and repeated acts of valor and self-giving by Hispanics, blacks and Anglos in battle.

The memorials are a mystery of great healing. I think they do it by focusing love. Willa Cather expressed this in her book *Death Comes to the Archbishop*, placed in the old Southwest, from Texas to the Rockies. Her bishop says, "Wherever there is great love, there are always miracles."

Spreading westward, the Vietnam memorials of states and cities also awaken us to the fact that our

great symbols are no longer clustered on the East Coast. They range across a continent: the St. Louis Arch, Mount Rushmore and still-emergent Crazy Horse, California's Point Cabrillo Cemetery and the Hawaiian memorials. And they range eastward, to the Normandy battlefields.

My learning in this came as chairman in building the memorial Wall in Washington, D.C. Fund raising is hard because we are still defeating the false stereotype of the Vietnam vet as someone to pity. We give much to our country in all walks of life. An example is that vets build these memorials with private funds then give them to their states and cities.

I was born in Laredo, spending years in Killeen, El Paso, San Antonio, Houston and Dallas. Like all Texans, I want to see the Texas memorial built with disciplined cost control, but without cutting corners on the design. Our country and state need it, and I know Texans all over America are glad to help.

Paul Russell, B.G. Burkett and other leaders have raised about \$750,000, including reliable pledges. To finish the complete memorial, another \$750,000 to \$1 million is needed, including allowance for maintenance and a reserve for modifications and repair, a precaution we rely on at the memorial in Washington, D.C. Contributions go to Texas VVM, Box 50366, Dallas, Texas 75250.

California dedicated its state Vietnam Veterans Memorial last Saturday in Sacramento. President-elect George Bush is honorary chairman of the Texas memorial. If we take his lead and do this job 100 percent right, we can celebrate with our friends and families at the dedication on Memorial Day in 1989.

*John Wheeler is president of the Center for the Study of the Vietnam Generation in Washington, D.C., and author of Touched with Fire: The Future of the Vietnam Generation.*

## VIEWPOINTS

Editor . . . . . Carolyn Barta

*Viewpoints is a daily forum for a wide variety of news and opinions and does not necessarily reflect the editorial opinion of The Dallas Morning News. Write Viewpoints, Dallas Morning News, Box 655237, Dallas, Texas 75265*

# How could America forget its fallen?

**M**EMORIAL DAY. A day when Americans remember and express gratitude for those who fell in battle. Thoughts of young men who did not grow old — who believed in America, defending freedom in places they could not pronounce, never wavering in their duty, never accepting defeat, standing in the way of death when no other would accept the risk, so tyranny would not prevail.

On this day, the irony of personal reflection is that Vietnam was my war ... a war America wants to forget. But I hope I never forget. And because I knew the men who became the casualties of that war, I hope America never forgets.

But most of all, gentle heroes, as a board member of the Vietnam Veterans Memorial Fund of Texas, I am the keeper of your names, guardian of the Sacred Scroll. The government lists you alphabetically, last name, first name, middle name. And no biographical material, only date of



**B. G. BURKETT**

---

**MY WORD**

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birth, date of death. No mention of Cub Scouts, Little League, pet frogs or '57 Chevys.

The names. None of you shall be out of sequence. This list begins with Aadland and ends with Zywicke. But I did not know you alphabetically. Gregg Hartness 11/26/68, MIA. No mention of how dearly you wanted to be a pilot like your father. Or of the parents, wife and three children who would await your return. They wait still. Russell Steindam,

2/1/70. You did not hesitate that day. Those who there lived because you died. Your body took the full force of the grenade. Your parents did not know that they would trade their son for a cold, inanimate Medal of Honor. Would but they have the right to choose?

Marion Kempner, 11/11/66. Your fellow soldiers would kid you, "Sandy, what's a rich kid from Galveston doing here?" But you knew. The same as the kid from Harlem, Des Moines or Tucson. Americans have always stood where freedom was threatened. Harry Horton, 12/22/67. I remember how scared you were that day you received your order for Vietnam. You told me that you knew you would die there. I asked if you really believed that. Why not take the easy way of others — Canada, college or faked medical exams? You answered, "Because America needs me." You said it jokingly so as not to embarrass yourself, but I knew you meant it.

Memorial Day. A day in which I have little need of flowery, embellished speeches by men who did not know you. I see flashed impressions of your names and think of citizen-soldiers and little boys. Of courage and patriotism, bar-mitzvahs, first dates and school plays. Of First Communion, football games, Fathers Day and senior proms.

Maybe someday America will want to understand and hear more of you. And when she does, I'll let her peek at the Sacred Scroll I hold so dear.

*B.G. Burkett, a Vietnam veteran, is a stock broker with Thomson McKinnon Securities Inc. in Dallas.*

My Word is an open forum for wide-ranging opinion. Contributions of about 500 words are welcomed. Please send with phone number, address and black-and-white photograph to My Word, Dallas Times Herald, 1101 Pacific Ave., Dallas, Texas 75202.

## LETTERS

### Insult to Vietnam veterans

**To the Editor:**

In the past week, a large amount of news coverage has been provided about the tragic events occurring in Edmond, Okla. One area of this reporting particularly concerns me.

Many news services initially described the killer as a Vietnam veteran. Later in the day, when it became obvious that the killer was not a Vietnam veteran, some news services dropped any further reference to the matter.

Others admitted their error and offered a correction. A few, however, kept using the phrase "Vietnam veteran" throughout the day. It became very easy for the public to become confused.

Probably the greatest irony in this tragic situation is the fact that two of the victims *were* Vietnam veterans, and one was also a Bronze Star winner.

This type of reporting is a great disservice to the 3.3 million men who served their country honorably in Vietnam.

Some facts to ponder:

1) 75 percent of those who served in Vietnam enlisted or specifically volunteered for Vietnam — 25 percent were draftees (source: Defense Department).

2) Among the casualties, 86.8

percent were white, 12 percent were black and 1.2 percent other minorities. This is approximately the same as the population as a whole (source: Defense Department).

3) About 12 percent of the casualties were officers or warrant officers and 88 percent were enlisted men. Twelve generals died in Vietnam (source: Defense Department).

4) The Vietnam veteran is *less* likely to have served in prison or be a drug user than non-veterans the same age (source: Justice Department).

5) Vietnam veterans are more likely to have gone to college, to own a home and to earn more than \$30,000 a year than their peers the same age who did not go to Vietnam (source: March '85 Washington Post/ABC Poll).

6) Ninety percent of Vietnam veterans have stated they are "glad they served their country" (source: Harris Survey).

Maybe the news media need to dwell more deeply on the term "Vietnam veteran" before irresponsibly applying the term only in a negative story.

B. G. BURKETT  
Dallas



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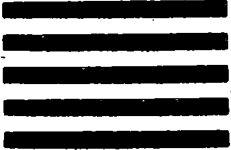
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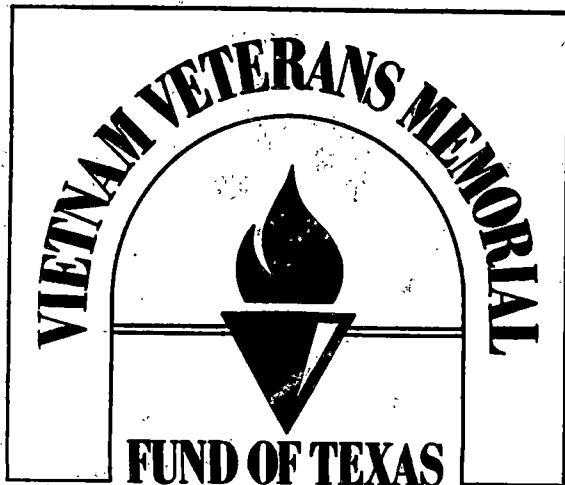


## **VIETNAM VETERANS MEMORIAL FUND**

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# Vet believed slain is found alive, thriving

By Jeff South

OF THE TIMES HERALD STAFF

Tim Honsinger, who is listed as dead on the Vietnam Veterans Memorial in Washington, D.C., has some news for the people who have read his name on the shrine:

He lost only a hand, not his life, in Southeast Asia.

Honsinger, a karate instructor from Corpus Christi, learned last week that the monument says he was killed in the war. The discovery was made during the preparation of a list for the Texas Vietnam Veterans Memorial, planned for Fair Park in Dallas.

"I was totally shocked," said Honsinger, 41, who received several awards before retiring from the Army on Dec. 6, 1967. "Somebody made a mistake."

The name Timothy L. Honsinger, followed by a diamond, is on line 86 of the 10th panel on the east wing of "The Wall," as the memorial is called.

It lists more than 58,000 veterans in the order in which they were killed or declared missing in action. MIAs have crosses after their names; diamonds denote deaths.

The shrine's erroneous inclusion of Honsinger was detected by B.G. Burkett, the treasurer and unofficial statistician for the Vietnam Veterans



Dan Levine/Dallas Times Herald

Please see VET, B-2

Tim Honsinger is alive and well and living in Corpus Christi.

# VET

From B-1

Memorial Fund of Texas. The non-profit foundation is raising funds for a shrine to Texas soldiers lost in the war.

When the project was conceived in 1982, the U.S. Department of Defense gave the group an alphabetized list of Texans who died in Vietnam. Besides names, the list included each soldier's rank, branch of service, birth date and death date. The foundation planned to put all this information on the red granite tablets of the state memorial.

Over the years, the group revised the list to reflect new information provided by the military or by soldiers' families. The organization, for example, added the names of servicemen and women who enlisted out of state but considered Texas their home, and the names of Texas personnel

who died outside Vietnam as a direct result of combat injuries.

This summer, as the stones were quarried in Marble Falls, Burkett was proofreading the final tally of names for the memorial. He came across the name of Timothy Honsinger, an Army private first class; the date of death was reported as Sept. 11, 1966, but the date of birth was blank.

"We couldn't leave a blank space on the memorial," said Burkett, a Dallas stockbroker. The Defense Department list also omitted Honsinger's birth date, so Burkett called the U.S. military records center in St. Louis. A clerk pulled the file on Honsinger.

"He told me, 'You're not going to believe this, but the file has checks signed in 1971. Honsinger isn't dead — he's alive,'" Burkett said. Since the disability checks were issued from a military processing office in Waco, Honsinger apparently was still living in Texas, the clerk added.

After deleting Honsinger's

name from the list for the Texas memorial, Burkett set out to find him. Through a statewide network of veterans, Burkett located Honsinger's home, and on Sept. 24 visited him unannounced. "I didn't know whether he'd be happy or sad," he said.

Honsinger was mostly surprised. "I'm very much alive," he said.

But he *almost* died on Sept. 11, 1966: He was manning a machine gun on a personnel carrier during a search and destroy mission in Vietnam's Boi Loi forest when his platoon came under heavy enemy fire — and an anti-tank rocket struck his right hand.

"Bleeding profusely, he remained at his weapon, firing with only one hand and not revealing his severe injury," his commendation states. Honsinger refused to be evacuated, and in fact helped evacuate eight wounded colleagues before boarding a rescue helicopter.

For his actions that day, Honsinger received a purple heart

and a silver star. He also received a purple heart after being shot six times in the chest during a previous firefight.

Honsinger, who enlisted in the Army at age 18 in 1965, said war buddies who saw his name on the memorial in Washington "probably thought I had died." He said nearly all his colleagues in the 25th Infantry Division suffered severe injuries.

At least two other names were put on the Vietnam War memorial by mistake, said Earl Kittleman, public affairs officer for the capital region of the National Park Service, which is in charge of the monuments in Washington. Because engravings can't be erased, he said, the erroneous names remain.

"About 3.3 million American soldiers went to Vietnam," Burkett said. "You can see how there might be some mistakes." But the Texas tribute to Vietnam veterans won't repeat the error: Honsinger's name isn't among the 3,427 to be listed on the state shrine.



