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THE WHITE HOUSE
WASHINGTON

January 11, 1981

MEMORANDUM FOR ELIZABETH H. DOLE
THRU DIANA LOZANO
FROM: MORTON C. BLACKWELL
SUBJECT: VIETNAM VETERANS MEMORIAL

Per your request I spoke today with Jan Scruggs, head of the Vietnam Veterans Memorial Foundation.

Scruggs says he is primarily concerned with two things:

- 1. Congressman Henry Hyde has circulated a very well written "Dear Colleague" letter soliciting signers on a letter to the President urging him to have Secretary Watt disapprove the proposed design of the memorial. Scruggs says that if he had only received Congressman Hyde's letter he would be inclined to oppose the memorial himself.
- 2. He has received a letter from Secretary Watt requesting an early meeting on the subject. Secretary Watt asked Scruggs to meet with him "when the design has been finalized". A meeting between Scruggs and Secretary Watt is scheduled for Friday afternoon.

In response to the Hyde letter Scruggs has arranged for a "Dear Colleague" letter to be sent out by freshman Congressman Lawrence DeNardis (R., Conn.) in opposition to the "Dear Colleague" letter of Congressman Hyde.

For a period of 90 days after the design is finalized, the Secretary of the Interior has the right to disapprove the plan. Scruggs says the design has been changed since the original submission to include an inscription, walkways for the handicapped and guard rails. Scruggs says the Secretary believes he still has some discretionary authority and said further "and he probably does".

Scruggs said "our hope is that this will be a good meeting" with the Secretary. He repeat edly said that he has been "out-maneuvered" by people organized by opponents of the current design, led by Jim Webb, author of Fields of Fire.
Scruggs said that the Hyde letter and the request for a meeting from Secretary Watt prompted his call to Elliot Richardson who phoned you.

Prior to the indication to Craig Fuller from Mike Deaver that he, Deaver, chose the option of pushing for changes desired by critics of the design, my view was that we should take no action. There is substantial opposition to the design in the veterans community, but the two largest groups, the American Legion and the VFW are not prepared to lobby against the current design proposal.

The Legion and the VFW are both raising funds for a memorial but currently have no official position one way or the other about the design. Both the Legion and the VFW are under some pressure from the grassroots to oppose the design.

The Non-Commissioned Officers Association and the Marine Corps League are both actively opposing the design as are leaders of the Vietnam veterans community who actively supported the President.

Craig Fuller's office sent Secretary Watt the note from Mike Deaver picking option 2 on the December 11 memo which I had Bob Giuffra prepare at the request of Ken Cribb of Fuller's office.

This afternoon the Secretary indicated to his assistant Don Hodel that he was pleased with the word from Mike Deaver and expressed himself willing to take the heat on this issue without involving Mr. Deaver or anyone at the White House.

Attached are the December 11 memo on the status of the memorial and the buck slip on which Mike Deaver wrote "I pick option number 2".

THE WHITE HOUSE WASHINGTON

January 11, 1982

Memorandum

To: Don Hodel

From: Morton Blackwell

Re: Memorial

Note Mike Deaver's note back to Craig Fuller on Fuller's December 19 cover memo.

FROM:

Craig Hul MICHAEL, K. DEAVER Assistant to the President

Deputy Chief of Staff

☐ Information

10. Mr shire or

THE WHITE HOUSE WASHINGTON

December 19, 1981

TO:

MIKE DEAVER

FROM:

CRAIG L. FULLER

□ FYI

☐ Comment

☐ Action

Attached is the information

you requested.

g problem they

THE WHITE HOUSE

December 11, 1981

MEMORANDUM FOR MORTON C. BLACKWELL

FROM:

BOB GIUFFRA

SUBJECT:

PRESENT STATUS OF VIETNAM VETERANS MEMORIAL

The present proposal calls for a Memorial to Vietnam War Veterans to be constructed on the Mall. While the Building of a Memorial has received universal support, the selected design has been very controversial.

Design & Controversy:

The chosen design calls for a 400 foot long black wall in the shape of an open "V", cut 10 feet below the surface of the Mall, and bearing the names of those who died in chronological order.

The architecture critics—Time Magazine, The Washington Post, and the N.Y. Times-have endorsed this design. On the other hand, various prominent individuals and veterans groups have strongly opposed this design for the following reasons:

- --The overall design is bad; it resembles a "black slash in the ground" or a "black hole", and does not represent patriotism, valor or heroism.
- -- The sunken area will be an ideal spot for anti-military demonstrations.
- -- The overall design is very political.
- --Black material is the universal material of dishonor and shame.
- -- The flag is not a central part of the design.
- -- The names of the dead are in chronological, rather than alphabetical order.
- -- The jury which selected the winner contained no Vietnam Vets.

In response to initial criticism, changes in the plan such as making it more accessable to the handicapped have been made. The opposition includes Congressman Phil Crane, Bill Buckley, H. Ross Perot, Admiral Jim Stockdale, Jim Webb (author of "Fields of Fire"), The Marine Corps League, and the Non-Commissioned Officers Association.

The VFW and AMVETS have decided not to oppose this plan.

Administration Options:

There are three options open to the Administration:

- 1. Secretary of Interior Watt could prevent the construction of the present design on National Park Land, and thereby re-open design process.
- 2. The Administration could push for further changes desired by critics in the veterans community such as these requested by the Marine Corps League:

-Placing the Memorial at or above ground.
-Changing the color from black to white.

-Having the names in alphabetical order.

3. Do-Nothing.

I called Under-Secretary Hodel at Interior. Hodel says Secretary Watt does not want to re-open dangerous political issue. Interior's position is that the job is done, and a significant number of groups are satisfied.

The main issue, Hodel feels, is one of artistic taste. In his opinion, the best political and management decision is to do nothing. He does note that further changes in the plan could be pressed for.

THE WHILE KOUSE WASHINGTON

TO: Cinig Oulla

FROM:

MICHAEL K. DEAVER Assistant to the President Deputy Chief of Staff

☐ Information

☐ Action

THE WHITE HOUSE WASHINGTON

December 8, 1981

NOTE FOR MORTON BLACKWELL

FROM:

Kenneth Cribb, Jr.Ken

SUBJECT:

Vietnam Veteran Memorial

Could you please supply a status on the Vietnam Veteran Memorial, along with your recommendation as to what, if anything, the Administration can do. Michael Deaver is asking.

Many thanks.

P.S. I understand you have been undermining the establishment at Princeton.

Wheel one wer with the whole one with the second with the seco

25th November 1981

Mr. Mike Deaver White House 1700 Pennsylvania Avenue NW Washington, D.C. 20550

Dear Mr. Deaver.

I enjoyed meeting you at Joe Smoak's farm a couple of months ago for the farewell party for the Argentinian Ambassador.

I hope President Reagan does not allow this so-called monument to Vietnam veterans to be built on the Mall. As a combat Army veteran of two tours in Vietnam, I am appalled at the concept of hiding a black monument below ground as a national symbol of so many sacrificies made by all of those who served there. It is another example of liberal "whiners" who insist on using any symbolism possible to denigrate the Armed Forces and their role during the Vietnam war. One only has to note that not one Vietnam veteran served on the board that selected this "black hole of shame".

I hope and pray that a conservative, pro-American administration does not allow this travesty to become a reality.

Best wishes on your continued success.

Sincerely,

FREDERICK R. DALY

1600 South Eads, Apt. 333N

Arlington, VA 22202

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OFFICE OF CABINET AFFAIRS ACTION TRACKING WORKSHEET

Action resulting from: document (attached) telephone call meeting (attach conference report if available)	From: From: Date: 81 / 11 ,25 From: Fatter Daty Mike Deau.
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(3) Please advise	on status
Originator: Fuller Cribb	☐ Hart ☐ Hodapp ☐ Gonzalez ☐ Faoro
AND WHEN THE ASSIGNED	ACHED TO THE ORIGINAL INCOMING MATERIAL ACTION IS COMPLETE,

Office of Cabinet Affairs

Attention: Karen Hart (x-2323)
West Wing/Ground files

Veterans Fault Vietnam War Memorial Plans

United Press International

A group of veterans yesterday criticized plans for a monument honoring Americans who fought in the Vietnam war.

The veterans called a news conference to criticize the design chosen for the memorial, selected from 1,421 entries in a national competition.

"It's an insult to those it is intended to memorialize," said Cy Kammeier, executive director of the Marine Corps League.

The winning design for the memorial, to be located on the Mall that runs from the Lincoln Memorial to the Capitol, involves a V-shaped stone wall, the top of which would be just at ground level.

The veterans said the design has three major faults: the marble wall is to be black rather than white, it will be below ground and the American flag will not fly over it.

