

DEPARTMENT OF THE ARMY
HEADQUARTERS USA AVIATION BRIGADE (PROVISIONAL)
APO San Francisco 96307

AVBD

26 March 1966

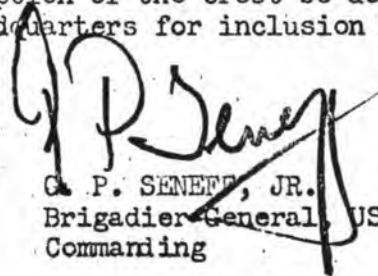
SUBJECT: Distinctive Unit Insignia

THRU: Commanding General
United States Army Vietnam
APO US Forces 96307

TO: Chief
The Institute of Heraldry
Cameron Station, Virginia

1. This headquarters was activated provisionally on 1 March 1966. It is anticipated that official activation by Department of the Army General Orders will be effected in the near future. General Order designation will be 1st Aviation Brigade.
2. In anticipation of formal unit activation and designation, personnel of this headquarters with extensive modern day Army Aviation experience devised the attached Distinctive Unit Insignia. Symbolism is explained at Inclosure 2, in non-heraldic terms.
3. Request approval of the attached design as the official emblem of the 1st Aviation Brigade. Insignia will be used as shoulder patch of all Brigade units, and as the distinctive insignia of non-color bearing units.
4. Request heraldic description of the crest be developed by your office and forwarded to this headquarters for inclusion in unit history.

2 Incl
as


G. P. SENETT, JR.
Brigadier General, USA
Commanding

AVN (R. 68)

1st Ind

SUBJECT: Suggested Design of Shoulder Sleeve Insignia for the 1st Aviation Brigade

AGAH-A

8 JUN 1966

SUBJECT: Suggested Design of Shoulder Sleeve Insignia for the 1st Aviation Brigade

TO: Commanding General, The Institute of Heraldry, United States Army, Central Station, Alexandria, Virginia, 22314

TO: Commanding General, 1st Aviation Brigade, APO SF 96307

The following design (Enclosure 1) fails to meet approval in the following respects:

1. The Department of the Army General Staff has authorized all separate brigades to wear their own shoulder sleeve insignia. This policy will be included in a future change to AR 670-5.

2. A suggested design of shoulder sleeve insignia for the 1st Aviation Brigade is forwarded for your consideration. It is described as follows:

DESCRIPTION

On a golden orange shield within a 1/8 inch white border 2 inches in width overall, a blue shakefork reversed, each of the three arms couped and extending to the border, surmounted by a white vertical propeller between two white wings.

SYMBOLISM

Golden orange and ultramarine blue are the colors used for aviation organizations. The shakefork simulates the rotor blades of helicopters and the winged propeller to other types of aircraft used by the unit and refer to the unit's mission. The vertical propeller also simulates the numeral "1" and alludes to the unit's numerical designation.

3. Upon return of this correspondence with concurrence in the suggested design, action will be taken toward approval of the shoulder sleeve insignia. The original suggested design of shoulder sleeve insignia is to be returned to us.

Cannot be confused with the insignia.

1 Incl
as

It is suggested and advised that the following personnel who are to wear it:

HARRY D. TEMPLE
Colonel, AGC
Commanding

Mrs. Quast

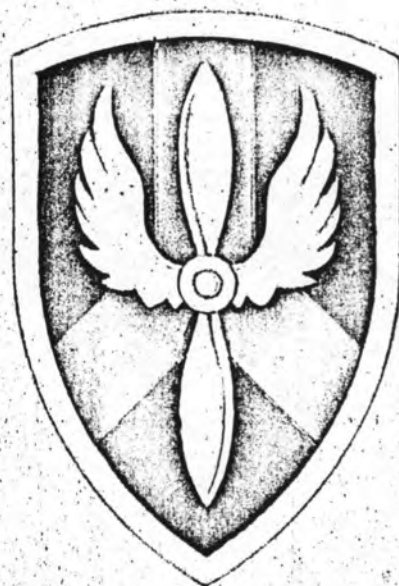
Concurrence: Chief, CH Div.