# Dallas Times Herald



25 CENTS

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★★★



Dan Levine/Dallas Times Herald

**B.G. Burkett is dismayed by lack of support for the memorial.**

## Vets: Fund pleas in vain

### Memorial donations from defense companies sparse

By Dean Takahashi

OF THE TIMES HERALD STAFF

Except for General Dynamics Corp., major defense contractors generally have not responded to state veterans' pleas for funds to build a Fair Park memorial for Texans who died in Vietnam and other wars.

"That's been very disappointing for us," said Paul Russell, president of the Vietnam Veterans Memorial Fund of Texas and of Milton B. Levy & Son Mechanical Contractors. Russell, a former Army captain, served as adviser to a South Vietnamese army unit.

So far, the largest corporate donation from a major defense contractor has been \$50,000 from General Dynamics, which has a military aircraft manufacturing facility in Fort Worth.

The veterans are about \$300,000 short of

the approximately \$1 million in cash and pledges they say they need before construction on the \$1.65 million memorial can begin. Russell said the donations must come within the next few months if the memorial is to be finished in time for a planned dedication on Nov. 11, Veterans Day.

In addition to what the veterans believe to be a lack of support from defense contractors, Russell said, Texas' economic downturn has taken a toll on recent donations, requiring fund-raisers to cut their operating budget 75 percent.

But the response from Texas defense contractors has been particularly rankling to the veterans group.

"It's been a real kick in the teeth to us. We're trying to show there ought to be some responsible action on the part of de-

*Please see MEMORIAL, A-5*

# MEMORIAL

From A-1

fense companies," said B.G. Burkett, treasurer of the memorial fund and a senior vice president of the Dallas brokerage and investment banking firm of Schneider Bernet Hickman. Burkett was a rifle platoon leader in the 199th Light Infantry Brigade.

The veterans are especially critical of Bell Helicopter in Fort Worth, a unit of Rhode Island-based Textron, which manufactured most of the helicopters used in Vietnam.

"Particularly disappointing is the total rejection from Bell Helicopter," said Art Ruff, president of Dallas-based Vantage Development Co. and a member of the fund's board of directors. "Their (Bell's) Huey chopper is the most enduring symbol of the war, yet they've failed to donate to our fund."

Ruff made the veterans' appeal to Bell for donations. He got a rejection letter from the Textron Charitable Trust in Rhode Island.

"We asked because we felt they had a stake in the memorial," said Ruff, a first lieutenant and artillery spotter in the 25th Infantry Division in Vietnam. "Seems to me if I was a defense contractor, soldiers would be my constituency. We did everything we could to get with Bell and explain a contribution would be good corporate citizenry. ... The people who profited from the war have been totally silent on it."

Bell spokesman Carl Harris said Textron decided several years ago to contribute funds to the national memorial in Washington, D.C., rather than giving to state memorials. "There is no way we can support each state memorial," Harris said.

Textron executive Raymond Caine, chairman of a committee that approves corporate donations, said the committee gave \$1,500 to the national memorial in 1982. Caine's committee approves donations made by Bell, but he said the Fort Worth company could initiate its own charitable efforts. He said he wasn't aware of a request for donations.

Retired Army Maj. Gen. Alexander Bolling, 64, who commanded the 82nd Airborne Division in Vietnam, said his appeals to area defense companies were unsuccessful.

Besides Bell, Rockwell International, Varo and Texas Instruments, declined to contribute, Bolling said. Houston-based Brown & Root, a primary contractor for the port at Cam Ranh Bay, also declined, Bolling said.

Rockwell is directing its donations toward educational and medical research efforts, said Ed Casteel, the company's director of government relations. He said Rockwell assisted in raising about \$25 million for Dallas area charities over several years.

"It was a very difficult decision because of our strong feelings for those involved," Casteel said. "Our approach has been to direct the money toward the future of children."

TI's charitable foundation decided not to fund the project for similar reasons, said spokesman Stan Victor. "The bad news is that there are so many good charities to give funds to," he said.

The veterans group asked for

\$25,000 from LTV Corp., a major aerospace and defense contractor. The fund received \$1,000.

LTV spokesman Jerry Dalton said the company's foundation gave "considerable sums" to the national memorial — he declined to provide a specific amount — but that upon filing for Chapter 11 bankruptcy protection in July 1986, the company ran low on funds for donations.

"While we're operating under Chapter 11 we can only make donations from a small foundation. We have supported the military in the past, and when times get better we can do so again," Dalton said.

Another large Dallas defense contractor, E-Systems, which among other products made the PRC-25 radios used in Vietnam, donated \$3,000, Bolling said. The fund also received \$5,000 from Electrospace Systems in Dallas, he said. Electrospace Systems is now a Chrysler Corp. subsidiary.

Garland-based Varo, a manufacturer of night vision equipment and missile launcher systems, among other products,

does not disclose its contributions to charities, said Kevin McAleer, Varo senior vice president. "There are thousands of needy organizations that contact a corporation," he said.

Brown & Root, a subsidiary of Dallas-based Halliburton Co., has no record of a formal request from the veterans, said spokesman Joe Stevens. "There's a lot of groups out there, and we have to look at them in writing," he said.

Bolling said the explanations are small consolation. "One chief executive officer told me that a charity for dead people wouldn't do any good," Bolling said.

The planned memorial will measure 12,000 square feet and feature four stone tablets inscribed with the names of Texans who died or disappeared in Vietnam. It will be surrounded by a water park reminiscent of a Vietnamese rice paddy.

In addition to the national monument in Washington, D.C., Bolling said, a state monument is needed to honor all Texans who have died in American wars and to "inspire future generations with a sense of patriotism and sacrifice."

# Construction slated on Vietnam memorial

By Ed Housewright

Staff Writer of The Dallas Morning News

Construction of a slightly scaled-back Texas Vietnam veterans memorial at Fair Park is expected to begin next month and be completed in September, sponsors say.

The \$1.3 million memorial, to be built at the northwest end of Fair Park next to the Music Hall and the Automobile Building, will have four granite tablets containing the names of all 3,271 Texans killed in the Vietnam War. A fifth tablet will bear the names of the 156 Texans listed as missing in action.

The memorial, planned since 1985, originally was to have two granite arches and an eternal flame. Those elements have been deleted because of cost but could be added later. Art Ruff, a board member of the Vietnam Veterans Memorial Fund of Texas, told the Dallas Park and Recreation Board on Thursday.

The memorial had been scheduled for completion in 1987 but was delayed because of fund-raising difficulties.

"I want to congratulate you for hanging in there so long because there's still much unresolved grief," said park board member Vivian Johnson.

Ruff said memorial officials need to collect about \$100,000 to cover the construction cost, although the money has been pledged.

The memorial, to be built on a 2-acre site, will have granite walkways around the five tablets and a short waterfall cascading into a reflecting pond. Benches, landscaping and Texas and U.S. flags will be added.

"I'm very pleased," said park board Vice President Gerald Henigman. "It will be a great addition."

Members of the park board's administration and finance committee gave preliminary approval to the design and construction contract for the memorial. The entire park board is to consider the items next week.

About a year ago, the park board agreed to let memorial officials scale back the project and perhaps complete all aspects of the original design later. Park board members had not seen the new drawings until Thursday.

The five tablets with the names of the Texans killed or missing in action have been on display at a temporary location at Fair Park since October. About \$25,000 in donations was collected for the memorial during the State Fair, Ruff said.

# The Dallas Morning News

Friday, November 11, 1988

## EDITORIALS

## LETTERS

### Remember them

Little attention has been focused on the contributions and sacrifice of blacks in America's defense.

Few Americans know 5,000 blacks served in the Revolutionary War. Blacks accompanied Teddy Roosevelt up San Juan Hill, and the first black to receive the Medal of Honor was a buffalo soldier of the Indian wars. Four hundred thousand blacks served in World War I, 1.25 million in World War II, and a half million in Korea.

Vietnam, however, would become the war of full participation by black Americans. While we often hear the war was fought by drafted minority poor, rarely is it mentioned over half the blacks who served voluntarily enlisted. Once in the service, whether by draft or enlistment, blacks volunteered for combat at almost three times the rate of whites. Of the blacks who served in Vietnam, almost 75 percent either enlisted or volunteered for duty there. Twenty blacks were awarded the Medal of Honor, 15 posthumously.

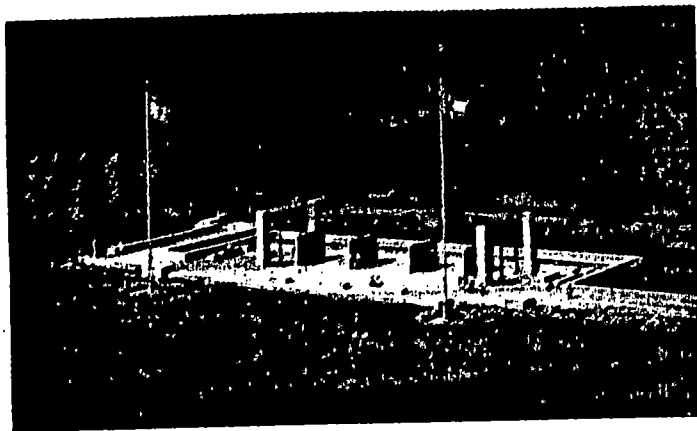
Today, of the black officers who are Vietnam veterans, over 70 have attained the rank of general or admiral. I repeat, over 70! And three black women have become generals.

But the highlight of a recent Kappa Alpha Psi Convention in Dallas was a special presentation to the three living black Medal of Honor recipients: Clarence Eugene Sasser of Houston, Webster Anderson and Maj. Gen. Charles Rogers.

The Medal of Honor is not given by affirmative action or promotion to general by quota. Only intelligence, talent, perseverance, professionalism, dedication, sacrifice, pride, endurance, patriotism and courage are applicable words.

In Vietnam 7,527 blacks died, 422 of them from Texas. These Texans will be among those 3,427 men honored by a state memorial to be built at Fair Park. Remember them and the price they paid for all of us.

**B.G. BURKETT,**  
Dallas



An artist's conception of the Vietnam Veterans Memorial in Dallas' Fair Park

# Vietnam vets' victory

BY JERRY COFFEY  
Fort Worth Star-Telegram

*A memorial listing names of Texas' dead and missing gets the go-ahead in Dallas.*

DALLAS — Long stalled by money problems and the burden of "bad war" associations, the dream of a Texas Vietnam Veterans Memorial is about to become reality.

After unanimous approval by the Dallas Park and Recreation Board, endorsement by the Dallas City Council is the only step remaining before construction of the first phase of the memorial can begin, probably by mid-March, in Fair Park.

"The park board has given the go-ahead. Now all that's needed is to complete and sign licensing and maintenance agreements, and they'll be ready to go," said Steve Park of the board's staff.

Completion is expected in September in time for the State Fair. Plans are to dedicate the memorial Nov. 11 — Veterans Day.

That day can't arrive too soon for the Vietnam veterans who backed the project, for whom the Texas memorial long has represented unfinished business.

"We've gotten on with our lives and put the war behind us, but this is something important that has been left undone for a multitude of reasons," said B.G. Burkett, treasurer of the Vietnam Veterans Memorial Fund of Texas. "It's just right that it be finished."

On one level, Burkett noted, the memorial will serve as recognition of the many thousands of Texans — 35,000 in the Metroplex alone — who served honorably in Vietnam and returned to become productive citizens.

"Then there are a substantial number of Texas families who lost sons in the war and never even got a body back. For their standpoint, the memorial may represent a part of mourning that has been missing.

"And when you see all the names on those granite tablets, you realize in a very direct, personal way the price of war."