The present design "is a black ditch that does not recognize or honor those who served," said Tom Carhart, a Vietnam veteran who is now a civilian lawyer for the Defense Department. evene out against -peux the Heritage Foundation -Foundation -Foundation -Pheeps Jones May be May be taking a Stand Soon

THE WHITE HOUSE

December 8, 1981

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WASHINGTON

Copy to EHD

Vietnam

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THE WHITE HOUSE

WASHINGTON

December 11, 1981

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3/

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MEMORANDUM

FROM:

Jan C. Scruggs, President

SUBJECT:

PROCESS FOR SELECTING DESIGN FOR NATIONAL VIETNAM VETERANS MEMORIAL

DATE:

December 14, 1981

Robert H. Frank, CPA Treasurer George W. Mayo, Jr., Esq.* John P. Wheeler III, Esq.*

STAFF

Jan Craig Scruggs*

DIRECTORS

Col. Donald E. Schaet, USMC, Ret.* **Executive Vice President** Robert W. Doubek, Esq.⁴ Project Director/Secretary Sandie Fauriol Campaign Director Karen K. Bigelow Assistant Campaign Director

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Howard Cosell Gen. Michael S. Davison, USA, Ret.* Former Commander-in-Chief, U.S. Army, Europe The Hon Gerald R. Ford and Mrs. Ford Philip Gevelin

Barry Goldwater United States Senator from Arizona Rev. Theodore M. Hesburgh, C.S.C. University of Notre Dame

Bob Hope Gen David C. Jones* Chairman, Joint Chiefs of Staff Vernon E. Jordan, Jr. National Urban League Michael J. Kogutek American Legion The Hon. George McGovern

Robert P. Nimmo Administrator of Veterans Affairs Veterans Administration Nancy Reagan

Carl T. Rowan Willie Stargell Roger Staubach*

from Virginia

Jimmy Stewart The Hon. Cyrus R. Vance John W. Warner United States Senator

Gen. William C. Westmoreland, Ret.* Former Chief of Staff, U.S. Army

*Served in Vietnam

Affiliations noted for purposes of identification only.

This memorandum provides information regarding the process by which the design for the national Vietnam Veterans Anteuser-Busch Companies, Inc. Memorial was selected. The Vietnam Veterans Memorial Fund (VVMF) is a private not-profit charitable corporation, which was founded by Vietnam veterans for the specific purpose of establishing a national memorial to the Americans who served in the Vietnam War. The VVMF was authorized by a unanimous joint resolution of the Congress (Public Law 96-297), signed on July 1, 1980, to establish the memorial on a two-acre site Plizer Inc. in Constitution Gardens.

As a method of selecting a design the VVMF chose a national competition, open to any U.S. citizen over eighteen years of age. While all design criteria and the competition rules were set by the VVMF, a group of eight internationally known experts in the design field was commissioned by VVMF to evaluate the entries and recommend one to be constructed.

This memorandum details how and why we chose the competition method, how we chose the jury, and how the competition was conducted. The attachments referred to are available for inspection in the VVMF offices.

CHOICE OF COMPETITION METHOD

We considered various alternative methods to select a design. within the basic criteria that we had developed. These included designing it ourselves; selecting one architect, artist or designer to prepare a design; and conducting a limited competition, i.e., inviting a limited number of designers to submit proposals. Yet upon deeper analysis, three basic considerations stood out: the tremendous number of inquiries we had already received from artists and designers interested in submitting proposals, the limits of our own knowledge in the areas of art, architecture and design, and the necessity to have a selection process befitting the importance of a national memorial and the significance of its purpose. After discussions with the staff of the National Endowment for the Arts, we concluded that the most appropriate process was a national competition to be open to all American citizens whether professional designers or not.

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PROFESSIONAL ADVISOR

Our first task was to select a professional advisor, experienced in the unique workings of the competition method, to counsel and assist in the planning, organization and execution of the competition. After interviewing five candidates, we selected Paul D. Spreiregen, FAIA, a Washington, D.C. architect and planner, and began actively planning in July, 1980. Mr. Spreiregen was formerly chairman of the competitions committee of the American Institute of Architects and is the author of Design Competitions (McGraw Hill, 1979).

ORGANIZATION AND PLANNING

The VVMF board, staff, and volunteer advisors considered all details, such as the amount of the entry fee, the design criteria, the rules and presentation requirements, the question of a "one stage" versus a "two stage" competition, and the schedule of events. The entire competition was planned according to guidelines developed by the American Institute of Architects. Our desire was absolute fairness and objectivity in all its aspects.

At the same time, the VVMF, with Mr. Spreiregen's counsel, began developing the documents necessary for the competition: (1) a poster to announce it (Attachment A), (2) a booklet containing a statement of the memorial's purpose and philosophy, the competition rules, and registration forms (Attachment B), (3) the design program, containing a detailed description of the memorial site and environs, the design criteria, and presentation requirements for entries. A set of maps to accompany the design program was also prepared (Attachment C).

SELECTION AND PREPARATION OF JURY

As with our selection of the overall method, we considered various alternatives for constituting the jury. One was to have a jury composed of representatives of the various groups most affected by the war, e.g., Vietnam veterans, Gold Star parents, wives of those remaining missing. A problem presented by this option was finding credible representatives with the necessary skills. After due consideration, we decided that the jury should be constituted primarily of the most expert and experienced artists and designers we could enlist, under the proviso that their discretion would be limited by specific evaluation criteria. We concluded that the most important skill for a juror was the ability to evaluate solutions to a design problem, which in this case was how well an entry met the criteria for the design and expressed the memorial's purpose of honoring Vietnam veterans. This skill is one developed through years of experience with both creating design solutions and evaluating the merits of those created by others. It is the very maturity gained from this experience that would insure that the chosen design would stand the test of time and be suited for a location alongside our most treasured national shrines. Among the factors that the jurors had to consider were whether a design was "buildable" as a practical matter, and whether it could be built for a given budget.

More practical considerations affected our decision to select a professional jury. We wanted to attract the nation's best designers to the competition; the prestige of the forum was dependent on the reputations of the judges. Also, since the design was subject to the approval of three separate Federal agencies, the jury had to be sensitive and knowledgeable about the requirements of the approval process as well.

Ultimately the jury which we selected was comprised of two architects, two landscape arthitects, three sculptors, and a writer/editor on urban development and landscape. All were of international reputation. A brief biography of each is attached for your information (Attachment D).

While we could assess the professional qualifications of each juror from his written biography and references, we nevertheless selected none until we were satisfied that he was personally sensitive and committed to our nation's need at last to pay tribute to its Vietnam veterans. We brought each potential juror to Washington for a personal interview with our directors, staff and volunteer advisors.

To insure that the jurors understood what American servicemen experienced in Vietnam and upon their return home, we required each juror to read an extensive list of literature authored by Vietnam veterans, including the symposium of the new book, The Wounded Generation, James Webb's Fields of Fire, and Philip Caputo's A Rumor of War.

CONDUCT OF COMPETITION

We publicly announced the competition in October 1980, and the names of the jurors in a special release on November 10, 1980. We received over 5000 inquiries form all states and territories of the Union. In response to each we sent a copy of the booklet containing the memorial's philosophy, the competition rules, and registration forms. By the December 29, 1980 registration deadline, 2573 individual and team competitors had submitted the registration forms with the \$20.00 fee. Including team members, over 3800 individual U.S. citizens participated in the competition. They came from all walks of life, with only approximately half identifying themselves as professionals in design fields.

In early January the design phase of the competition began with the mailing of a copy of the Design Program and a set of maps to each of the registrants. Each was then allowed until January 30th to submit questions regarding any aspect of the competition. Over 180 competitors did so, and a compilation of 230 questions and answers was mailed to each registrant on February 10th (Attachment E). The deadline for entries was March 31st; 1421 were received, making the competition the largest of its kind ever held in the United States and Western Europe.

Design entries were presented through two dimensional renderings on flat panels of uniform size. Each panel was identified only by a number, to preserve the anonimity of its author. All were hung in rows at eye level in a large hangar at Andrews Air Force Base.

JUDGING

The jurors arrived in Washington on Sunday, April 26th, and were charged by the VVMF with selecting a design that best fulfilled the purpose of the memorial consistent with the design criteria. Thereupon there was no further communication between the jury and the VVMF during their evaluation of the design entries.

On the morning of Friday, May 1st, the jury informed the VVMF project director that it was ready to make its presentation. Eight VVMF directors, executive and professional staff members and volunteer advisors assembled at the hangar. All but one of us served in Vietnam. We included both officers and enlisted men from the Air Force, Army and Marine Corps and Purple Heart recipients. The foreman described the procedure that the jury had developed to manage its deliberations. He then read from the notes that he kept during the course of the week to outline the development of the jury's thinking and deliberations as it narrowed the field of designs under consideration. Finally, upon his conclusion they presented the designs chosen by the jury for third, second and first prizes. The foreman and jury members explained the merits and values of each of the three. The jury further explained that the winning design had been their unanimous choice. The jury then presented its final written report (Attachment F).

VVMF ACCEPTANCE OF JURY RECOMMENDATION

The VVMF alone had the authority to present the winning design to the Federal agencies for approval and to proceed with its development and construction. Our panel's acceptance of the jury's recommendations was unanimous. It was our consensus that the chosen design embodied genius.

ANNOUNCEMENT OF DESIGN AND EXHIBITION OF ENTRIES

The design chosen for the memorial was announced publicly on May 6th. Since then, it has received widespread praise and support from every sector of American society, including veterans organizations, journalists, professionals in the fields of art and architecture, and government officials. Both the entrants and professional commentators have praised the competition for the professionalism, objectivity and fairness of its planning, execution and judging.



MEMORANDUM

FROM: Jan Scruggs, President

SUBJECT: Publicity and Support for Memorial since Announcement

of Design

DATE: December 21, 1981

ORS Frank, CPA

'. Mayo, Jr., Esq.° 'heeler III, Esq.°

Scruggs*

Id E. Schaet, USMC, Ret.* Vice President Doubek, Esq.* rector/Secretary uriol Director Bigelow Campaign Director

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e id C. Jones*

Joint Chiefs of Staff
Jordan, Jr.
Urban League
J. Kogutek
Legion
George McGovern
Nimmo
ator of Veterans Affairs
Administration
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owan
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Cyrus R. Vance Warner rates Senator rinia This memorandum provides information regarding the extent of the publicity which the design for the memorial has received since it was announced on May 6, 1981; it also outlines the support which the memorial effort has received since that time from the various segments of American society. The publicity and support are documented in a separate set of attachments, which are referenced by numbers in the text of the letter. The attachments are available for inspection in the VVMF offices.