Prep date: 7 June 66

Riley/81634

RECORDS

HEADQUARTERS
UNITED STATES AIR FORCE
WALL (S. 100 100)



**SUGGESTED DESIGN
SHOULDER SLEEVE INSIGNIA
FIRST AVIATION BRIGADE**

AVBD (8 Jun 66)

1st Ind

SUBJECT: Suggested Design of Shoulder Sleeve Insignia for the 1st Aviation Brigade

HEADQUARTERS, 1ST AVIATION BRIGADE, APO San Francisco 96307, 6 July 1966

TO: Commanding Officer, The Institute of Heraldry, United States Army, Cameron Station, Alexandria, Virginia, 22314

1. I do not concur in the proposed design for a shoulder sleeve insignia for the 1st Aviation Brigade.

2. Your proposed design (Inclosure 1) fails to meet approval in the following respects:

a. It does not depict the origin, lineage and purpose of the 1st Aviation Brigade. Although shoulder sleeve insignia are worn primarily for identification, they also have strong morale implications. This is borne out by the practice of permitting service members to wear on the right sleeve of their uniform the insignia of a unit with which they have served in combat. Members of the 1st Aviation Brigade will be wearing the Brigade's insignia for many years to come. They are presently engaged in air assault combat operations in the Republic of Vietnam. They want a patch that speaks of their exploits.

b. The design which you have submitted appears to represent an Air Force unit. The central propeller and wings closely resemble the old Army Air Corps (now USAF) lapel insignia. Army aviators have no desire to be mistaken for Air Force personnel. Modern Army aviation does not trace its lineage to the Army Air Corps, but rather to the small group of dedicated pilots who flew light aircraft in the performance of spotting and artillery adjustment missions in the Second World War.

c. The shoulder sleeve insignia which represents any unit should be admired and accepted by the personnel who wear it. We have shown your proposed design to many members of the Brigade, and it has met with a total lack of enthusiasm.

3. The design originally submitted by this headquarters (Inclosure 2), was the culmination of a widespread survey for ideas and suggestions among members of the Brigade. The design was widely circulated throughout the Brigade to insure its acceptability before it was formally submitted. It does overcome the objections raised by your proposal, in that it:

a. Does depict the origin, lineage and purpose of the Brigade, as discussed in our original correspondence.

b. Cannot be confused with a USAF emblem.

c. Is accepted and admired by the personnel who are to wear it.

Concurrence: Chief, Tech Div.

Chief, DAH Div.

Prep date: 27 Jul 66

Mrs. Quast

10/10/66

ART DUE DATE: 15 Days

2000000

351
AVED (8 Jun 66)

1st Ind

6 July 1966

SUBJECT: Suggested Design of Shoulder Sleeve Insignia for the 1st Aviation Brigade

4. The central motif of our design, the hawk, lends itself to a simple but extremely effective distinctive insignia for non-colorbearing units of the Brigade. A sample of this insignia is attached as Inclosure 3. This insignia has also met with widespread approval.

5. I have been apprised by persons who have made informal inquiries of personnel in your office, that our design violates some basic principles of heraldry. Your letter, however, does not raise this issue.

6. I request that your office reconsider our original submission, and that you either approve it, or suggest modifications that will make it heraldrically acceptable; and further, that you follow the same procedure with the suggested distinctive insignia at Inclosure 3. Your prompt consideration and early reply will be appreciated.

3 Incl
as

G. P. SENEFF JR.
Brigadier General, USA
Commanding

AGAH-A (8 Jun 66)

2d Ind

The Institute of Heraldry, U.S. Army, Cameron Sta., Alexandria, Va., 22314

TO: Commanding General, 1st Aviation Brigade, APO SF 96307

2 AUG 1966

1. The authorization letter of the shoulder sleeve insignia for the 1st Aviation Brigade is inclosed for your organizational records (Incl 4).