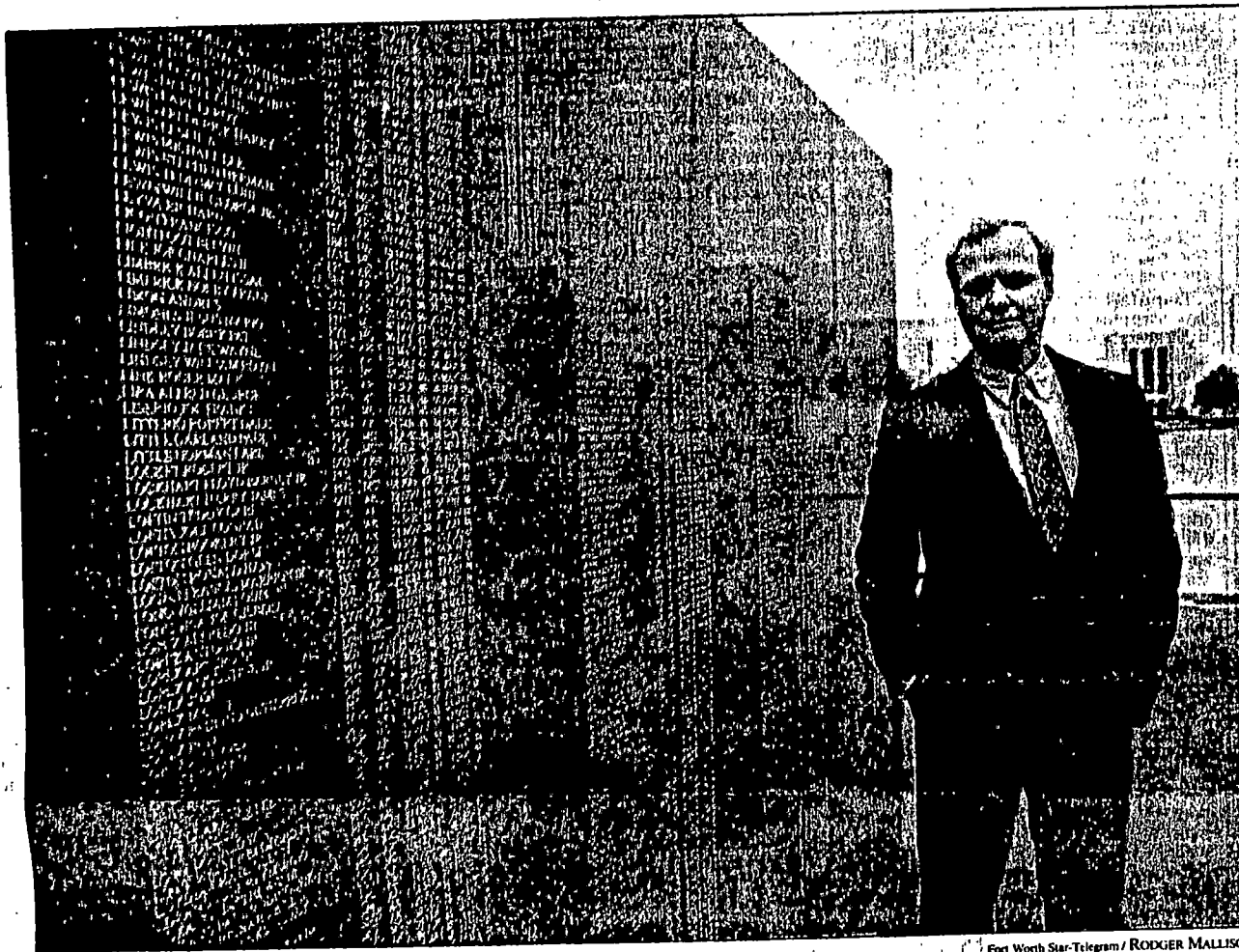
The central attraction of the memorial is four large, red granite tablets enscribed with the names of the state's Vietnam war dead and another listing the missing in action.

It is generally recognized now that the veterans who came back have paid a high price, too, Burkett said, but he said the nature of that price still is misunderstood.

"The back-home attitude toward Vietnam veterans has gone through three stages," he said. "First there was vilification, then indifference and now sympathy. But it still isn't right."

"You hear all this stuff about healing, but 95 percent of us had nothing to be healed from," Burkett said. "We served our country and served it well; we did nothing to be ashamed of, and we came back into the community as law-abiding, tax-paying citizens.

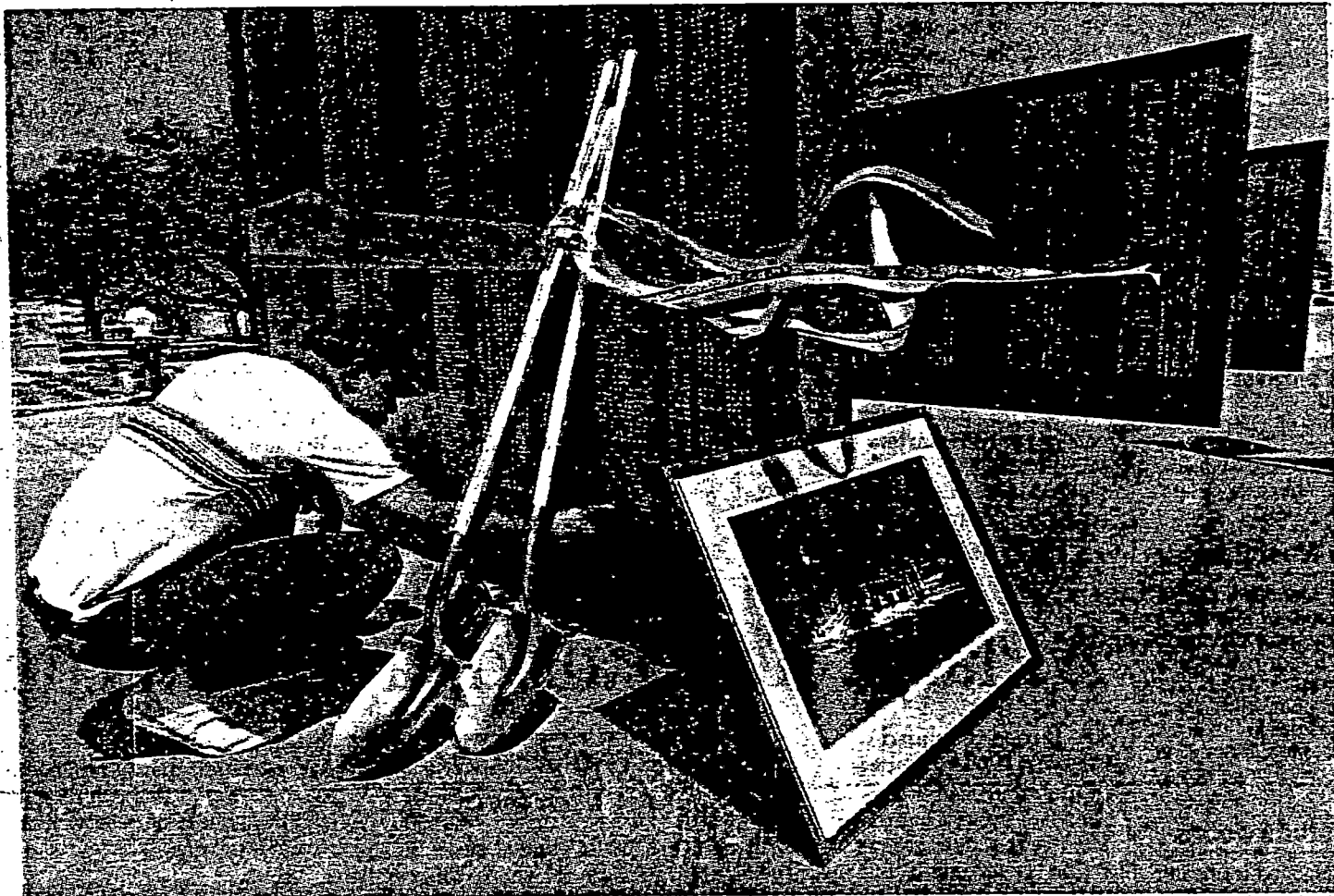
"But the focus has been on guys in fatigues moaning and groaning about something. In no way do they represent the vast majority of Vietnam vets. A lot of them



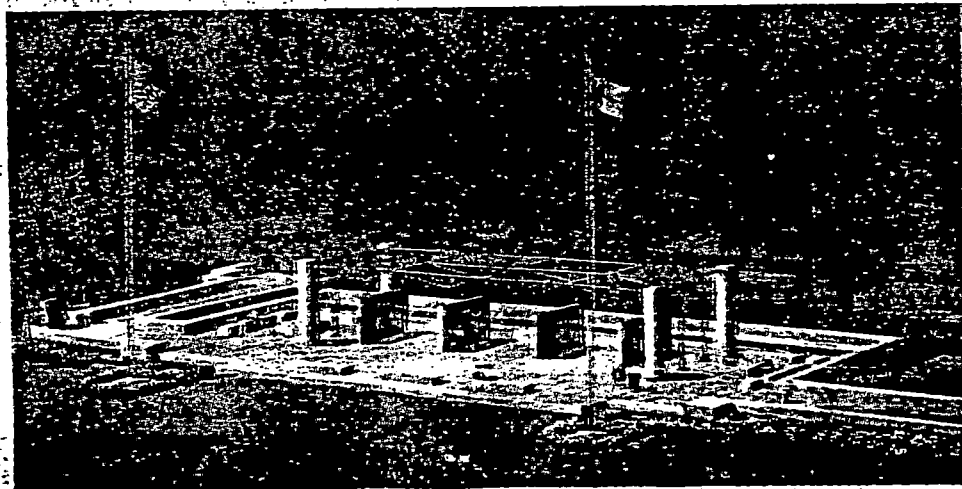
Fort Worth Star-Telegram / RODGER MALLISON



# A tribute to Vietnam veterans



The Dallas Morning News: Richard Michael Pruitt



**Chester Holleman of Dallas, a Vietnam veteran, searches Monday for the names of friends on a temporary memorial to Texans killed in the war. The shovels and drawing were used during groundbreaking ceremonies for a permanent Fair Park memorial, which is to be dedicated on Veterans Day in November. At left is an artist's rendering of the memorial, four granite tables listing the names of the 3,271 Texans killed and 156 missing.**

# IN THE NAME OF CHUCK BROWN

## Veterans' success and memorial honor Texans who died in Vietnam

By MARY BARRINEAU  
Staff writer

**C**HUCK BROWN NEVER had a chance to be anything but a high school graduate and a dead Marine. He was only 19 when he was killed during an attack on his reconnaissance team in Vietnam. He was awarded a Bronze Star for heroism posthumously, but the war cut short his dreams of making something more of his life.

Brown's name, along with those of 3,243 other Texans who died in Vietnam and 161 still missing in action, will be engraved in red granite at the Texas Vietnam Veterans Memorial at Fair Park in Dallas.

Texans who survived the war have been working hard to raise money to build the memorial. They hope to break ground on Nov. 11, Veteran's Day. But on the way to their \$2.5 million goal, they realized that an artful arrangement of water and stone and flame is not the only way to honor Chuck Brown.

The kinds of lives those Vietnam survivors lead are a fine memorial, too. There are presidents of major Dallas corporations, stockbrokers, lawyers, bankers, airline pilots, real estate developers and city councilmen. They had the chance to do with their lives what Chuck Brown never got to do after he graduated from Bryan Adams High School in 1967.

And the fact that they are community leaders and successful businessmen is testimony to the kind of men who served in Vietnam, survivors say. They honor Chuck Brown every time they close a deal, hug their children, mow their lawns or vote in an election.

Chuck Brown's father, Dee Brown, knows the men who fought alongside his son weren't misfits: "The vast majority of them are hard-

working citizens. I want them to be thought of that way."