ANNOUNCEMENT OF AND PUBLICITY FOR DESIGN AND MEMORIAL

The design for the Vietnam Veterans Memorial was announced publicly at a press conference on May 6, 1981, held in the board room of the headquarters of the American Institute of Architects in Washington. The story, with photosocial Company of a model of the design, was reported by, among others, The Washington Post, The Philadelphia Inquirer, and Long Island's Newday, as well as the AP, UPI, and Los Angeles Times Service. The wire service stories and photos were carried in major newspapers throughout, the country on the following day (Attachment 1). During the following weeks, the design was further publicized in follow-up stories and articles (Attachment 2). These included Newsweek magazine (Attachment 3), and Vanguard, the official publication of the Veterans Administration (Attachment 4). article by New York Times architecture critic Paul Goldberger was widely carried by other papers (Attachment 5). The Christian Science Monitor ran a feature article in August (Attachment 6). General announcements of the memorial effort and design have been carried as recently as last month, in Family Weekly, which has a circulation of over 17,000,000 (Attachment 7).

The progress of the memorial was widely reported in early September through wire service stories (Attachment 8), and the announcement of the memorial's inscription in late October received equally broad coverage (Attachment 9).

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Paul Thayer Chairman of the Board and Chief Executive Officer The LTV Corporation

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Independent Petroleum
Association of America
T. A. Wilson
Chairman and Chief Executive Officer
Joeing Company

liam C. Westmoreland, Ret.* hief of Staff, U.S. Army

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II. PUBLICITY AND SUPPORT FROM VETERANS AND MILITARY RELATED ORGANIZATIONS

A. The American Legion (Legion). The Legion is the country's largest veterans organization. It has 2,640,000 members and 16,000 posts. The Legion Auxiliary has 939,000 members. Approximately 500,000 members are veterans of the Vietnam era; half of these actually served in Vietnam. At its National Convention in Boston in August 1980, the Legion adopted Resolution No. 503 (Attachment 10), endorsing its participation in the memorial effort by cooperating with VVMF to raise the necessary funds.

In April 1981, National Commander Michael J. Kogutek announced the Legion's pledge of \$1.0 million for VVMF. That month 36,000 letters were mailed to Legion leaders, requesting that they organize fund raising drives in their communities (Attachment 11). On May 24th, the Legion's pledge was widely publicized during the running of the Indianapolis 500. Driver Tom Sneva dedicated his effort to the Legion's VVMF fund drive. The July 1981 issue of the Legion's magazine featured a photo of the model of the memorial and news about the \$1.0 million pledge (Attachment 12). In its August issue the Legion magazine ran a full page ad, including a rendering of the memorial's design, requesting contributions (Attachment 13).

In late August, I was a guest at the Legion's national convention in Hawaii, where VVMF was provided with exhibit space to display renderings of the memorial. At the convention, the Legion Auxiliary presented VVMF with a \$16,000 contribution (Attachment 14).

In October the Legion began a direct mail appeal to its entire membership (Attachment 15), soliciting contributions for its VVMF fund drive. The solicitation letter features a rendering of the memorial. Each member is also receiving a color decal commemorating the drive (Attachment 16). The December issue of the Legion magazine included an article by VVMF Project Director Robert W. Doubek, which explains the memorial's design in detail (Attachment 17).

At present, the Legion has raised over \$500,000 toward its pledge which is on account at Legion headquarters, and will be turned over at one time. Additional contributions, totalling over \$13,000, have been forwarded directly to VVMF by Legion posts and members throughout the country since May.

B. Veterans of Foreign Wars of the U.S. (VFW). The VFW has 9,500 posts and 1, 900,000 members, 525,000 of whom served in Vietnam. In It's June 1981 issue, VFW magazine ran a photo of the model of the memorial and an article "Support Vietnam Veterans Memorial" (Attachment 18). In June, Commander-in-Chief Arthur J. Fellwock wrote to all 9,500 post commanders, requesting 100% participation in donating to VVMF (Attachment 19).

In August, I was a guest at the VFW's 1981 national convention in Philadelphia. VVMF had an information booth about the memorial, with a disply of artist's renderings. At the convention, the VFW adopted Resolution No. 202, which noted that the design for the memorial had been selected and resolved to fully support the efforts of VVMF and to encourage the VFW membership to make individual contributions (Attachment 20). At the convention's session on Tuesday, August 18th, I presented a special certificate of appreciation to Commander-in-Chief Fellwock. Mr. Fellwock, in his acceptance speech, emphasized that the VFW had supported, was supporting, and would continue to support the "long overdue Vietnam Veterans Memorial in Washington." These events and others affecting the memorial were reported in the October issue of VFW magazine (Attachment 21, pp. 14, 48, 27, 29, and 30.) VFW magazine ran an additional request for contributions in its November issue (Attachment 22).

At a special ceremony and press conference to be held on Wednesday, December 23rd, in Washington, Commander-in-Chief Fellwock will present VVMF with a check for over \$250,000, representing the response of VFW posts and auxiliaries to his solicitation for donations (Attachment 23). Since last May, contributions totalling \$23,000 have been sent by VFW posts directly to the VVMF offices (Attachment 24).

C. AMVETS. AMVETS has 150,000 members and 1,200 posts. It's national executive committee mandated full support for VVMF in April, 1980. AMVETS National Commander Donald R. Russell is conducting an internal fund raising drive for VVMF and has asked each department and post to contribute. All funds are being collected at AMVETS national headquarters for a sizable donation to be made collectively at a later date (Attachment 25).

The enthusiastic support of local Legion, VFW, and AMVETS posts for the memorial fund raising campaign has been widely reported in the press (Attachment 26).

- D. Air Force Association. AFA has 153,000 members. It made a \$1500 donation to VVMF, and has frequently encouraged contributions in appeals in AIR FORCE Magazine. The July 1981 issue carried a story about the design competition and a photo of the model of the winning design. In that issue, Military Relations Editor James A. McConnell, Jr., reported on the announcement of the design and encouraged AFA members to contribute (Attachment 27).
- E. The American Gold Star Mothers, Inc. The AGSM has 8,000 members, half of whom lost sons in Vietnam. It was one of the earliest organizations to support VVMF and it has been the most enthuiastic. Past national presidents Regina Wilk and Emogene Cupp regularly volunteer their services in the VVMF office, and Mrs. Wilk testified for AGSM on behalf of the memorial design before the National Capital Planning Commission (NCPC) on December 3rd. The AGSM publication regularly carries information on the memorial effort.

- F. Association of the U.S. Army. AUSA donated exhibit space for an information table and display of the memorial design at its annual meeting in Washington in October 1981.
- G. Fleet Reserve Association. The 147,000 membership of FRA is composed of enlisted personnel of the Navy, Marine Corps, and Coast Guard. In addition to a donation of its membership list for a VVMF direct mail fund raising solicitation in April, 1981, FRA carried a photo of the model of the memorial along with a story and request for contributions in the July 1981 issue of its publication Naval Affairs (Attachment 28). In a letter of December 14, 1981, FRA national president Lawrence J. Cummings expressed FRA's full support for "this fitting memorial" (Attachment 29).
- H. Marine Corps Association. MCA has 80,000 members, who are primarily active duty Marine Corps personnel. In October, 1981, MCA made a \$10,000 donation to VVMF.
- I. Military Chaplains Association. MCA has 2,500 members. The May-August 1981 issue of its publication, The Military Chaplain, ran a photo of the model of the memorial, along with a story about the design competition and a request for donations (Attachment 30).
- J. National Guard Association. The NGA expressed early support for the memorial effort, and recently expressed its continued support.
- K. National League of Families of American Prisoners and Missing in Southeast Asia. From the beginning of the memorial effort, VVMF has worked with the League of Families to insure that the memorial properly recognizes the men remaining missing/unaccounted for from Vietnam. A VVMF representative addressed the League's convention in June 1980. In the process of refining the chosen design, VVMF developed a system of code symbols which specially denote the names of the missing/unaccounted for, and which can be altered in the event that a man returns alive or his remains are found (Attachment 31). The memorial's inscription and the code system were reported in the League's December 9th Newsletter (Attachment 32).
- L. Reserve Officers Association of the U.S. The ROA was an early supporter of the memorial effort, and has made numerous appeals for contributions to its 123,000 members in its monthly publication, The Officer. In June, 1981, ROA made a special direct mail appeal to its chapter leaders (Attachment 33). An editorial in the November issue of The Officer discussed some criticism of the design and affirmed ROA's support for the effort (Attachment 34). ROA Executive Director Major General J. Milnor Roberts testified on behalf of the project before NCPC on December 3, 1981 (Attachment 35).