2. An organizational painting of the insignia will be forwarded in approximately 45 days.

3. This Institute has begun development action on the insignia. It is anticipated that the necessary items for procurement will be made available to the U. S. Army Support Center, Philadelphia in approximately 8 weeks.

1 Incl
wd incl 1-3
Added 1 incl
4. as


ED V. HENDREN, JR.
Colonel, AGC
Acting Commander

Mrs. Quast
Riley/81634
Sims

Cy furnished: Tech Div.
D&I Div.

Prep date: 27 Jul 66

Concurrence: Chief, Tech Div. *mlc*
Chief, D&I Div. *CNE* 3 ART DUE DATE: 45 Days

RECORDS



DEPARTMENT OF THE ARMY
HEADQUARTERS 1ST AVIATION BRIGADE
APO San Francisco 96307

AVBD

7 July 1966

Dear Colonel Temple:

The inclosed formal indorsement to your last letter explains some of our feelings on the subject of the Brigade patch that we have proposed to you and the one that you have proposed to us. However, I would like to go beyond the formal side of it to outline our feelings on the thing a bit further.

I have had a couple of back channels from Bob Williams on the subject after having asked him to talk to you and it seems rather pointless to continue to deal through a third party. Bob gave me some of your objections to our proposed design in his last message. These were: (1) that the colors were not the proper Army Aviation colors, (2) that every patch coming in from ARVN is coming in with a sword on it and that you want to get away from this, (3) that it will be difficult to get a clear job done with machine embroidery on run-of-the-mill patches, and (4) that machine manufactured patches will probably come out resembling a nondescript bird roasting on a spit.

I further received an earlier message from General Pattison that said that we have violated some of the basic heraldic tenets. With respect to the colors we know we don't have them quite right. This is because we are unable to obtain complete matches in either paints or colors of material and yarn in this country. We would expect that they would be modified when the thing is finalized. We put the sword in the patch, as does everyone else out here, because our people want to be identified with Vietnam. The original MACV patch had the sword in the center of it and everything that has happened over here has sprung from that earlier effort and from that patch. So the people who are serving in units over here and who are quite proud to wear these patches when they go back home want something in the patch to identify them with Vietnam. I think this is a reasonable outlook on their part and I think it is one that is worth encouraging. On the machine embroidery side of it, I have recognized this as a possible objection from the beginning; and we therefore had some of these patches made up by local machine embroiderers rather than by very skilled handwork. I don't know whether

you have seen a sample of it so I inclose one that was made in Vietnam. I should point out that this was a machine job and that these people are really not all that good at this sort of thing. I don't particularly like the bird on this one, but I should not think that it is any worse than what our people should be capable of turning out in the States. We have circulated these patches around and while there have been some comments about the shape of the head, generally speaking the patch has met with very widespread approval. It was, in point a fact, personally approved by General Westmoreland and by General Engler before we sent it in. The same sort of comments, incidentally, have been made about the brass "crest" of which I have also inclosed a sample. One Assistant Division Commander recently said that it was the best looking crest that he had ever seen. We also recognized early on in the game, the fact that people might bring up the "roasting on a spit" argument, or the bird "stabbed by the sword". This is one that might be corrected, incidentally, by repositioning the bird slightly to make him cover part of the hilt. I would point out that this issue has not been raised by the troops as yet, but I am sure it will in due course of time. I defy anyone to come up with a patch that the troops won't ultimately hang some sort of a nickname on. They have done it for every one that has been designed and there is just no getting around the humorous approach which, fortunately, the American soldier insists on taking toward life. For your possible amusement, the 1st Logistical Command patch is known over here as the "leaning out-house".

I am not trying to force your hand by premature manufacture of the patch, but obviously when people cook something of this sort up they want to see what it looks like. We have had a comparatively small number of them made up locally and most of the people in my Brigade headquarters are wearing them. This was done at our own expense with the distinct understanding on everyone's part that if it became necessary to change it, it was going to involve a small personal loss. I did not want, however, to allow people throughout the Brigade buy it until it was formally approved, if for no other reason, simply because it would involve too much expenditure on the part of too many people. Every place I go -- and I go a lot of places -- I get constant queries from pilots up and down the line as to when they are going to be permitted to wear the new patch. They are enthusiastic about it; they want it; and I think that pretty healthy consideration should be given to the outlook and desires of people in the field. There was pretty considerable Brigade participation in drawing this patch up.