Monument organizers know those images conflict with the stereotype many people have of Vietnam veterans. It is a stereotype they hope to change. Very few Vietnam veterans are the drug-crazed, violence-prone wackos or guys looking for a handout often portrayed in the media, says B.G. Burkett, a former Army lieutenant in Vietnam who is now a stockbroker and senior vice president at Schneider, Bernet & Hickman.

Some Vietnam veterans have lingering health problems because of exposure to the defoliant Agent Orange. And combat does take an emotional toll. But most veterans have fully recovered from the effects of war, he said.

Burkett has spent months poring through stacks of Pentagon reports and statistics to come up with a profile of Vietnam veterans. "Less than 2 percent and probably less than 1 percent exhibit any tendencies toward violence or anti-social behavior," he said. "After all, there are 3.3 million Vietnam veterans.

You're going to have a percentage that robs banks, holds up Burger Kings and rapes women. But the percentage is very small.

"I get very irritated when these kinds of stereotypes persist," said Burkett. "Now that the names of these men who died are going to be on public display, it's like any insult directed toward Vietnam veterans is directed toward them. The rest of us were able to get on with our lives. No one even knows that we're Vietnam veterans unless we tell someone about it. Those guys who died will be forever identified with Vietnam."

Burkett, a member of the host committee  
Please see VETS, Page 6

**T**he monument really isn't a statement architecturally or politically about the war. It's more a celebration of the soldier.

Arthur L. Ruff, president,  
Vantage Development Co.

# VETS

From Page 1

that sponsored a fund-raising gala for the memorial Sept. 28, said it would be criminal to spend \$2.5 million putting up 3,244 names on a wall when inaccurate images persist.

The memorial will be enhanced if the public doesn't automatically assume the worst about those who fought in the war, he said. Therefore, the veterans working on the memorial have made improvement of the public image of Vietnam veterans a major part of their efforts.

Among Dallas Vietnam veterans are the heads of at least 20 corporations, hundreds of airline pilots and hundreds of lawyers and doctors, he said.

Arthur L. Ruff was an artillery forward observer during the build-up of troops in Vietnam during 1966. He's now president of Vantage Development Co. Paul Russell was a military adviser to the South Vietnamese during two tours of duty in Vietnam, and was awarded the Bronze Star for meritorious service. He's president of Milton B. Levy & Son Mechanical Contractors.

Hugh Robinson was the executive officer of an engineering group in Vietnam, and went on to become an Army major general. He's now president of Cityplace Development. Schuyler Page was a Marine Corps rifle platoon commander. He now heads his own executive search firm. Udo Walther spent five years in Laos, Thailand and Vietnam as a Green Beret. He's now a partner and director of construction for Trammell Crow Co.

Other successful Dallas Vietnam veterans include Ronald Brame, president of the architectural firm Harwood K. Smith and Partners; Neal Pointer, president of the advertising agency Jones, Pointer, Winn Inc.; Larry Shapiro, president of Marty's Food & Wine Store; and Roger Staubach, the former Dallas Cowboys quarterback who is now president of The Staubach Co., a real-estate company.

Among the others who served in Vietnam are C.E. Casebier III, vice president of Woodbine Development Corp.; Dan Chapman, managing director of Concorde Bank Dallas; Gerry Storey, president of All Medical Rents & Sales; John P. Wagner, Wagner & Nelson Mortgage; John G. Tuthill, president of Watson and Taylor Management Inc.

Attorney and former Dallas City Councilman Lee Simpson is a Vietnam vet, as are current councilman Jerry Rucker, Dallas Assistant City Manager Richard Knight Jr. and Texas Rep. Sam Johnson of Plano.

Because men such as these came home from the war and got on with their lives, not wanting to dwell on their experiences in Vietnam, most of them didn't join veterans' organizations. But the memorial is getting them involved in veterans issues for the first time since they returned from the war.

They have intensely personal reasons for supporting construction of a Vietnam veterans memorial and for wanting to boost the public's opinion of men who fought in the war.

Ruff, for instance, had a close friend who died there. "I see this memorial as a way to give something back to him, as a sort of affirmation of his spirit," he said. "You want people to know that he wasn't an idiot, that he was one of the brightest and best, that going to war was something he chose to do and that he didn't feel put upon."

It would be as misleading to say all Vietnam veterans are successful businessmen like Ruff as to say they're all emotional cripples. Yet many Dallas-area Vietnam veterans say their combat experiences did contribute to their abilities.

"People who survive that kind of experience have an advantage over their peers when they come home," said Ruff. "Their level of maturity is greater, and in most cases, the first thing they want to do when they come home is get their life back in order and get assimilated into society."

Page agreed. "I can only speak for myself, but it was absolutely invaluable in learning to cope with reality and how to get things done," he said.

And Russell said the self-confidence gained in combat stays with you forever. "For the rest of your life, you don't feel like you have to prove anything to anybody that you haven't already proved to yourself before," he said. "You look at things differently because you've lived on the edge. You know where the edge is. You've pushed yourself to the point where you weren't sure of the outcome. You know how you react."

Yet some men never fully recover from the emotional impact of combat, said Russell. "There's no doubt that there's such a thing as the post-Vietnam syndrome for a minority of veterans. Most of us, when we have a traumatic experience, clamp the lid on tight right away, and little by little we let it out when we're able. It's when the lid flies off that there are problems," he said.

Phil Hontz, president of the Dallas Chapter of the Vietnam Veterans of America, said it's important to remember that no matter how successful a veteran appears to be, problems stemming from the war can surface years later.

Hontz came home from the war, went to graduate school and took a job as an environmental biologist for Texas Instruments. But after he achieved many of his goals, he fell apart. "It was 1983 before I had to sit down and confront the 1960s. I was what everyone considered a success. But I started losing control of my life. The anger crept back in. One day, I felt like I had hit rock bottom. I mean I was breaking chairs and everything."

He got help from the Dallas Vet Center, a federally funded readjustment counseling center for Vietnam veterans. "I wouldn't be here today if it weren't for the Vet Center," said Hontz. Now the VA is planning to cut back on financing for the centers, he said. In all the talk about the achievements of Vietnam veterans, it's important to remember that success is no guarantee that a veteran won't need help, said Hontz, a contract negotiator for Texas Instruments.

Despite the tendency of the news media to play up the Vietnam angle every time a veteran becomes violent, the public image of Vietnam veterans is better now, said Cityplace's Robinson.

"I think when the war ended the image we had was of a bunch of trained killers who went over there on an unauthorized excursion into someone else's life and caused a lot of havoc," said Robinson. "People forgot that these men were sent over to Vietnam by the president.

"I think that's changed," he said. "People are finally beginning to understand what the war was about and recognize the veterans as heroes and not bums."

But the media perpetuate the stereotype, veterans said. Burkett pointed out that several news organizations reported erroneously that the man who opened fire Aug. 20 in an Edmond, Okla., post office, killing 15 people, was a Vietnam veteran. Two of the victims of the shootings were Vietnam veterans, but that went unmentioned in the same reports, he said.

As part of the veterans' public relations efforts, Burkett has compiled statistics that show Vietnam veterans are less likely to have served in prison or abuse drugs than non-veterans of the same age. Vietnam veterans are more likely to have gone to college, to own a home and to earn more than \$30,000 a year than their peers the same age who did not go to Vietnam, according to a March 1985 Washington Post/ABC poll, he said.

Eighty percent of the men who served in Vietnam had high school degrees, compared with only 65 percent of draft-age males during the war years, said Burkett.

The public image of Vietnam veterans as men who were unhappily forced into the service of their country is also erroneous, said Burkett. "Seventy-five percent of those who served in Vietnam enlisted or specifically volunteered for Vietnam. Only 25 percent were draftees," he said. A 1980 Harris survey found that 90 percent of Vietnam veterans said they are "glad they served their country," he said.

Pointer, who is president of the Vietnam Veterans' Memorial Fund of Texas, said most Americans are now able to make a distinction between the war in Vietnam and the men who fought in it. "They no longer accuse or blame the Vietnam veteran even if they disagreed with the war. It's only been in the last few years that enough time has passed to allow people to make that distinction. That distance allows them to realize he served when called upon and is a patriot like the veteran of any war."

That may be why the Texas Vietnam memorial is finally becoming a reality after years of unsuccessful fund-raising efforts. The huge success of the Washington Vietnam memorial may have also played a role, as did the involvement of successful veterans such as Pointer and Ruff, and community leaders such as John Sternmons and Trammell Crow who gave public support to the project, said organizers.

Planners visualize the memorial as a shrine that will honor the survivors of the war while paying respect to those who died or are missing.

"For me personally, the thing that's most important is for it to be a reminder to future generations," said the Trammell Crow Co.'s Walther.

"America seems to have pushed Vietnam under the rug, after running out of there with our tail between our legs," he said. "Although it was a bad experience, it's something we need to be reminded of. We don't want to do it again. People who died there gave the ultimate commitment to the war and the government that sent them was not willing to make the same commitment to those people."

Ruff, a member of the memorial fund's board of directors, said that unlike the somber gray walls of the national Vietnam Veterans memorial in Washington, D.C., the Texas memorial will be a more uplifting place. "The monument really isn't a statement architecturally or politically about the war. It's more a celebration of the soldier," he said.

Veterans who were successful and had a hand in the planning wanted the memorial to avoid focusing entirely on death. "The general feeling was that they didn't want to be involved with anything divisive or negative. They were proud of their service to their country," said Ruff.

Designed by Dallas architect and Vietnam veteran Richard Martratt and his partner Gary Garmon, the memorial will feature four stone tablets with the names of the dead surrounded by a waterfall reminiscent of a Southeast Asian rice paddy. Names of the missing will be engraved on one of two arches spanning the entrances to the memorial. An eternal flame will stand vigil at the arch to burn until all Texans listed as missing are accounted for, planners say.

Pointer said the memorial will feature covered seating areas where veterans, family members and friends can congregate. "And if healing is needed, hopefully, the memorial will be the catalyst for that healing to take place.

"It might be a place where a teacher could take a class of students. There are areas where you can go that don't focus entirely on the tablets with the names of the dead," he said.

The younger generation is beginning to show curiosity about Vietnam, he said.

Russell said his own sons are beginning to quiz him about his experiences in Vietnam. His 16-year-old son, who was 3 months old when Russell went back for his second tour of duty in Vietnam, is asking questions about the causes of the war and about the Vietnamese people. His 12-year-old is fascinated by the heroes of the war. Russell considers their interest healthy.

"But I've told them very plainly how unglamorous war is. I don't want them to ever get the idea that it's fun, or exciting," he said.

Meanwhile, Dee Brown is glad to see successful veterans speaking out about their experiences.

His own son would have done the same had he lived to talk about the war and to follow through with his dreams for the future.

"He was a natural-born businessman, even as a teenager. He'd been in the cattle business since he was 16, grazing cattle in the summer and breaking horses to earn extra money.