- M. Retired Officers Association. TROA has 282,000 members. It was an early, and has been a continuing, supporter of VVMF, especially through requests for donations in its publication, The Retired Officer. An editorial in the November 1981 issue by its editor Colonel Minter L. Wilson, JR., dismissed the recent attacks made on the design and affirmed TROA's support for the memorial effort (Attachment 36). The issue also carried an ad requesting donations.
- N. Vietnam Veterans of America. VVA, founded in 1978, has 10,000 members, and is the only Vietnam veterans membership organization recognized as a veterans service organization by the Veterans Administration. It's executive director, Robert O. Muller, is considered a leading spokesman for Vietnam veterans. The director of VVA's Washington office, John F. Terzano, testified before the NCPC on December 3, 1981, to express VVA's support of the chosen design for the memorial (Attachment 37).
 - O. Other Veterans and Military Related Organizations.
- 1. Air Force Officer's Wives' Club. AFOWC made a substantial donation to the VVMF, and the November 1981 issue of its magazine Protocall, ran a story, with artist's renderings, about the memorial, and encouraged individual donations to VVMF (Attachment 38).
- 2. Armed Forces Benefit and Aid Association. The October issue of AFBAA's publication, <u>Association Journal</u>, ran a story about the memorial with artist's renderings and a request for contributions (Attachment 39).
- 3. Army magazine carried an artist's rendering of the memorial in its September 1981 issue (Attachment 40).
- 4. The <u>National Vietnam Veterans Review</u> ran a story with artist's renderings and an appeal for contributions in its October 1981 issue (Attachment 41).
- 5. First Marine Division Association. FMDA ran an ad describing the memorial and requesting contributions in the printed program for its reunion in August 1981 (Attachment 42). In the September/October issue of its official publication, The Old Breed News, FMDA published a letter from VVMF Executive Vice President Doanld E. Schaet with an update on the memorial effort (Attachment 43).
- 6. In its November issue, the <u>Marine Corps Gazette</u> ran a full page ad requesting contributions for VVMF (Attachment 44).

- 7. The United States Armor Association, like numerous other specialized service and unit organizations, made a sizeable contribution, i.e., \$1,000, to VVMF (Attachments 45, 46, and 47).
- 8. The Red River Valley Fighter Pilots Association, an organization of Air Force and Navy pilots who carried out the bombing campaign over North Vietnam, will shortly publicize the memorial effort in its publication MIG SWEEP (Attachment 48).
- 9. Nam/POW's, an organization of former Vietnam prisoners of war, recently contributed \$500 to VVMF (See Attachment 48).
- 10. Paralyzed Veterans of America. Since the announcement of the design concept the VVMF has worked with PVA to insure that the memorial is fully accessible to the handicapped. Individual chapters of the PVA have contributed to VVMF (Attachment 50).
- 11. The Regular Veterans Association of the United States fully supports the memorial effort (Attachment 51).

III. SUPPORT FROM CORPORATE SECTOR

On July 15, 1981, Paul Thayer, Chairman of the Board of The LTV Corporation, accepted the chairmanship of the VVMF Corporate Advisory Board, to spearhead fund raising for VVMF in the corporate sector. He has recruited twenty chief executives from major U.S. corporations to serve as vice and group chairmen for their particular industries (Attachment 52). Mr. Thayer and John McElwee, chairman of John Hancock Mutual Life Insurance Company, along with representatives of other vice-chairmen, attended a breakfast at the Capitol on September 21st hosted by Lloyd Unsell of the Independents Petroleum Association of America. Also in attendance were Senators Warner, Mathias, Dole, and DeConcini, and House Majority Leader Wright. At a press conference that morning, Mr. Thayer announced a pledge to raise \$2.0 from the corporate sector (Attachment 53). To date \$748,000 has been raised. Major corporate gifts (Attachment 54) include \$75,000 from the Exxon Corporation, \$63,000 from the Boeing Company and its employees, \$30,000 from Texaco, a \$50,000 pledge from The LTV Corporation, and \$25,000 from the Bell System Companies. In addition to its gift of \$50,000 in July, Mobil Oil Corporation dedicated one of its public service announcements to VVMF. The ad (Attachment 55) appeared in 15 major newspapers between November 5th and November 12th.

Additional expressions of support from the business community include a three page article, with a photo of the model of the memorial, in the June 1981 issue of Petroleum Independent, the publication of the Independent Petroleum Association of America (Attachment: 56) as well as a story with a photo in the June 1981 issue of Constructor, the publication of the Associated General Contractors of America (Attachment 57).

On June 5, 1981, the National Association of Broadcasters, in a virtually unprecedented move, endorsed the memorial effort. It's endorsement was prompted by the fact that the memorial would not make a political statement and by the overwhelming success of the radiothon held by WPKX, Alexandria, Virginia. During a sixty-one hour period from May 8-10, the weekend after the memorial design was announced, Washington area residents telephoned pledges totalling \$256,000 to VVMF. These events were reported in the July 6th issue of Broadcasting magazine (Attachment 58).

NAB donated exhibit space for a VVMF display at its Radio Programmers Conference held in Chicago in August. Support for the memorial effort was the theme of the conference; a flyer was included among the materials provided to participants (Attachment 59). As a result six additional radiothons were scheduled, in addition to the ones held in San Antonio in June (\$126,000) and Little Rock in July (\$35,000).

IV. SUPPORT FROM LABOR

In April 1981, the AFL-CIO executive committee endorsed the efforts of VVMF, and in a letter mailed on May 13, 1981, to all 102 international union presidents, AFL-CIO president Lane Kirkland stated his hope for broad participation from the labor movement in the fund raising campaign for the memorial. To date, AFL-CIO member unions have contributed a total of \$45,000. The memorial effort, with photos and rendering of the memorial, was publicized, among others, in the September issue of Air Line Pilot, the publication of the Air Line Pilots Association (Attachment 60), the June 1981 issue of The Government Standard, the publication of The American Federation of Government Employees (Attachment 61), and in the December issue of The Mailhandler, the publication of the postal workers union (Attachment 62).

V. SUPPORT FROM MEMBERS OF CONGRESS

Many members of the Congress have chosen to support the memorial effort through reports to their constituents in district and state newspapers. These include Senators Wallop, DeConcini, Jepsen, Sasser and Levin (Attachment 63), and Representatives Beard, Siljander, Brown, Marriott, Kindness and Edwards (Attachment 64). In addition, on November 10th Senator Danforth-introduced a resolution, with 34 co-sponsors, that would provide for "Taps" to be played each evening at the memorial (Attachment 65). On November 21st, Senator Sasser, with 21 co-sponsors, introduced a bill to provide for issuance of a stamp to honor the dedication of the memorial (Attachment 66). In a "Dear Colleague" letter of December 11th, Senators Warner and Mathias provided an update on VVMF's progress and requested the support of each Senator (Attachment 67).

VI. SUPPORT FROM VIETNAM VETERANS

The majority of Vietnam veterans who have joined organizations are in the major veterans groups and the Vietnam Veterans of America. Nevertheless, many have formed their own organizations on the local and state level, which are actively engaged in raising funds for the Vietnam Veterans Memorial. Also, Vietnam veterans have formed ad hoc organizations and campaigns all over the country specifically to support the memorial effort. Typical of the former are the Idaho Vietnam Veterans Association (Attachment 68), the Unity of Veterans, Pottstown, Pennsylvania (Attachment 69), The Forgotten Warriors Post #101, Missoula, Montana (Attachment 70), The Committee of Vietnam Era Veterans in Ann Arbor, Michigan (Attachment 71), which recently prompted the city of Ann Arbor to endorse the memorial project (Attachment 72), and local chapters of the Vietnam Veterans of America (Attachment 73). Typical of the ad hoc groups is the effort of a group of Vietnam veterans in Gloucester, Massachusetts, who organized a week of programs in October to raise funds for the memorial (Attachments 74 and 75). Another fine example is the effort of Kevin Troy, a Vietnam veteran who is spearheading an effort to raise \$10,000 for the memorial in his local community of Westfield, Massachusetts (Attachment 76). As a result of his efforts VVMF was presented with a check for \$5,000 at a ceremony at the U.S. Capitol on December 12th (Attachment 77).

In Joliet, Illinois, a grup of Vietnam veterans has organized the Cross Medallion Corproation, to market a distinctive lapel pin for Vietnam veterans. Cross Medallion is donating \$1.00 from each cross sold to VVMF (Attachment 78), and VVMF has received over \$1,000 from this effort.

In Philadelphia, Vietnam veteran Bob Strohecker and his wife have been selling T-shirts at his auto service station, with proceeds going to VVMF. His effort has attracted wide publicity, and over \$900 has been raised since last May (Attachment 79).

In San Francisco, Vietnam veterans organized a fair and benefit rock concert in October in order to raise funds for local programs and contribute to the memorial effort (Attachment 80).

Richard G. Williams, a Vietnam veteran, is making a personal gift of \$5,000 to VVMF on the condition that the design remain as is (Attachment 81).

VII. PUBLICITY AND SUPPORT OF PROFESSIONAL JOURNALS AND DESIGN CRITICS

The results of the competition were reported in MEMO, the newsletter of the American Institute of Architects (Attachment 82), and in the June issues of Progressive Architecture (Attachment 83) and Architectural Record (Attachment 84). The August issue of AIA Journal ran an article entitled "An Extraordinary Competition", with photos of the award winning design and other entries (Attachment 85).

Favorable reviews of the design came from architecture critics Wolf Von Eckardt of The Washington Post (Attachment 86) and Paul Goldberger of The New York Times (Attachment 87). In a later article in Time magazine, Von Eckardt reaffirmed the strength of the chosen design, in the face of recent criticism (Attachment 88). Most recently, Benjamin Forgey, the new architectural writer at The Washington Post, in an independent evaluation, affirmed the appropriateness of the design (Attachment 89).