For these reasons, while I am perfectly willing to negotiate on this thing to any extent that you think is required to make the patch acceptable

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for approval, I would like to keep the basic ideas that we have put into it and I would like to get a patch approved as quickly as possible. I, therefore, would hope for an early counterproposal.

Very sincerely yours,



G. P. SENEFF, Jr.
Brigadier General, USA
Commanding

3 Incl
as

Colonel Harry D. Temple
Commanding Officer
The Institute of Heraldry, United
States Army
Cameron Station, Alexandria, Virginia 22314

AGAH-A

6 JUL 1966

SUBJECT: Suggested Design of Distinctive Insignia (Badge) for the Noncolor Bearing Units of the 1st Aviation Brigade

TO: Commanding General
1st Aviation Brigade
APO SF 96307

1. Reference is made to paragraph 2, our 1st Ind, AGAH-A (24 May 66), subject: Request for Heraldic Symbolism, dated 8 June 1966.

2. A suggested design of distinctive insignia for the noncolor bearing units of the 1st Aviation Brigade is forwarded for consideration. It is described as follows:

DESCRIPTION

A gold colored metal and enamel device 1 1/8 inches in height overall consisting of a pair of gold wings elevated and supporting a blue annulet surmounted by a gold star of four long points, alternating with four shorter points.

SYMBOLISM

The blue circle alludes to the area of reconnaissance and surveillance, basic missions of the organization. The star symbolizes guidance and with the circle, simulating a compass, alludes to aerial navigation and accomplishment of their mission.

3. Upon return of this correspondence with concurrence in the suggested design, action will be taken toward approval of the distinctive insignia. The original suggested design of the insignia is to be returned to this Institute.

1 Incl
as

HARRY D. TEMPLE
Colonel, AGC
Commanding

Incl 1 to Hq 1st Avn Bde ltr dtd 26 Jul 66



SUGGESTED DESIGN
DISTINCTIVE INSIGNIA BADGE
1st. AVIATION BRIGADE

AGAH-A

2 AUG1966

SUBJECT: Distinctive Insignia (Badge) for the Noncolor Bearing Units of the 1st Aviation Brigade

TO: Commanding General
1st Aviation Brigade
APO SF 96307

1. A distinctive insignia (badge) for the noncolor bearing units of the 1st Aviation Brigade is authorized. It is described as follows:

A gold colored metal device 1 3/8 inches overall in height consisting of a swooping hawk with elevated wings, head to left for wear on left shoulder, and head to right for wear on right shoulder, with detail in black.

2. The distinctive insignia will be worn as prescribed in AR 670-5.

3. This authorization letter will become a permanent file of the organization in accordance with File No. 206-06 Organizational history files, AR 345-210.

4. This authorization is in accordance with:

a. Paragraph 139, AR 670-5.

b. General Orders No. 113, U. S. Army, Pacific, 19 May 1966, effective 25 May 1966.

c. Letter AGSD-C (M) (3 Jun 66) ACSFOR, 3 June 1966.


ED V. HENDREN, JR.
Colonel, AGC
Acting Commander

Cy furnished: OCMH (2)
D&I Div.

Prep date: 28 Jul 66

Quast
Mrs. Quast

Concurrence: Chief, CH Div.

Hiley
Hiley/81634

MFR: Info in 4 b&c obtained from Mrs. Swade, O&D Br, TAGO, X-56976.
The design was developed by the Brigade..
The CH Div. did not write the symbolism of the design.