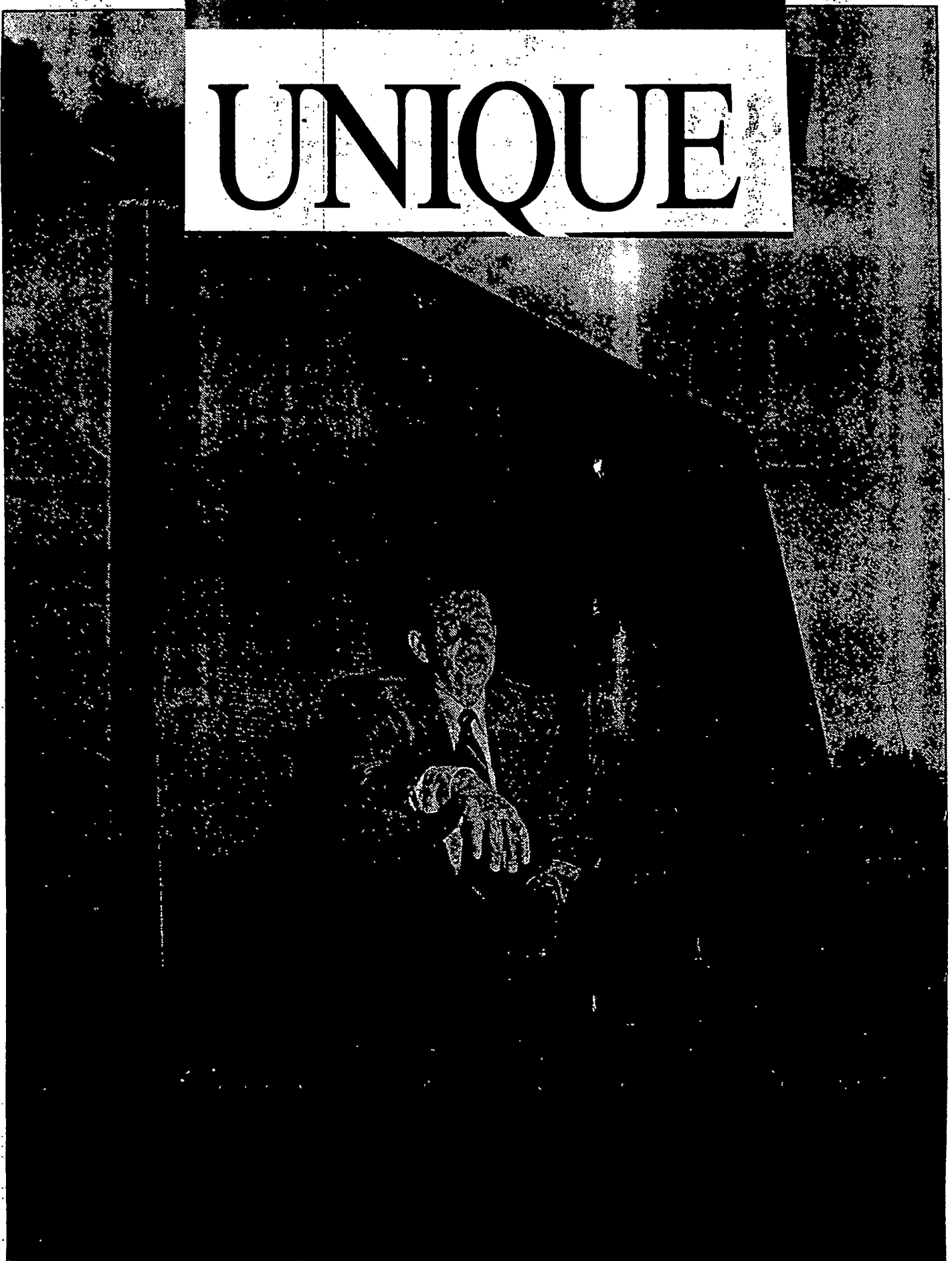
"He probably would have wound up going to A&M and majoring in animal husbandry. But he wanted to serve first. He felt like he had an obligation, and he didn't want to run the risk of being interrupted once he started pursuing school and a career," said Brown.

Brown, who owns a masonry company and is helping in the procurement of stone for the memorial, is proud that the Fair Park monument will help others remember the sacrifice his son made.

"I think, if it does nothing else, it will make the public aware of just how many men did die from Texas," he said.

"This has been a conflict nobody wants to remember," said Brown. "But war is war, and whether you win or lose, if you fight in it you go through hell. If a person answers the call of his country, people ought to remember and they ought to honor that."

# UNIQUE



Dee Brown's son, Chuck, was among the 3,244 Texas soldiers who died in Vietnam

Doug Milner/Dallas Times Herald



John Keating/Dallas Times Herald

**Vietnam vet B.G. Burkett is a senior vice president at Schneider, Bernet & Hickman.**



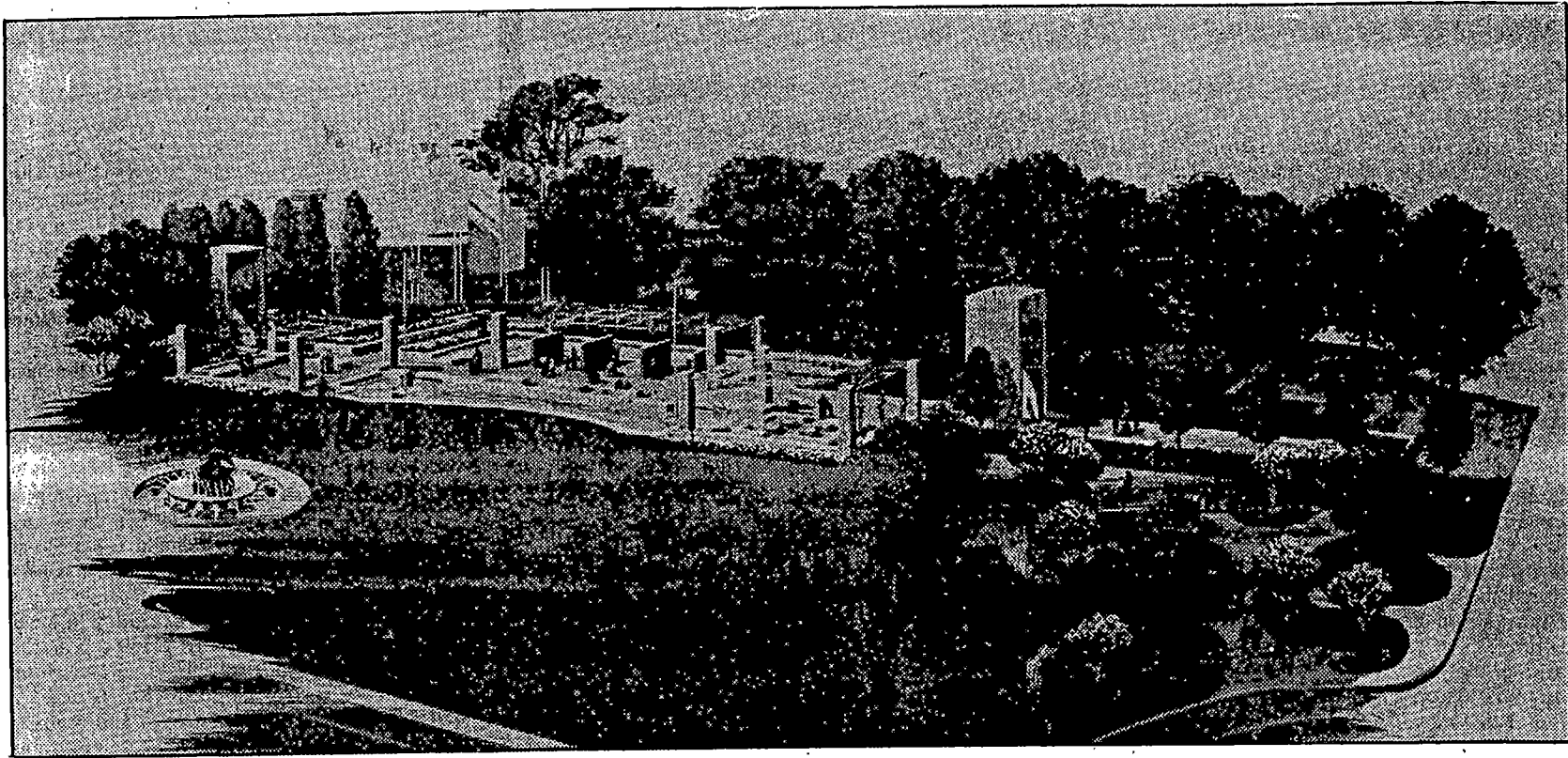
Doug Milner/Dallas Times Herald

**Udo Walther was a Green Beret in Vietnam; he's now a partner and director of construction for Trammell Crow Co.**



John Keating/Dallas Times Herald

**Vietnam vet Paul Russell is president of Milton B. Levy & Sons Mechanical Contractors.**



The memorial was designed by Dallas architect and Vietnam veteran Richard Martratt and his partner Gary Garmon. It will feature four stone tablets inscribed with names surrounded by a waterfall reminiscent of a Southeast Asian rice paddy.

### **The Texas tally in Vietnam**

- Texas lost 3,244 soldiers in Vietnam, the third highest number among states behind California and New York. One hundred sixty-one Texans are still missing in action.
- About 17,250 Texans were wounded in combat.
- Dallas lost 259 men in Vietnam; about 1,380 Dallasites were wounded in the war.
- Twelve Texans won the Congressional Medal of Honor for service in Vietnam, eight of them posthumously.
- Six Congressional Medal of Honor winners from the Vietnam War live in Texas. Another five Vietnam War Medal of Honor winners were born in Texas, but now live elsewhere.
- An estimated 175,000 Vietnam veterans now live in Texas.
- More than 33,000 Vietnam veterans live in the Dallas-Fort Worth area, approximately 11,000 of them in Dallas.

# Veterans, families relate impact of war

We asked a sampling of other veterans and family members of veterans about the impact of the war on their lives and about the significance of the Texas Vietnam Veterans Memorial:

**Lance Ellis of Lance Ellis Realtors, who served as a rifle platoon leader in Vietnam:**

"I was at a dinner party about a year ago with about seven other people, and this couple that I had known for years found out I was a Vietnam veteran. They put down their forks, got up, and walked down to my end of the table and held out their hands. They said, 'Thank you for what you did.'

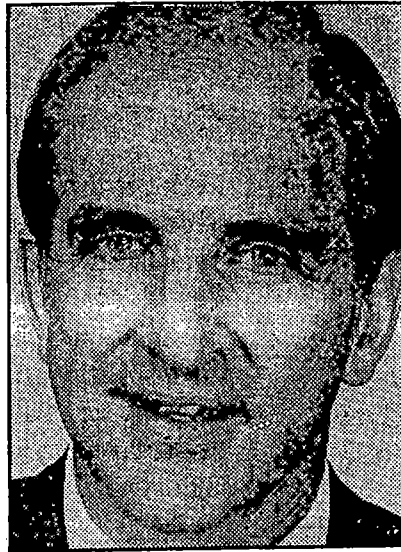
"It occurred to me that until then, no one had ever said that to me. And there are a lot of guys in the state of Texas who've never had that said to them.

"The memorial will be a visible, permanent symbol that says 'thank you' from the state of Texas."

**Fred Flom, an American Airlines pilot who was a prisoner of war in Vietnam for seven years:**

"I get mad at Americans that treated veterans badly for being involved in the war. The war was an unpopular war, and it's unfortunate that people who did their duty and were very patriotic came home and were treated that way. The soldiers don't make the decisions of the war; they just carry them out.

"I think the memorial will be something positive for the veterans that fought in the war. There's been so damn little positive about the Vietnam War.



**Sam Johnson**

"Although I was held prisoner, I think my feelings about the memorial will very much mirror those of other veterans. The experiences we went through were very individual. But having served in the war itself is a common enough bond."

**Merlyn Dethlefsen, Congressional Medal of Honor winner for valor in Vietnam, owner of MedMart, a Fort Worth medical equipment and supply company:**

"Ideally, it would have been preferable to construct a veterans memorial right after the war. However, as a realist, I know we must accept the fact that the war's outcome wasn't what we wanted. It's taken the country a little time to sort out what really happened.

"To me, the memorial is a small way of thanking a lot of super



**Lee Simpson**

guys who made sacrifices but weren't fortunate enough to come home.

"I've already received a lot more recognition than I deserve. But the fellow who went over there and did his job, and now drives a truck or sits behind a desk, has probably never gotten any recognition. This will be a way of thanking him, too."

**Sam Johnson, Texas state representative, a prisoner of war in Vietnam:**

"I think the memorial will be a reminder that veterans through the years have protected what this country stands for, and Vietnam veterans were no exception. It will put the Vietnam veteran in the same category as those of other wars. When people go out there and see the memorial, they are go-

ing to recognize that. Veterans will get lumps in their throats. When you've seen your friends die or get maimed or even captured, well, it hits pretty close to home.