VIII. SUPPORT FROM COLUMNISTS AND COMMENTATORS

Numerous editorials and columns have been written about the memorial since the announcement of the design both, in the national and local press, with an overwhelming consensus in its favor. These range from "The Vietnam Veterans Advisor" column in the September issue of Penthouse magazine (Attachment 90), to editorials in The Washington Star, The New York Times, and the Cleveland Plain Dealer (Attachments 91, 92 and 93). A supportive article, with a request for contributions, was featured in the October 10, 1981, issue of Human Events, The National Conservative Weekly (Attachment 94). The National Review, with a favorable article in its December 11, 1981, issue (Attachment 95), rescinded its prior opposition to the project. An article distributed by Derus Media Service of Chicago, "A People's Memorial to Vietnam Veterans" (Attachment 96), has been widely published, especially in smaller papers, and an update on the memorial effort by Gen. Michael S. Davison, USA (Ret), the commander of II Field Force in Vietnam, was widely published on the occasion of Veterans Day (Attachment 97).

In an editorial on November 9th, The Army Times defended the design for the memorial as "simple, honest and in good taste" (Attachment 98). Likewise, on Veterans Day, James J. Kilpatrick stated in his syndicated column that "this will be the most moving war memorial ever erected" (Attachment 99).

Editorials representing the voices of Americans in smaller cities and cities far from Washington show strong support for the memorial's design. Many appeared on the occasions of Memorial Day in May and Veterans Day last month, while others appeared over the summer. Typical are "Memorial's Design Inspired", appearing in the Albuquerque Tribune on May 25th (Attachment 100), "Vietnam War Memorial", appearing in Kingsport, Tennessee, Times-News, on August 17th (Attachment 101), and "A Day to Honor Those Who Served", appearing in the Tyler Texas Telegraph on November 11 (Attachment 102).

IX. SUPPORT FROM GENERAL PUBLIC AND COMMUNITY ORGANIZATIONS

The support of the general public for the Vietnam Veterans Memorial project has been expressed in many ways, including letters to editors, fund raising efforts by community organizations, and well organized city and statewide campaigns. A sampling of letters to the editors is attached (Attachment 103), along with letters received at the VVMF offices (Attachment 104).

The state Jaycee organizations in Florida and Minnesota have adopted the memorial drive as official projects (Attachments 105 and 106).

The Lake-Porter County (Indiana) leadership Council sponsored a "Run-a-thon" in November to launch a community fund raising drive for the memorial (Attachment 107).

In Nevada, a state wide fund raising drive was organized in August under the chairmanship of Nevada Lieutenant Governor Myron Leavitt, and has been widely publicized (Attachment 108).

The city of Nashville, Tennessee, declared Sunday, October 3rd, as Vietnam Veterans Day, and support for the memorial effort was urged as part of the day's ceremonies (Attachment 109).

Perhaps the most outstanding example of the voluntary and grass roots nature of the Vietnam Veterans Memorial project is the Illinois Campaign. The campaign was organized and is being conducted by Alf Thompson, an 86 year old WWI veteran who in 1974 spearheaded a nation-wide campaign to telephone Vietnam veterans and say "thanks" for their service (Attachment 110). Mr. Thompson has recruited a chairman in each Illinois county for the campaign, which was sanctioned by Illinois Governor James R. Thompson, who proclaimed the month of November in Illinois, as "Vietnam Veterans Memorial Fund Month" (Attachment 111). The campaign was highlighted on November 11th by the largest Veterans Day parade held in the country in Mattoon, Illinois. I was invited to be grand marshall, and the parade received coverage on national TV news that evening. As of December 15th, the campaign has raised contributions in excess of \$17,000 (Attachment 112).

VVMF continues to receive offers of assistance each day from individual Americans and organizations (Attachments 113 and 114).

X. CONCLUSION

The best indicator of the appropriateness of the memorial's design and the nation's desire to complete the project on schedule is the tremendous overall response of the American public in contributing the funds necessary to make the project a reality. In the two years following its incorporation on April 27, 1979, VVMF had raised a total of about \$1.7 million toward its goal of \$7.0 million to finance the entire memorial project. In the seven months since the announcement of the design, an additional \$1.4 million has been received. Over 250,000 individual Americans have now contributed to the memorial effort. As of December 16th, over 900 Americans have contributed over \$21,000 in response to James Kilpatrick's Veterns Day column alone!. News clippings bring in reports of new efforts on behalf of the memorial daily (Attachment 115).

Outstanding pledges from the American Legion, VFW, and the corporate sector amount to \$2.5 million, for a total of \$5.1 now committed. While all necessary design and structural data is not yet available to develop a firm figure for construction cost, we are very hopeful that we will not need to raise the full \$7.0 million. At any rate, we are totally confident—that all necessary funds will be raised to meet our goal of breaking ground on March 1, 1982, and dedicating the memorial on November 11, 1982. Especially in recent weeks have we seen a dramative increase in the rate of donations with \$178,000 received during the week ending December 11th.

As you know, all formal procedural steps for approval of the memorial's design and plans were completed with the favorable action of the National Capital Planning Commission on December 3rd. Our designer and architect of record plan to complete all working drawings by January 1lth, and the Gilbane Building Company, our construction manager/general contractor, expects that we shall settle on a guaranteed maximum price for the project by February 15th.

The granite for the facing on the memorial's walls was ordered on November 17th, and will arrive in bulk form in Barre, Vermont, by February 15th to be fabricated there into polished slabs. We are presently preparing bidding documents for the work of inscribing the names of the dead and missing on the walls, and expect to begin installing the finished pieces on the site by July 15th.

Our mail is now bringing an increasing number of letters from Americans all over the country who plan to attend the dedication ceremony next November (Attachment 116). Some even request that we make their hotel reservations, which of course is impossible, as we have a full time staff of only eight. The dedication of the memorial will be a great day not only for Vietnam veterans and the families of those who gave their lives but for the country as a whole.

The memorial will stand as a sumbol that our country does recognize the traditional values of service, sacrifice and devotion to duty. The national Vietnam Veterans Memorial will also stand as a symbol of what the people of this country can do without having to ask the government for monetary assistance.

The Washington Post

AN INDEPENDENT NEWSPAPER

SATURDAY, NOVEMBER 14, 1981



Maya Ying Lin with her winning model; by Douglas Chevalier

Model of Simplicity

Another Look at the Vietnam Memorial

By Benjamin Forgey

In this city of monumental memorials, controversies surrounding their designs are nothing new. And yet arguments over Maya Ying Lin's design for the Vietnam Veterans

Cityscape

Memorial have a particular poignance.

Principally, this is due to the nature of the war itself. The nation is still seriously divided in its judgments of the wisdom of our involvement in Vietnam and of our military conduct, once in the thick of it. American soldiers who had to fight in Southeast Asia suffered grievously at the time from this national schizophrenia. When they returned home

See CITYSCAPE, C4, Col. 1

as veterans they found that these psychological wounds had not healed.

In these unusual and trying circumstances, to design a fitting memorial posed an especially difficult challenge. For this reason the veterans who banded together to form the Vietnam Veterans Memorial Fund were wise to sponsor an open competition in search of a design. Sheerly in terms of the level and intensity of response, the competition was a significant success.

But the end result was more astonishing still: a stunningly simple design submitted by a 21-year-old undergraduate student of architecture was unanimously chosen by the jury of architects and sculptors who had sifted through more than 1,400 entries.

Lin's plan for two long walls of black granite meeting at an angle of 132 degrees and slicing into (or emerging from) the gradual incline of the site near the Lincoln Memorial has been called "bizarre," "shameful" and "a black trench that scars the Mall." Others have praised its "extraordinary sense of dignity and nobility" and the "unclassifiable qualities" that make it "so eminently right."

Just how wrong are the naysayers and how amazingly right were the jurors can be seen in an exhibition of the winning design and its chief competitors that opened last week at the Octagon House. Organized by the American Institute of Architects Foundation, the Octagon show includes the second- and third-place entries as well as 15 honorablemention designs. It spills over into the lobby of the AIA headquarters building where 43 "meritorious" designs are on view.

Publicity has intervened to such an extent that it is impossible to recreate the suspenseful conditions faced by the jurors when they began to whittle away at the mountain of entries last spring at Andrews Air Force Base. Nonetheless, to know that the designs in this exhibition represent the best of the lot, and then to come upon Lin's entry after perusing them, is to share the sense

of excitement and discovery the jurors must have felt.

The story is by now well known that Lin, who has since graduated from Yale University, received a "B" in the course for which she originally created the design. Presumably this was because her presentation totally lacks the professional spit and polish evident in most of the other entries. It consists simply of a few rather hasty elevations, site plans, perspective drawings and three simple pastel views. Even its detractors admit, however, that Lin's idea is stunning.

At the opening of the exhibition last week many viewers commented that Lin's words were what won her the day. It may be true. Her written statement avoids jargon and technical detail. It explains, for instance, why the list of names of the dead and still missing Americans engraved into those walls will begin chronologically at the upper right edge of the angle and end at its lower left edge: "Thus the war's beginning and end meet; the war is 'complete,' coming full circle, yet broken by the earth that bounds the angle's open side, and contained within the earth itself."

But what won me to her design was the site plan. The place itself is a wonderful glade at the easternmost end of Constitution Gardens. Lin's long black walls, upon which will be engraved the names of more than 57,000 American dead or still missing, are based upon the simplest, straightest sight lines to the Lincoln Memorial and the Washington Monument. In short, her scheme takes charge of the site in the most direct and disarming way.

Even more than its straightforwardness, the beauty of her idea is its esthetic and emotional balance. There are admirable sides to many of the designs in this show but none of them so succinctly responds to the competition requirement that "the memorial design should be contemplative and reflective in character."

Indeed, by contrast the rhetorical flair of many of the competing designs seems grossly excessive. One proposes a constant, if soft, bombardment of recorded messages stating the names of dead and missing; another a system of sparkling lights beside each name; yet another allows for "a simple tribute" of placing a

single flower in a hole bored into the stone beside each name. None of these ideas, and others, would wear well.