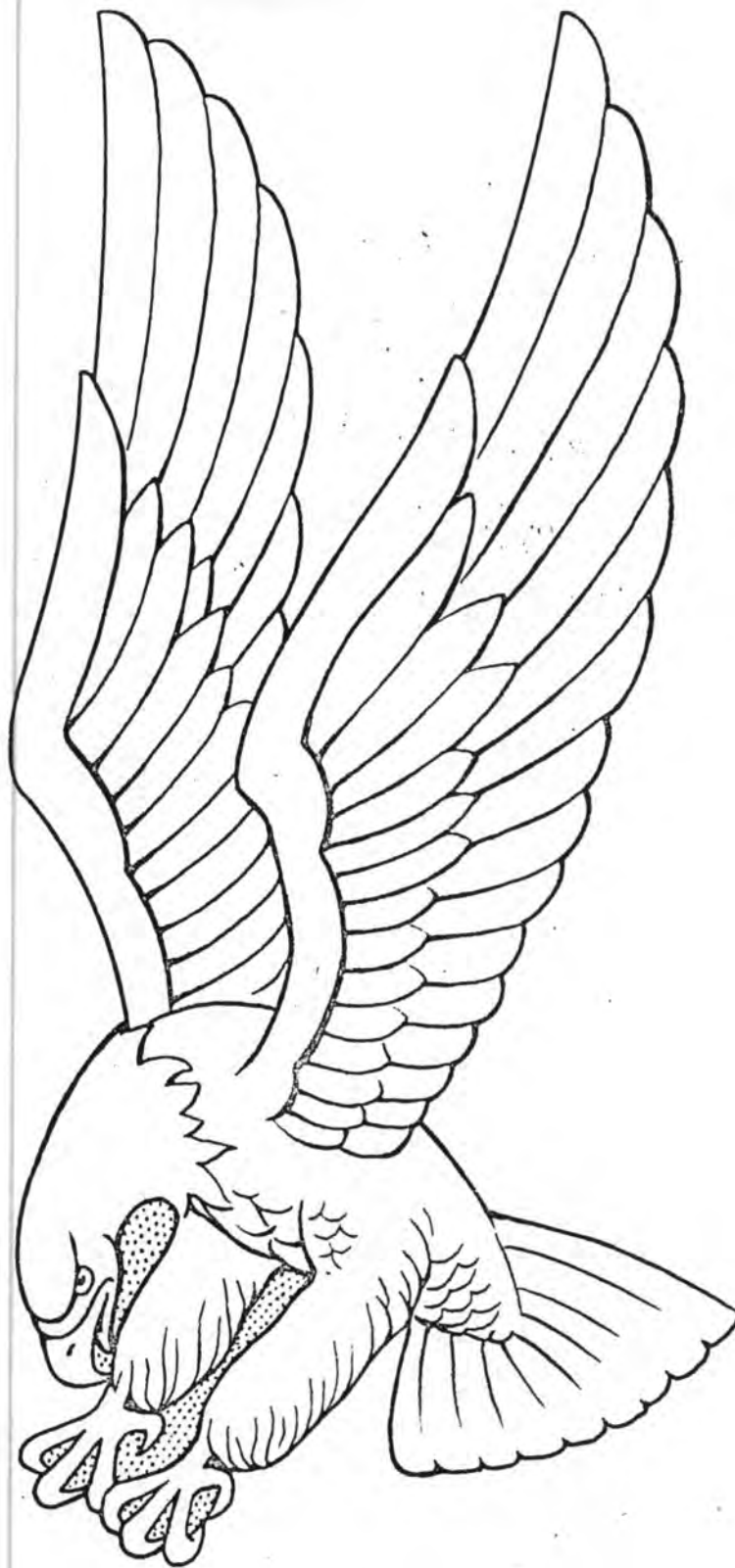
Sims
Sims

RECORDS



1ST AVIATION BRIGADE
NONCOLOR BEARING UNITS

ACTUAL SIZE [REDACTED]



1ST AVIATION BRIGADE
NONCOLOR BEARING UNITS

ACTUAL SIZE $1\frac{3}{8}'' \pm \frac{1}{64}''$

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COMMERCIAL ITEMS IS PROHIBITED
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U. S. ARMY.



12TH AVIATION GROUP
NONCOLOR BEARING UNITS

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