"It will also be a reminder that we still have some MIAs and possibly POWs in Vietnam. We shouldn't give up trying to get an accounting of them."

**Walter Hartness, whose son Greg is missing in action:** "The uncertainty of the situation with the MIAs is a daily concern to us. The memorial will be a place we'd like to visit quite often. It will ensure that Greg is not forgotten completely."

**Lee Simpson, attorney and former Dallas city council member who was a radio operator in the 1st Air Cavalry Division in Vietnam:** "The significance of the memorial is that there was a public duty that people were asked to shoulder and many people did shoulder it. That's something that's worth a lasting memorial.

"The memorial is an honor and a remembrance of the people who served rather than any kind of statement one way or another about the war.

**A.J. Magliolo, Southwest Airlines pilot who was a B-52 pilot in Vietnam:**

"I want to be able to show my children and grandchildren that memorial. There were a lot of lessons to learn from the war, like don't run a war with politicians."

"I take a great deal of satisfaction that our bombing raids over North Vietnam had a large impact on the release of the POWs. I work with several POWs at Southwest, so that means a lot to me."



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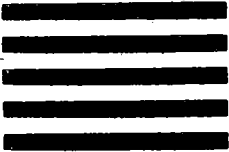
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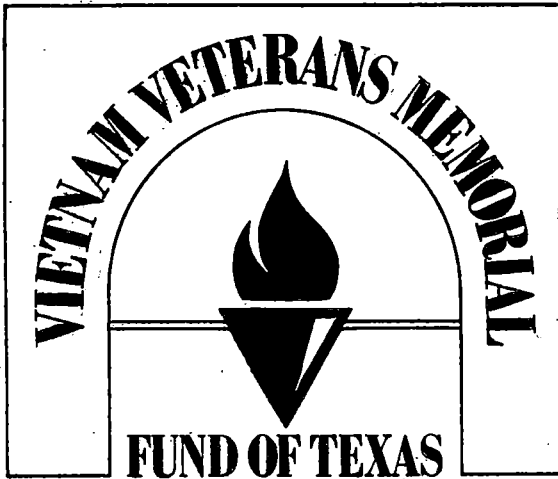
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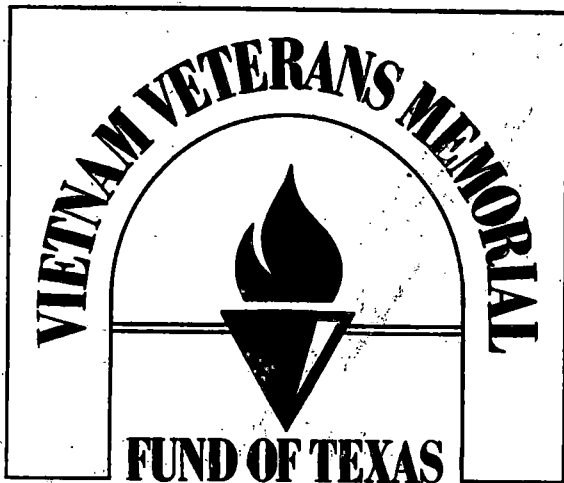


## VIETNAM VETERANS MEMORIAL FUND

Texas lost 3,405 men in Vietnam, more than 5% of our Nation's total loss. Remember them, their courage, their willingness to lay their lives on the line for their comrades, their families and friends-for all of us.

Support the construction of a statewide memorial at State Fair Ground Park in Honor of our fallen Texas heroes.





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Fort Worth Star-Telegram

## Editorials/Viewpoints

Amon Carter, Founder-Publisher, 1906-1955 Amon Carter Jr., Publisher, 1955-1982

# Vietnam vets

## Finish memorial to Texans who served

Texas always has recognized bravery, dedication and service. Texans now should recognize the sacrifice of those who served in Vietnam and honor them by contributing to the completion of the Texas Vietnam Veterans Memorial.

It will honor not only the 3,244 Texans who were killed in action in Vietnam and the 161 who are still listed as missing in action, but also the many thousands who served their country and quietly came home to resume productive civilian lives.

The nation they came home to was ambivalent about the war they fought. Only now is it realizing that, misguided or not, it was our war, fought by our youth.

Their service was an honorable chapter in American dedication to duty.

The simple, dignified memorial — five tablets made of Texas granite bearing the names of the Texans who did not come home, a plaza and a fountain — is under construction in Fair Park in Dallas. Its cost properly is being borne by private donations from ordinary Texans, including many who served in Vietnam and many more who merely appreciate the American, and Texan, tradition of the citizen-soldier.

Tax deductible contributions should go to the Texas Vietnam Veterans Memorial Fund, P.O. Box 50366, Dallas, 75250.

DALLASITE, AUGUST 1989

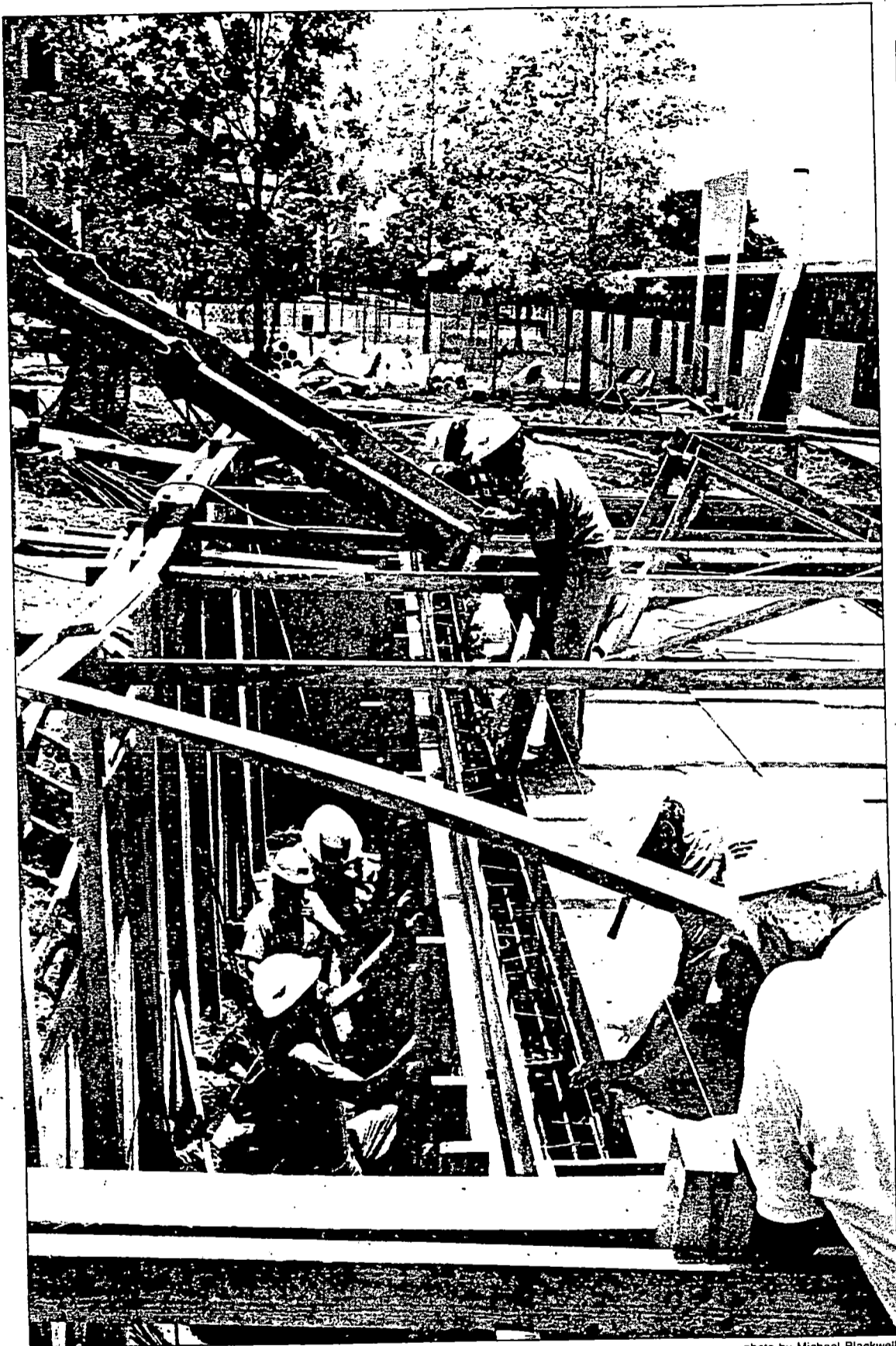
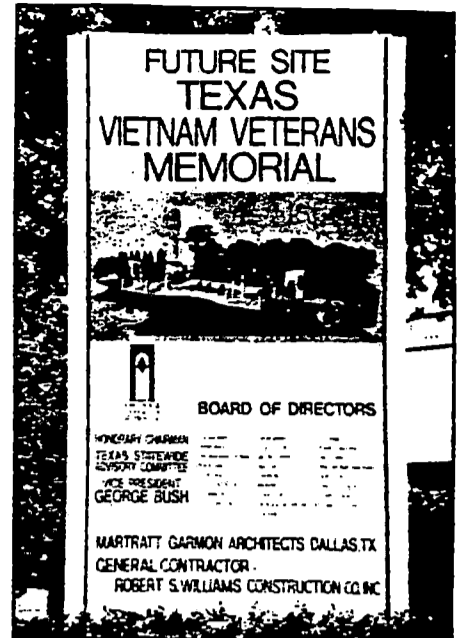


photo by Michael Blackwell

## Veterans Memorial goes up

Construction began in mid-July for the Vietnam Veterans Memorial at Fair Park to honor all Texas veterans. Shown is the first concrete being poured for one of two fountains in the memorial area where veterans missing in action will be honored. Granite tablets listing all Texas veterans will be located east of the fountains.

Last year, TIers donated \$6,060 which was matched dollar for dollar by the TI Foundation along with a \$5,000 contribution for a total of \$17,120 towards the 12,000-foot memorial. The first phase should be complete by the time the State Fair opens in October.



## GROUND BREAKING TO BEGIN IN FAIR PARK FOR VIETNAM VETERANS MEMORIAL

by: Ronda Hontz

Just inside the main entrance of Fair Park at the northwest end, next to the Music Hall, opposite the Hall of State, is 2 acres of park land. Soon this site will have granite walkways, a short waterfall cascading into a reflecting pool, benches, 5 granite tablets, a United States flag and a Texas flag creating the Texas Vietnam Veterans Memorial. Four of the red granite tablets from Fredericksburg already have the name, rank, branch of service, date of birth and death of the 3,271 Texans who gave their lives to the conflict in Vietnam. The remaining one tablet lists the 156 servicemen who are still unaccounted for in southeast Asia. This total listing of Texas men lost in Vietnam represents more than 5% of all Americans killed during that period of time.

The fund raising efforts for the permanent construction of a tribute to the Texans lost in Vietnam began in 1985. Despite the fact that President Bush is the honorary chairman of the Texas memorial, fund raising has proven to be a difficult task because Vietnam veterans are still forced to defend themselves regarding their actions while serving their country. Also, Vietnam veterans have been assigned some extremely demeaning labels which cloud the thinking of the general public regarding donations to this cause.