A number of the entries suggested some form of figurative sculpture - a rifle squad, a gigantic host of soldiers or even a statue of the goddess Athena, protector of the brave. But the problem is that since the death of Henry Shrady, who created the memorable statue of General Grant and its fiery ensemble at the other end of the Mall, we have lost the skill to bring such huge groups to life, be they symbolic or realistic. Or perhaps the problem is deeper: All of the proposed figurative schemes are too specific. They limit the range of possible responses.

Thus, more frequently the designers turned to abstract symbols, vertical plinths or columns in various configurations. If anything, these vertical elements are even more cliched than the figurative proposals, albeit in the opposite way: They say very little. Besides, they suffer greatly from comparison with the towering obelisk of the Washington Monument, which in this city really does say the last word about vertical abstractions.

All of the more responsive and imaginative designs, therefore, veered away from outdated rhetoric of any sort. Quite a few beautiful,

self-enclosed parks were designed, but even the best of these seem to be too pretty, too relaxing and therefore, in the end, inappropriate. To my mind the closest rival to Lin's design was submitted by Laura Frances David, who proposed that a large dish be burrowed into the ground, with a name engraved upon each of its paving stones.

Even this quiet scheme seems intrusive by comparison, however. In seizing upon the horizontal, Lin got to the heart of the matter. In aligning her earthwork so sharply to the major sight lines of the glade, she emphatically and brilliantly set her non-monumental monument in context. Still, for all of its serene beauty, there is a certain tension in Lin's design.

Those impressive, long black walls, set into the earth, are perfect. They will invite the viewer to walk down the hill. They will demand a response without dictating what it should be. They will insist simply that he reflect in some way upon the nature of the sacrifices made.

The American Institute of Architects presented the young artist with an award at the opening last week. It said, "To Maya Ying Lin . . . she spoke softly where others were wont to shout." That is well put. But she spoke clearly and with a strong voice, as well.



Jan Craig Scruggs* President Col. Donald E. Schaet, USMC, Ret.* Executive Vice President Robert W. Doubek, Esq.* Project Director, Secretary Sandie Fauriol

For Further Information Contact:

Pat Pellerin or George Tanber 202/393-1300

DESIGN COMPETITION

ADVISOR AND JURY BIOGRAPHIES

. | Burnett

Bailey on S. Barry, Ir ict of Columbia y Bleier* n Bonilla ie of United Latin ican Citizens (LULAC) Hon Ellsworth Bunker

lynn Carter Hon Max Cleland*

rt H. Frank, CPA

ge W. Mayo, Jr., Esq.*

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id "Red" Auerbach

P Wheeler III, Esq *

Hon Baltasar Corrada

lent Commissioner ierto Rico to the

Congress

ard Cosell ts Commentator

Michael S. Davison, USA, Ret* ier Commander-in-Chief,

Army, Europe

Hon Gerald R Ford Mrs Ford

p Geyelin ialist

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ed States Senator Arizona

Theodore M. Hesburgh, C.S.C. ersity of Notre Dame

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David C. Tones* rman, Joint Chiefs of Staff

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Adm. J.B. Stockdale, USN, Ret 3

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Virginia

5 Webb or Fields of Fire

William C. Westmoreland, Ret * or Chief of Staff, U.S. Army

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Paul D. Spreiregen:

The Jury

Pietro Belluschi:

Spreiregen, is an architect, planner and writer. He has made important contributions in the fields of urban design and design competitions, both subjects of his books. He was one of the first program directors of the National Endowment for the Arts. His design work includes architectural and city planning projects. He also broadcasts a weekly program on design for National Public Radio.

Belluschi is one of America's most respected modern architects. A former dean of the MIT School of Architecture and Planning, he was awarded the Gold Medal of the American Institute of Architects in 1972. His designs of churches and houses are especially renown. One of his better-known works is the Julliard School of Music at the Lincoln Center in New York.

- more -

Vietnam Veterans Memorial Fund, Inc. 1110 Vermont Avenue, N.W., Suite 308, Washington, D.C. 20005 (202)659-2490 Grady Clay:

Clay has been editor of Landscape Architecture since 1961, and he also is a lecturer and consultant on urban development and changing landscapes. He is one of the country's most respected observers and writers on the American environment. He is the editor or co-author of several books, including Closeup: How to Read the American City.

Garrett Eckbo

Eckbo, a landscape architect from San Francisco, has been a prolific designer, teacher and writer for 40 years. He has won a number of professional awards including the Medal of Honor and the Special Honor Award of the American Society of Landscape Architects. Among the several books Eckbo has written are <u>Urban Landscape Design</u> and <u>The Landscape We See</u>.

Richard H. Hunt:

A sculptor residing in Chicago, Hunt's work is displayed in many art museums in the United States and abroad. He has had oneman shows at the Museum of Modern Art and the Art Institute of Chicago. Hunt is the recipient of a number of major awards and fellowships. He has taught at several universities and is a former council member of the National Endowment for the Art

Constantino Nivola:

A native of Sardinia, Nivola, a sculptor, has produced most of his work in the United States. His sculptures are in the Hirshhorn Museum, the Philadelphia Museum of Art, and the Whitney Museum of American Art. He also has designed murals and a memorial plaza. Nivola has had dozens of major exhibits and has won a number of prestigious awards. He has taught at Columb and Harvard universities.

James Rosati:

Rosati, a sculptor, has artworks in major museums throughout the country, including the new East Building of the National

Gallery of Art. He has shown in six annuals of the Whitney Museum of American Art and has had shows in Europe. His awards include the Logan Medal and Prize of the Art Institute of Chicago. He has taught sculpture at Yale University.

Hideo Sasaki:

Sasaki is one of America's foremost landscape architects. He has won more awards than anyone else in his profession. A former chairman of the Harvard University Department of Landscape Architecture, Sasaki has been a member of the U.S. Commission on the Fine Arts and the advisory committee for the John F. Kennedy Memorial Library.

Harry Weese:

Weese has headed a Chicago-based architectural firm since 1947, with offices in Washington and Miami. He has served on many local, state and federal commissions and has won dozens of awards. His projects include Washington, D.C.'s Metro rail system and Arena Stage, Chicago's Time/Life Building and the American embassy in Ghana.

United States Senate

WASHINGTON, D.C. 20510

ARMED SERVICES COMMITTEE
Chairman, Strategic and Theater Nuclear Forces
Subcommittee

I NERGY AND NATURAL RESOURCES COMMITTLE Chamman, Energy and Mineral Resources Subcommittee

RULES AND ADMINISTRATION COMMITTEE
JOINT COMMITTEE ON PRINTING
REPUBLICAN SENATORIAL COMMITTEE

December 11, 1981

Dear Colleague:

The veterans of the Vietnam War have never received the recognition that they deserve for serving our country under the trying conditions of that conflict.

For this reason, we have supported the Vietnam Veterans Memorial Fund since its formation in 1979. This organization was authorized by the Congress of the United States to build the national memorial to Vietnam veterans on July 1, 1980 and has made excellent progress towards completing the memorial for dedication on Veterans Day, 1982.

Veterans organizations, labor unions and corporate leaders are now taking part in a national fundraising effort to complete the memorial on schedule.

As members of the National Sponsoring Committee, we are pleased to share with you a recent update on the VVMF's progress and hope that each Senator will take part in seeing that this long overdue memorial becomes a reality.

Sincerely,

John W. Warner

Enclosure

Charles McC. Mathias, Jr.

DESIGN COMPETITION MEMORIAL VIETNAM VETERANS 3HT

The author of the entry #1026 was Maya Ying Lin, who was at the time twenty-one years old and an undergraduate architecture student at Yale University.

On May 1, the jury formally pre-sented its recommendations to the eight VVMF directors, staff and ad-visors, who had the authority to accept or reject it. All but one of the eight were Vietnam veterans, both officers and enlisted men, who in-cluded Purple Heart recipients, and their acceptance was unanimous. They characterized the winning de-sign as "genius."

Maya Ying Lin's design was un-veiled to the public at a May 6 press conference. Said VVMF founder and president Jan-Scruggs: "Maya's design best projects our thoughts about the memorial, which is to honor those Americans who served in the Viet-nam Wer."

Lin, a native of Athens, Ohl, entered the competition after being assigned the memorial as a project assigned the memoriat as a project for one of her architecture classes at Yale. She received \$20,000 for winning the competition and was named a consultant to the design team that will complete the project. Second and third place awards were \$10,000 and \$5,000, respectively, while the fifteen honorable mention winners received \$1,000

Both the entrants and the critics have praised the competition for the professionalism, objectivity and fairness of its planning, executions and judging. The critics and commentators have had this to say about the winning design.

"The design will make the Vietnam Veterant Memorial an eloquent plac simple and quiet in a noisy and com-plex world." Wolf Von Echardt The Washington Post

nontres these veterans with more pung-nancy, surely, than the most son-ventional monuments." Paul Goldberger 'Its extreme dignity and restraint

"(Lin's design) will speak more eloquently to future generations than the mest grandinse and improving

Sacramento, Californ

the state of the s

"The winning design approaches a level of architectural genius. It prov-ises to be the most moving was memo-rial ever constructed." James J. Kilpatrick

In addition to the first, second, and third prizes, and fifteen honorable mention entries, the exhibition in-cludes forty-three entries deter-mined by the jury to be meritori-

Design Competition: Runners Up And Honorable Mentions

and Place (Team Entry)

Third Place (Team Entry)

Joseph E. Brown Sheila A. Brady Fredrick Hart Douglas A. Hays E. Michael Vergason Alexandria, VA

Honorable Mentions

Henry F. Arnold Richard Bartolo Mary Pat Hogan

Peter Blake Robert Wallach Gary Baker Chevy Chase, MD

Abner B. Cohen-Winfred W. Faulkn Silver Spring, MD

David W. Osler-Geoffrey M. Perkins Charles W. Cares Robert W. Davermen Carl O. Hueter David C. Milling Ann Arbor, MI.

Jeffrey H. Frank Meade Palmes Mesde Palmer Susan Nelson Harold C. Vogel Warrenton, VA

(Individual Entries) Richard Aber Santa Barbara, CA

Brian Crumlish South Bend, IN

Tom Gibbs Dubuqua, IA

Mark J. Loftus Birmingham, MI

Loren Madsen New York, NY

Paul Nonnast Jerome, AZ

Daniel F. Wagner Minneapolis, MN

Design Competition: List of Jurors

Pietro Belluschi, FAIA Architect Portland, OR

Grady Clay, FASLA Landscape Architect, Autho Louisville, KY

Garrett Eckbo, FASLA Landscape Architect San Francisco, CA

Richard H. Hunt

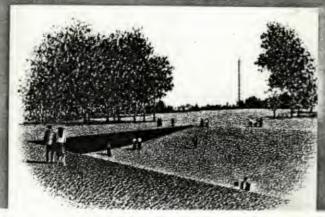
East Hampton, NY

James Rosati

Hideo Sasaki, FASLA Landscape Architect Berkeley, CA

Harry Weese, FAIA Architect Chicago, IL

Professional Advisor Paul D. Spreiregen, FAIA Architect and Planner Washington, DC



It's the memorial for the 2.7 million Americans who served in Vietnam What makes the Vietnam Veterans Memorial different, however, is that it is being built through private contributions—a gift from the American people in honor of those who served in this country's longest, and perhaps most controversiel, war.

The memorial project is the results of a crusade by Vietnam veterans. Jan Scruggs, who set out in early 1979 to fulfill a long-time dream of building a national memorial for his comrades who served and died in that war.

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Scruggs organized a small group of veterans into the Vietnam Veterans Memorial Fund, Inc., a private, nonprofit charitable corporation. He then accelerated his efforts to promote the memorial to the public, and to Congress:

Immediate support came from Sen. Charles Mathias (R-MD), who agreed to introduce legislation to provide a site for the memorial,

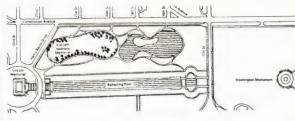


Jurors during deliberation

and Sen. John Warner (R-VA), who agreed to help raise the seed money necessary to launch a national campaign. On July 1, 1980, Congress by a unanimous joint resolution authorized VVMF to establish the memorial on two acres in Constitution Gardens near the Lincoln Memorial; by the same time over \$250,000 had been raised.

Because of the project's uniqueness—it was to be the first national memorial of its type built on the Mall and the first of such historical significance funded through private contributions—VVMF decided to hold a national competition to obtain a memorial design. Every U.S. citizen over 18 was eligible to compete.

The competition was planned and conducted according to guidelines developed by the American Institute of Architects. There were five basic criteria for the design. (1) The memorial might occupy up to two acres; (2) it was to be reflective and



Vietnam Veterans Memorial Site

contemplative in character; (3) it was to be harmonious with its surroundings, particularly the national monuments in and near the area; (4) it had to provide for the inscription of the names of all the 57,692 Americans who gave their lives in Vietnam or remain missing, and (5) it was not to make a political, statement regarding the war.

An award-winning jury composed of seven internationally known architects, sculptors and landscape architects and one writer was selected by VVMF to judge the competition. The jurors were chosen for their professional expertise as well as their sensitivity to the nation's need to honor Vietnam veterans. Each was interviewed by combat veterans of Vietnam, and three were combat veterans of previous wars.

VVMF began promoting the competition in October 1980 and eventually received more than 5,000 inquiries. A booklet detailing the project's purpose and philosophy, competition rules and registration forms was sent in response to



VVMF directors, staff, and advisors hear

each. By the December 29 deadline, registration forms (including a \$20 fee) were received from 2,573 individuals and teams. In early January all registrants received VVMF's design program and accompanying maps. Competitors were invited to submit questions more than 180 individuals and teams did—and a comprehensive answer sheet was developed and distributed to all registrants. By the competition deadline—March 31— VVMF had received 1,421 entries, making the competition the largest of its type ever held in the United States or Europe

The jury met in Washington in April to begin judging the entries, which were displayed in a large hangar at Andrews Air Force Base, Maryland. All 1.421 designs were examined anonymously and individually by each juror. By the afternoon of the second day, the field was narrowed to 232, and late the following day the finalists numbered 39.

As described by one of the jurors, "a long, careful, thoughtful discussion" was then held, and it was mutually agreed that the "simple and meditative design would have to be horizontal, not vertical... that there had to be some expression of human tragedy, a sense of serenity beyond the visual... that the design must fit the site... must belong only to its place on the Mall, which in itself was the most important part of the memorial."

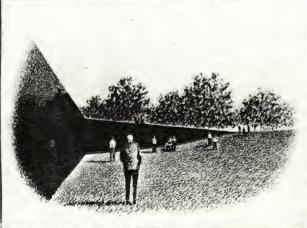
By mid-afternoon on April 30, the jury had made its final decision, which was unanimous. Its official report to VVMF said:

The jury for the Vietnam Memorial design competition finds Entry Number 1,026 the finest and most appropriate of the 1,421 entries submitted. We recommend to the Vietnam Veterans Memorial Fund that it be built on this site.

Of all the proposals submitted, this most clearly meets the spirit and formal requirements of the program. It is contemplative and reflective. It is superbly harmonious with its site, and yet frees the visitors from the noise and traffic of the surrounding city. Its open nature will encourage access on all occasions, at all hours, without barriers. Its siting and materials are simple and forthright.

This memorial with its wall of names becomes a place of quiet reflection and a tribute to those who served their nation in difficult times. All who come here can find it a place of heading. This will be a quiet memorial one that achieves an excellent relationship with both the Lincoln Memorial or Washington Monument, and relates the visitor to them. It is uniquely horizontal, entering the earth rather than piercing the sky.

This is very much a memorial of our own times, one that could not have been achieved in another time and place. The designer has created an eloquent place where the simple meeting of earth, sky and remembered names contains messages for all who will know this place.



Drawings of winning design by Steve Oles .

WILLIAM J. O'SULLIVAN, JR. 5 SHERBONE PLACE SAYREVILLE, NEW JERSEY 08872

December 31, 1981

President Ronald Reagan White House 1600 Pennsylvania Avenue Washington, DC

RE: Vietnam Veteran's Memorial

Dear Mr. President:

By way of introduction, I am a Vietnam Veteran who ran for Congress last year on the Republican ticket in New Jersey's 15th Districk. Unfortunately, I needed to switch an additional 4 1/2 percent of the vote from Democrat to Republican to win, but I did not succeed. I first met you in September of 1979 when I was Treasurer of Middlesex County and you spoke at a dinner for our county organization at the Pines Manor in Edison. Naturally, during the campaign last year, I had several photo opportunities with both yourself and Mr. Bush. These are memories which I will long remeber.

I am writing you at this time, to point out a problem which has arisen pertaining to the Vietnam Veteran's Memorial. Unfortunately, the monument which is being erected seems to be not t the Vietnam Veteran, but the perceived immorality of the war to the war resistors.

As an example of this, I point to a Washington Post article of May 7, 1981 by Henry Allen. In it, Mr. Allen quoted Washington architect Paul D. Spreiregen, who served as a professional advisor to the memorial fund, who quoted one of the selectors of the memorial design as saying: "In a city of white memorials rising, this will be a dark memorial receding".

Mr. President, the whole angst of the Vietnam Veteran today is that he was never given credit for doing what any other servicemen in the past wars did, that is put his life on the line for his country. The Vietnam Veteran is entitled to the same "white memorials rising" as anyone else. This is why individuals like Jim Webb and Al Santolli, who have written so well about the Vietnam war and the Veteran, have condemned this monument. Additionally, H. Ross Perot, an individual whose actions on behalf of Vietnam Veterans are legendary within the Vietnam Veteran Community totally disassociated himself from this group once he saw the design picked and what these people are all about.

I know this is a strongly sensitive issue and the most that I can hope to obtain from you would be passive resistance, but please consider it.

As you have said repeatedly, "Ours was a Noble Cause", and I would hate to see a monument sponsered by people who would go to Vietnam and lay wreaths at Ho Chi Minh's grave erected as a representative embodiment of the Vietnam Veteran's sacrifice. This is a "Wall of Shame".

Thank you for your consideration in this matter. I am glad that the effort I made last year might have been instrumental in helping you carry this strongly Democratic, Blue Collar area, which you did.

Respectfully yours,

William J. O'Sullivan, Jr.

pos

cc: Morton Blackwell

Morton, I hope something can be done on this matter if at all possible, on this matter if at all possible,

Reassessing the Vietnam Veterans Memorial

By JAMES H. WEBB JR.

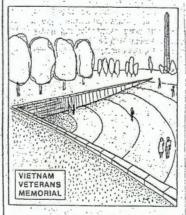
I, like many Vietnam veterans I have spoken to, face a Hobson's choice with respect to the proposed Vietnam Veterans Memorial. Having served on the Vietnam Veterans Memorial Fund's National Sponsoring Committee, and having also worked on Capitol Hill to help gain passage of the authorizing resolution, I want very much to see a memorial on the Mall. On the other hand, I believe the memorial chosen through the recent design competition is, as other detractors have maintained, a nihilistic statement that does not render honor to those who served.