Mr. B. G. Burkett, State Treasurer for the Vietnam Veterans Memorial Fund, explains it this way: "People have trouble separating the war from the warrior. The connotation of 'bad war . . . defeat . . . immoral' are difficult to separate from Vietnam servicemen. In addition, the press perpetuates the idea that Vietnam veterans are virtually unemployed and merely wandering through life. Honestly, how can anyone or any organization

determine it a high priority to honor that type of person? They can't. We have come a long way in demonstrating our (Vietnam veterans) accountability and worthiness, but it's not been easy. For example, about 600 cities here in Texas have lost at least one person from that war. Of those men whose names appear on the tablets, 771 are Hispanic, 422 are black, 6 are American Indian with the remaining men being Caucasian, so basically all segments of society are represented. And, of these men, 14% were officers and 86% were enlisted men. Some of the honors granted to Texans whose names are on the tablets include 9 Medal of Honors, 15 Distinguished Service Crosses, 12 Navy Crosses, and 4 Air Force Crosses. Another thing I think is important for people to understand is the fact that only California and New York lost more men than Texas and of the men Texas lost, 65% were Army, 25% were Marine, 5% were Navy and 5% were Air Force. So you see, all the armed services were represented and effectively served and this is what we want to convey, the Vietnam soldier was a person called to serve his country and he did it well. In some cases, he gave his life - the war is different from the warrior."

As a stockbroker, Mr. Burkett knows the money market and can speak more candidly about the unstable financial situation of the memorial fund. "NCNB contributed the total maintenance endowment for the first 7 years! General Dynamics has donated \$50,000. The Meadows Foundation of Dallas donated \$250,000 and the Carl B. and Florence E. King Foundation donated \$80,000. Texas Instruments also provided us with \$15,000. Although we have collected money from over 8,000 individuals and a multitude of other state organizations, we

are still \$100,000 short of the Phase I cost of \$1.2 million. And, as time passes, the costs of construction could increase, so we are working under a restrictive time constraint. Contributions are still essential for completion of the memorial for the state of Texas.

We are going to break ground as soon as we get the approval from the appropriate people, which means, the memorial could actually be completed by our intended dedication day, November 11, 1989."\*\*\*

Four years have passed since the original concept of creating a memorial dedicated to Vietnam veterans from Texas. Within the last month, all Texas VVA chapter presidents have been sent a press kit from the memorial fund and a letter asking for their assistance with this long sought after project. To encourage the completion of this monument support in whatever form your district is capable of will make the construction of the Vietnam Veterans Memorial of Texas a reality. Only through constant attention and support will this truly unselfish idea be realized.

Contributions to the Vietnam Veterans Memorial Fund of Texas can be sent to PO Box 50366, Dallas, Texas 75250. Anyone or any organization interested in participating at any level, please contact the memorial fund at this address. When funding for this memorial is completed, this group will disband.

Photos by: Steve Nail

\*\*EDITOR'S NOTE: As of 13 April, the Dallas City Council has approved the ground breaking for the Vietnam Veterans Memorial in Fair Park.

Apr. 18-24, 1988

Dallas Times Herald

# Dallas, Inc.



## Experienced in Vietnam



Mark Graham/Dallas Times Herald

### Dallas war vets moving into top business roles

By Dean Takahashi

OF THE TIMES HERALD STAFF

At the onset of America's longest war, the best and the brightest Americans who fought in Vietnam were called corporation executives in uniform: they were the best-educated, most-efficient and best-equipped soldiers in history.

But the war dragged on. At times, the battle lines were drawn more clearly at home than in the field.

Instead of the heroes' welcomes that greeted World War II veterans, those returning from Vietnam were met by jeers or silence.

Now, more than a decade after Saigon's fall, Vietnam veterans are moving up the career ladder and reaching the upper ranks of the nation's corporations. This generation of veterans carries a haunting heritage

Vantage Development's Art Ruff: No dwelling on a war-time past.

Please see VETERANS, 10



Dan Levine/Dallas Times Herald

▲ B.G. Burkett at his downtown brokerage office, above, and crouching at the 199th Infantry Brigade base camp near Bien Hoa air base two decades ago.

didn't want to work under constant pressure from lenders.

Davidson's Vietnam is not the symbol of a losing cause, but the will to live through hard times. When he was there, he cared little about the war. He fought because he had little choice and it helped him develop an intense respect for honest work, discipline, organization and leadership — traits he says are essential to his business acumen.

Davidson's father, a career military officer, insisted he be an ROTC cadet when he attended the University of Texas at Austin.

In July 1969, Davidson was still thinking about the bikini-clad women at his going-away party when a helicopter dropped him off on a mountainside in the Central Highlands to relieve a company commander. The soldiers were bagging the bodies of eight men the company had lost in a sapper attack.

Davidson recalled, "I told them I would listen to them for a while and I wasn't there to kill people but to bring home as many of them as I could. We went on to become a pretty good company."

Davidson's company engaged in search and destroy missions in free-fire zones where the rules allowed you to shoot anything that moved. Once a band of sappers had infiltrated his position, and, remembering his arrival, Davidson called in an artillery strike on his own position. His men were safe in foxholes and only the enemy was caught in the barrage.

"After that, everybody made sure they dug good foxholes," he says.

In the spare time, his interests turned to business.

"I kept a plastic bag in my back-

pack, and in it I had my maps to keep them from getting wet, a Playboy magazine and a Wall Street Journal."

When he returned home, Davidson landed a job as a stockbroker in Houston. In 1973, he came to Dallas with just \$3,000 and started working for a friend in real estate.

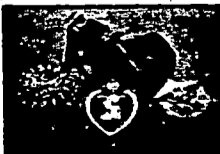
With his strong personality and big smile, Davidson adjusted well. He added, "I think being a veteran helps me in business relationships. It gets me respect."

Eventually, he started his own real estate firm and in 1978 landed a \$27 million deal with United Management Ltd., the Canadian firm that is backing Sunchild. Without ever taking a business course, he rode the tide of incoming deals and became a real estate king.

After an extravagant 40th birthday party three years ago, Davidson married his third wife, Candy, whom he met while racing cars at places like LeMans. He has a daughter, Erin, 14, and a 14-month-old son, David Jr.

"The bankruptcy is like another ambush. I may be naive, but I think I can make it through. I believe in Dallas. There's always real estate deals out there, and I love being out there making deals."

**Ron Brame**



After 15 years as president of Harwood K. Smith & Partners, Dallas' largest architectural firm with more than 350 employees, Ron Brame decided to get back in the trenches. In January, Brame

swapped jobs with executive vice president Joe Buskuhl and started designing buildings again. Instead of being responsible for \$800 million in design and construction work, he's now one of seven "hands-on" project managers and is in command of jobs worth \$160 million to the company.

Brame says other architectural firms led by men with bigger egos might have faltered in executing such a leadership transition. That healthy attitude is one of the few signs of Brame's experience in Vietnam, he says.

"Most people don't know I'm a Vietnam veteran. It was a different life for me, where I learned how fragile life can be. It was where I learned to be either a follower or a leader, depending on your mission."

A college graduate trained in the Army's Corps of Engineers, Brame was transferred to South Vietnam in December 1967.

"When I got there, I told them I was in construction. But they changed me to a combat engineer for the 101st Airborne Division and said my job was destruction," he recalls.

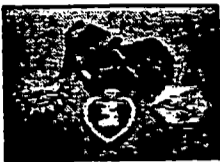
And destruction there was. A month after his arrival came the Tet Offensive of 1968, the surprise general offensive by the Viet Cong. Brame says the Viet Cong were crushed, but he believes the war was lost by those at home who lost the nerve to fight after Tet.

Brame escaped unscathed and brought home two Bronze Stars for his service. He was met by jeers at San Francisco's airport. That prepared him for Christmas 1968, when he had a falling out with his younger brother, who was against the war. The two have since made peace.

After three years with HKS, Brame became president. Under Brame and Chairman and Chief Executive Officer Ron Skaggs, the company designed its biggest projects, including Reunion Arena.

Brame will oversee the construction of the veterans memorial in Fair Park. His firm donated its services for the project's design. The fund raising is taking too long, he says. Brame persists because he believes it will bring relief to troubled veterans.

### Paul Russell



Combat in Vietnam left an enduring imprint on Paul Russell's management style. As an Army captain, he commanded a small American advisory unit and a group of South Vietnamese popular forces.

Under pressure, he keeps cool. And he knows how to work with people and understand and react in a crisis.

"Someone asked me what was the loudest sound I heard in Vietnam. There were a lot of firefights and you can't believe how confusing and noisy they are. But the loudest sound was the click of all the eyeballs in the platoon when they looked at you and say silently, 'What do we do now, sir?' In business, you're still the one that gets those looks."

Yet when Russell needs to solve a business problem, he doesn't consult a history book. Sometimes, the best thing to do is recall his military experience.

For Russell, 43, the effort to build a veterans memorial in Fair Park is the last unfinished business of the war. "We came home to lead productive lives and raise children. Our friends that died didn't. The memorial is not political, not refighting the war, it's just to remember what they did."

Now president of Milton B. Levy & Son, a plumbing and mechanical contracting company that grossed \$12.5 million in sales for 1987, Russell is accustomed to success. Before the war, he completed a degree in mechanical engineering at Vanderbilt University in Nashville and entered the military through the Reserve Officer Training Corps. Like 75 percent of those who served in Vietnam, he volunteered to go, not knowing what to expect.

He served two tours and came back with two medals, one for pulling a wounded man from a burning wreck.

After the war, Russell parked the memories to one side and got started in the mechanical contracting field.

He enjoys life

with wife, Sissy and sons Paul, 17, and Griff, 13. When the boys ask about the war, he makes sure they understand there is no glamour in it.

The pair of living through war has also been a lesson learned.

"There's got to be a better way. There's so many times in business that I find a situation where clients get angry and there's talk of lawsuits. I always remember the best way to handle it is to call them and say, 'We need to work this out. Ninety-nine percent of the time it works out.'"

But while he has succeeded at business, he has faced frustration and rejection as president of the Vietnam Veterans Memorial Fund of Texas. His efforts to raise money for a state memorial are being stymied by a downturn in donations.

"When I see rich individuals and corporations make a big donation to another cause, I get jealous and feel like I didn't make a good enough pitch." The feelings are a far cry from the catharsis Russell had expected when he joined the project two years ago. Russell can't rest easy until he can visit a serene granite memorial in Dallas to honor 35 friends who died in Vietnam. Dallas lost 259 killed in action.

The poor economy may only mask other reasons for the low donations.

"I've had people say to me that the memorial will be a gathering place for burns. The kiss of death for any fund-raiser is to say it's a Vietnam veterans function," he says. "They're afraid of what we'll do if we get together."

### B.G. Burkett



B.G. Burkett has done well at being a stockbroker. At Schneider Bernet, he enjoys number-crunching, wears sharp suits and occupies a 24th-floor corner office with a great

view of the downtown skyline. But in 1969, the view wasn't great. He took his exam for entrance to business school in a stifling tin shack with artillery shells thundering overhead. At 24, Burkett was a rifle platoon commander defending an Army firebase near the Bien Hoa air base. At one time, that meant holding off 400 Viet Cong guerrillas in an intense, 10-day siege.

For Burkett, surviving Vietnam had a positive influence on his life.

"When I sit in restaurants and even church pews, I naturally go for the seats where my back isn't to anyone. In Vietnam that meant survival. But here, it doesn't mean that I've got post-traumatic stress syndrome and can't function," he says.

Burkett earned his master's degree in finance at the University of Tennessee in Knoxville. In 1971, he started work as a stockbroker for Underwood-Neuhaus, where he remained for 13 years before moving to Schneider Bernet.

Recruited in 1986 by his friend Paul Russell to raise money for the Fair Park veterans memorial, Burkett is frustrated, too. To stir the spirit of donation, Burkett tries to calculate that price. In the past two years he has painstakingly compiled statistics from government records, building an arsenal of facts — many that reflect positively on the Vietnam veteran.

He has collected so many details that he says he may publish his findings in a book. A quick look at a 1987 Labor Department study shows 6.2 percent of non-disabled veterans who served in Vietnam were unemployed in 1985 vs. 7.5 percent among non-veterans 18 years and older.

"I've had no nightmares or adjustment problems. I only started being a Vietnam veteran again when the fund raising for the memorial came up. I'll go back to being a stockbroker again when it's finished."