In 1980 the Congress authorized the Vietnam Veterans Memorial

In 1980 the Congress authorized the Vietnam Veterans Memorial Fund (VVMF) to erect with private funds a memorial that would "honor and recognize the men and women of the armed forces of the United States who served in the Vietnam war." The fund, which was the brain-child of a small group of Washington-based Vietnam veterans, held a nationwide design competition, with jurors selected on the basis of their eminence in the artistic and architectural community.

and architectural community.

The winning design, which the fund proposes to build in Constitution Gardens just off the mall in time for Veterans Day 1982,



consists of two black walls, joining at a 135-degree angle, with one wall pointing toward the Lincoln Memorial and one toward the Washington Monument. The top of the memorial will remain at ground level, while the base will recede into the earth to a depth of 10 feet where the two walls join. On the walls will be the names of those who perished in the war, listed chronologically, supposedly in the order they fell. There will be no flag, no images indicative of war. The original design did not carry the word "Vietnam," though now a short inscription is apparently planned where the walls meet. It will be, as writer and Vietnam veteran Al Santoli mentioned to me, "a place to go and be depressed."

What is one to do? Is any memorial bet-

ter than no memorial? At what point does a piece of architecture cease being a memorial to service and instead become a mockery of that service, a wailing wall for future anti-draft and anti-nuclear demonstrators? And most importantly, how did this travesty, this unwinnable paradox, come about?

come about?

It is important to make one clarification. The dissatisfaction with the proposed design is not the product of the far right, which has been panned in some recent articles as wanting to see a Vietnam era update of the Iwo Jima memorial, nor is it the product of a few disgruntled contestants in the design competition. The issue is whether this design meets the congressional mandate to "honor and recognize the men and women", who served in the

project from its inception in 1979 until the design for this memorial was chosen, including the funds for the design competition itself, quietly withdrew upon seeing the winning design. Mr. Perot, a Naval Academy graduate who has been widely, active in projects that recognize the positive achievements of servicemen and veterans, had been repeatedly assured by the Fund's directors that the monument would not glorify war, but would honor the dead while giving primary emphasis to recognizing the heroic service of those who fought and returned. Manifestly, it does not.

Those who support the design argue, on being confronted with such dissent, that sour grapes are inevitable, that the design competition was the most extensive in history, and that the design itself is

Vietnam veterans were considered qualified, though it is traditional in such competitions for a layperson directly concerned with the project to sit as a judge, to provide a balance. Later, the VVMF officially stated that "a factor militating against a Vietnam veteran being on the jury was that because of the other jury members' empathy for such a person, they might be swayed too greatly by that person's opinion."

A Desire to Avoid Any Symbol

There have been charges and countercharges regarding the antiwar activities of several members of the jury. At a minimum, it is clear that there were members who had been bitterly opposed to the war, and the winning design seems to reflect a desire to avoid any symbol or statement that would put the war or those who fought it in an affirmative light. It should be remembered that the winning design, when chosen, did not even have the word "Vietnam" on it, nor did it say anything whatsoever about those who had served. From the results of the competition, the judges undoubtedly agreed with William Greider's recent perception in the Washington Post, supporting the proposed design, that "our shared memories of that war do not include any suitably heroic images which a sculptor could convert to stone or bronze."

Most Vietnam veterans who watched the daily sacrifices of their peers in combat would quickly disagree with such a view of the "honor and recognition" that is their due, and the lack of this affirmative viewpoint is demonstrable in the winning design. As the descendant of any man who fought for the Confederacy can assure you, it is not necessary for a nation to have won a war in order for its soldiers to have fought heroically. The Vietnam veteran deserves a memorial that can make this

same distinction.

In the interest of compromise, those who oppose the present design have asked that it be made white, above ground, and have a flag at the juncture of the two walls. The VVMF has the power to make such changes, with very little damage to the process by which they arrived at the design itself. Should they not, perhaps the public should reject the design by refusing to pay for it. Since this memorial is to be built with private funds, it should thus reflect the judgment of those who make its construction possible. One hopes that contributors would not hasten in their good intentions to honor those who served, and in the end bankroll a subtle but real denigration.

The memorial chosen through the recent design competition is a nihilistic statement that does not render honor to those who served in Vietnam.

Vietnam war." All this talk of a memorial "suitably capturing the national feeling about Vietnam," whatever that is and whatever else it might be 10 or 100 years from now, is secondary to that mandated purpose. If it does, fine. But it must first honor and recognize those who served.

The present design does neither. First, it is a memorial only to the dead. Maya Lin, its designer, has been very clear on this point, stating that "this memorial is not meant as a memorial to the individual, but rather as a memorial to the men and women who died during the war, as a whole."

The New Republic magazine took umbrage at this conception of the memorial. "Its purpose," the magazine said, "is to impress upon the visitor the sheer human waste, the utter meaninglessness of it all. It is an unfortunate choice of memorial

.... To treat the Vietnam dead like the victims of some monstrous traffic accident is more than a disservice to history; it is a disservice to the memory of the 57,000 It is surely an excess of revisionist zeal."

A memorial devoid of embellishment, which will take up almost 200 yards of the Capitol Mall to list the names of the dead on a long black wall, violates the congressional mandate, and also violates the repeated assurances given early supporters by the Vietnam Veterans Memorial Fund. In addition to me, Admiral James B. Stockdale, Medal of Honor winner and the dean of the American prisoners of war, has resigned from the National Sponsoring Committee of the Fund for so long as this design prevails.

Businessman Ross Perot, who provided nearly all of the funding for the memorial "neutral," allowing each observer to make his own conclusion about the war and those who died. But this design should not be neutral. We are invading for all time the privacy of those who perished in the war by publishing their names on the memorial, and this should not be done except in the most affirmative sense of honor and recognition.

Architectural understatement is hardly called for when we are dealing with the heroic and honorable loss of life. If citizens and international visitors wish to reach a conclusion regarding the American involvement in Vietnam while studying the memorial, it should begin with that premise. Thus, if there were to be sour grapes, the cries should have been that there was too much honor, if that is possible, rather than not enough.

One of the most unfortunate and moving testimonies to this point came from the widow of a fellow Marine, a man whom I deeply respected and fondly remember. No supporter of the war herself, she likened the blackness, the lack of ornateness, the very emptiness of this design to the reaction she had upon seeing the ovens at Dachau. No honor there, but rather a rubbing of the world's face into the grisly shame of the deaths. "It would be better to not have a memorial at all," she concluded.

How could such a design have prevailed? It is true that there were more entries in this competition than any other in history. But through what filter did they pass? Who decided on the winner? When the winner was announced, I called the memorial fund office and asked whether a Vietnam veteran had been on the judging panel. I was told, astoundingly, that no

Mr. Webb was a Marine rifle platoon commander in Vietnam and is the author of two novels, "Fields of Fire" and "A Sense of Honor." Until recently he was minority counsel to the House Veterans Affairs Committee.

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25th November 1981

Mr. Mike Deaver White House 1700 Pennsylvania Avenue NW Washington, D.C. 20550

Dear Mr. Deaver.

I enjoyed meeting you at Joe Smoak's farm a couple of months ago for the farewell party for the Argentinian Ambassador.

I hope President Reagan does not allow this so-called monument to Vietnam veterans to be built on the Mall. As a combat Army veteran of two tours in Vietnam, I am appalled at the concept of hiding a black monument below ground as a national symbol of so many sacrificies made by all of those who served there. It is another example of liberal "whiners" who insist on using any symbolism possible to denigrate the Armed Forces and their role during the Vietnam war. One only has to note that not one Vietnam veteran served on the board that selected this "black hole of shame".

I hope and pray that a conservative, pro-American administration does not allow this travesty to become a reality.

Best wishes on your continued success.

Sincerely,

FREDERICK R. DALY

1600 South Eads, Apt. 333N

Arlington, VA 22202

OFFICE OF CABINET AFFAIRS ACTION TRACKING WORKSHEET

Action resulting from:	Document Date: 81 / 11 /25		
document (attached) telephone call	From: From: Daty Mike Dea		
 meeting (attach conference report if available) 			
Date Received: 81 , 12 , 04			
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Originator: Fuller Cribb	☐ Hart ☐ Hodapp ☐ Gonzalez ☐ Faoro		
KEEP THIS WORKSHEET ATTA	ACHED TO THE ORIGINAL INCOMING MATERIAL		

Office of Cabinet Affairs
Attention: Karen Hart (x-2823)
West Wing/Ground Floor

AND WHEN THE ASSIGNED ACTION IS COMPLETE,

RETURN TO:

Wenrial Foundation

THE WHITE HOUSE WASHINGTON

February 17, 1982

MEMORANDUM FOR RED CAVANEY

THRU:

DIANA LOZANO

FROM:

MORTON C. BLACKWELL

SUBJECT:

Vietnam Veterans Memorial

A compromise brokered by Ross Perot has been reached between leaders of the Vietnam Veterans Memorial Foundation and many of its principal critics. The compromise included the addition of a flagpole, a statue and a substantial rewording of the inscription in order to make clear that the war was an honorable and just cause.

Still unresolved is the issue of whether or not the listing of the war dead would include their service and rank.

As it now stands Secretary Watt has received from the Foundation formal notification of these revisions by the Foundation. He is drafting a letter of response which will clear the way for construction to begin.

This should leave only a minimum of grumbling opposition from remaining opponents. It appears the crisis is over.