Mark Graham/Dallas Times Herald

▲ David A. Davidson, above, at his office, and on patrol with ▲ his rifle platoon near Pleiku in the Central Highlands.



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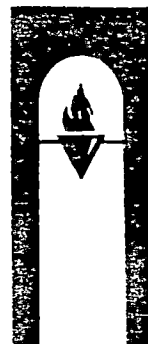
Prudential-Bache Securities Inc.  
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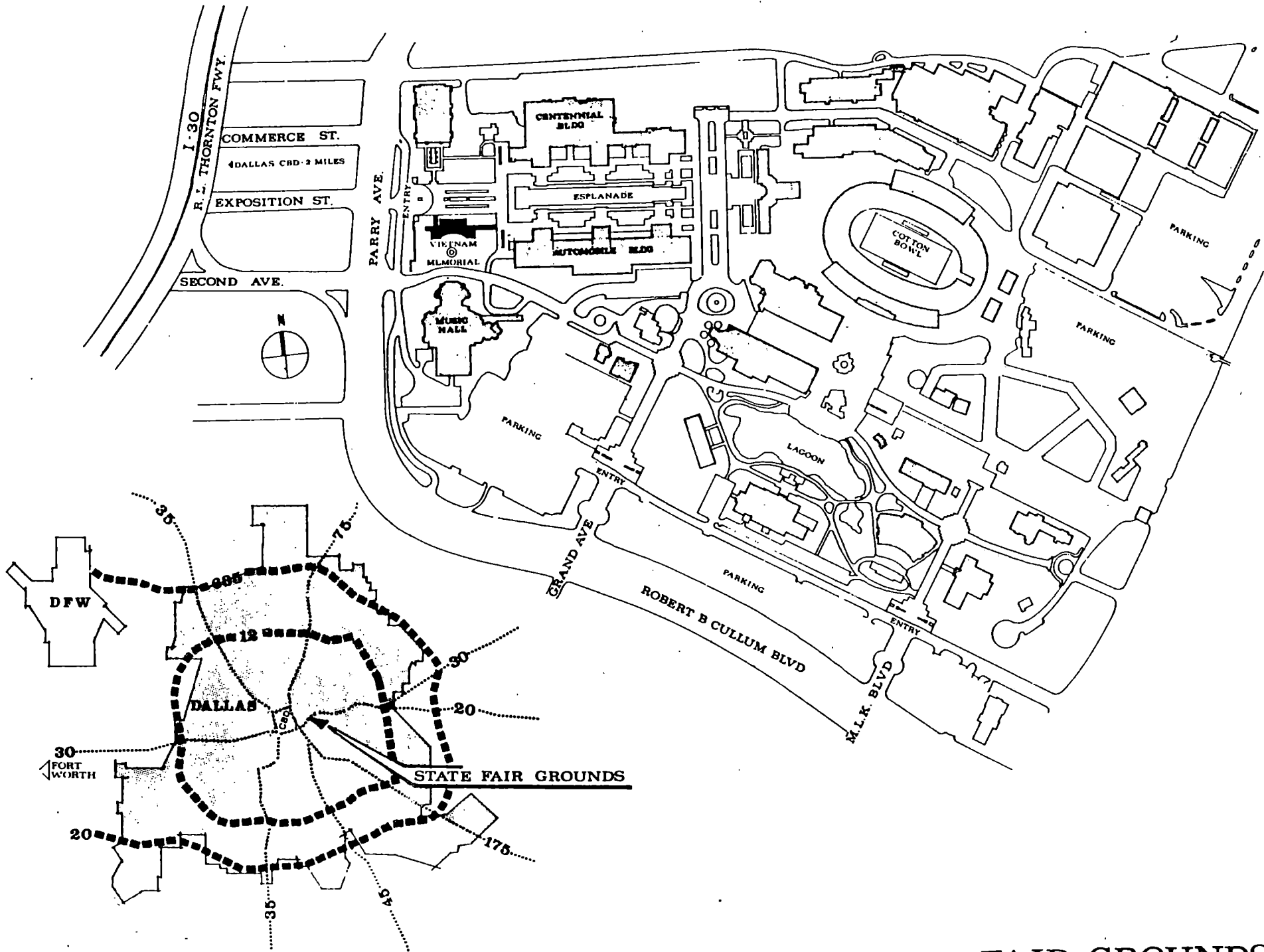
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DALLAS MAP

STATE FAIR GROUNDS

Internal Revenue Service  
District Director

Department of the Treasury

Date: MARCH 20 1988

Our Letter Dated:  
March 26, 1982  
Person to Contact:  
EO Technical Assistor  
Contact Telephone Number:  
(214) 767-3526

▷ Vietnam Veterans Memorial Fund of Texas, Inc.  
4227 Herschell, Suite 105  
Dallas, TX 75219

— Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization which is not a private foundation until the expiration of your advance ruling period.

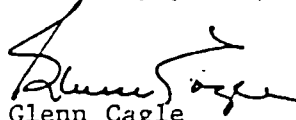
Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Internal Revenue Code, because you are an organization of the type described in section 170(b)(1)(A)(vi). Your exempt status under section 501(c)(3) of the code is still in effect.

Grantors and contributors may rely on this determination until the Internal Revenue Service publishes notice to the contrary. However, a grantor or a contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act that resulted in your loss of section 509(a)(1) status, or acquired knowledge that the Internal Revenue Service had given notice that you would be removed from classification as a section 509(a)(1) organization.

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,

  
Glenn Cagle  
District Director

bm

TEXAS CASUALTY STATISTICS

VIETNAM WAR

Army	2,231	65.11%
Marines	877	25.59%
Air Force	171	4.99%
Navy	146	4.26%
Coast Guard	2	.05%

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3,427

Killed in Action 3,271

Missing in Action 156

*Officers & W.O.	497	14.50%
Enlisted Men	2,930	85.50%

Posthumously Awarded Medal of Honor 9

Posthumously Awarded Navy Cross 12 (Navy-3, Marines-9)

Posthumously Awarded Air Force Cross 4

Posthumously Awarded Dist. Service Cross 10+ (Being researched)

Whites	2,222
Hispanics	774
Blacks	425
American Indians	6

(\*-Includes a Major General)

For Stephanie Blessey

11/2/89

from John Wheeler 527-5153

### Ideas for Opening the Texas Vietnam Veterans Memorial

The Vietnam Veterans Memorials across the country link us all together symbolically. They form a great network of healing -- the Vietnam Veterans Memorial on the Mall in Washington, D.C., and the superb memorials in states and cities across the land. The names of the men and women who answered the call of our country are listed on a beautiful memorial in Sacramento, and one in Columbia, South Carolina, and one in New York City and in Chicago -- and 143 other major Vietnam Veterans Memorials across the land. And today we open the Texas Vietnam Veterans Memorial. This memorial is pure Texan -- great and beautiful, distinctive among our country's Vietnam memorials, while listing the names, as so many of the memorials do.

This Memorial says we honor the vets, especially those fallen. It says we open our hearts to the widows and parents and children of those named on the walls.

And it says important things about the vets who live among us. Those vets built this memorial. They raised the money for it and then they built it and gave it to our great state. As they did years ago in battle, they seek nothing in return. I commend Jug Burkett and (the other cochair) and all the Texas vets for their effort. It was this way in Washington, D.C. when vets gathered to build the national Vietnam Veterans Memorial. And note this: by their leadership, our vets have inspired so many others to create new beautiful memorials, like the Law Enforcement Officers Memorial for which I broke ground just two weeks ago, and the new memorial in Montgomery, Alabama to slain civil rights workers -- it too is a Wall, and designed by the young woman whose talent was discovered by America's Vietnam vets.

These memorials say that the men and women who served in Vietnam keep on giving much to our country in all walks of life. How proud of them we should be!

They are like their parents, their dads, who fought in World War II, or dads or brothers who fought in the hills of Korea. In fact, the new Korean War Veterans Memorial is beign built near the Vietnam Memorial in Washington, inspired and helped by the younger men from Vietnam. I was proud to unveil the design for the Korean Memorial this last summer.

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The great memorials of our country are not only these memorials, like this beautiful new one in Texas, but include such national symbols as Mount Rushmore -- which citizen volunteers are helping to renovate -- the great WW II cemetery in Hawaii, in the Punch Bowl.

(cont.) And the Washington Monument, the Saint Louis Arch -- a memorial to the opening of the West -- and the Lincoln and Jefferson Memorials.

Countries navigate by such great symbols. They show our deepest values. Yes, they are like stars.

We navigate by the values of giving to others and of relying on others and of service to country that are embodied in this Texas Vietnam Veterans Memorial.

These memorials teach us. They remind us. They point to the things that matter the most, to keeping commitments and putting others ahead of oneself.

And of course the Vietnam memorials are about healing. They are signs of healing -- in my mind's eye I see the network of great Vietnam memorials across the country as a great pattern of healing, binding us all together as they help bind some of the wounds of war. So many people touch these memorials. Touch is a sign of healing. They leave beloved items at these memorials, a sign of remembrance and of entrusting memory to the whole community to share.

In this way these memorials show forth love. And what a credit it is to Texas that her vets, proud of their service to country, lead us in showing forth such love. It reminds me again of the honor to have been chosen to serve as President, to represent a country that produces such women and men.

This memorial has a special panel for the Missing in Action and I reaffirm this day that our country shall not rest until a full accounting of each MIA and POW is in hand!

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I would like to speak for a bit to the kids. So many are here in this crowd. Too often the speeches of us grown-ups go over their heads. But perhaps more importantly than anything is that these memorials teach. They are examples. When a child sees an uncle or aunt or dad or brother on this memorial, the child will remember.

To the children, I say, this is your memorial. We want you to know that we remember many wonderful people who were killed. Here are their names. They were very brave. They loved our country. They helped each other. We are sad and we miss them. They would want you to grow up to be healthy and never to face a war. And that is what all we grown ups here today wish for you, and it is what we work so hard to make come true for you.

It is my great honor that you have asked me open this Memorial--

a great memorial in the Lone Star State, the Texas Vietnam Veterans Memorial.

Before parting, Barbara and I would like you to know that we have written a note which we will leave at these walls. It says:

Dearest Veterans:

Today we remember all that you have given to Texas and to America. We embrace your memory and those who loved you in life.

You gave your lives in the Vietnam War, one of the most torn periods in our country's young life. These walls that name each of you are signs of great healing that enfolds all our country. Here with families and many children, we affirm our commitment to create and maintain the world you would wish for all of us.

We love you and are faithful to all the good you represent. God Bless You, and bring healing to all who ache in your absence.

Sincerely,

/s/

Buah

Thank you again for the honor of your invitation. To the vets here, I salute you. The Texas Vietnam Veterans Memorial is now open!

(President takes note to Walls. Or 1st Lady does alone or with President. Or Secret Service or some vets do. )

John Wheeler  
703-527-5153

DEDICATION CEREMONY  
VIETNAM VETERANS MEMORIAL OF TEXAS  
VETERANS DAY  
NOVEMBER 11, 1989



10:15 - 10:30	Music by Band	Army
10:30	Posting of Colors	Color Guard
10:35	"Star Spangled Banner"	Band
10:40	Introduction of Board Representative	M/C
10:42	Board Representative	
10:47	Introduction of Governor	M/C
10:49	Remarks by Governor	Governor
10:55	Introduction of Mayor	M/C
10:56	Introduction of Guest of Honor	Mayor
10:57	Remarks by Guest of Honor	Guest of Honor
11:10	Introduction of Chaplain	M/C
11:11	Dedication of Monument	Chaplain
11:13	3-Gun Salute/Taps	Marine/Army
11:14	Flyover (F4's)	Navy
11:15	Concluding Remarks	M/C
11:20	Reception for Major Donors (would like to see of POTUS)	