

**EMBLEM**

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PORTAGE, MI 49081-0435



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Thank you for your interest in the "Family Crest", the mark of the Viet Nam Veteran. It was designed by two Ex-Marines, Viet Nam Vets.

The purpose of the decal is to bring down to earth all the misconceptions and clouds of confusion about the Viet Nam Veteran and his image.

Someone once said, "Esteem among your peers must begin with Self Esteem". We hope that by displaying the "Family Crest" proudly it will help to remind both the Veteran and the American public that the role of the Veteran in any war was that of a soldier. Nothing more and certainly nothing less. We were not the CIA, not the politicians nor the campus demonstrators. We were the Americans filling the traditional role as we saw it; that of a soldier from a free nation attempting to liberate our fellow man from his bonds of oppression. There is certainly nothing for which any Viet Vet should apologize for in that respect.

We further hope that eventually all Viet Nam Veterans will display the emblem as a sign of unity behind those of us that are experiencing real and justified pain.

If all of us from all walks of life and professions show the American people just how many of them come in contact with a Viet Vet every day, this may vastly improve our image and foster a sense of mutual respect between us and the public, as well as a sense of relief.

The war must be separated from the warrior. The conflict in Southeast Asia brought with it all the horror of war to the TV screens of America, as well as eruptions of emotions from our streets and college campuses. The American people must be reminded that we were not the source of the country's lack of direction and confusion, but were the few who were willing to make the ultimate commitment in an effort we were raised to believe was worthwhile. Judging from what has happened to the people of Cambodia, Laos and Viet Nam since our departure, those of our peers who demanded a halt to the war for humanitarian reasons must wonder if our leaving was the humane thing to do after all.

The decal was carefully designed not to align itself with any political sect or to appear offensive or antagonistic. The symbols of death and suffering depicted by the white cross and the red area below the helmet cannot be denied. The Viet Nam soldier should not apologize for subjecting himself to the horrors of war, when he believed his cause was just!

It is vitally important that the simplicity and the nobility of the soldiers role be communicated to the nation as a whole, but far more important the Vet himself comes to realize just how much he in fact did for his country. There was a time in our nation's history when people who had the courage of their convictions to the point that they were willing to risk self destruction to help others, were admired and respected. We should learn to admire and respect ourselves.

And remember, only time will tell if that effort was really lost; after all we gave those people a mighty giant sized taste of what "could be". The rest is up to them.

The "Family Crest" is designed to be displayed by Viet Nam Veterans, their families and those who lost a loved one. It is already being displayed by members of "The Family" all across the United States, Canada, Australia, Japan, and Hawaii. It is our hope that everyone who in some way was touched by the Viet Nam War will display the "Crest" proudly to keep in front of the American people the idea that much was given by our soldiers and much is yet to be returned to them, and to certainly keep faith with those of our men who may still be kept in South-east Asia.

Those of us intent on putting the war behind us should ask ourselves if we would be so eager to do so if a family member were still suffering, or worse - missing. The white cross represents those lives that were lost during and since the war. The helmet represents a military action. The red area is the symbol of the blood shed by the wounded and disabled. The number 365 represents the average tour of duty (obviously more time was given by some and others who were wounded spent less time yet gave more). The map of Viet Nam runs the length of the helmet and red area because the war is still in the minds of its participants. The lettering is in black because of the obvious military appearance. However, two very important side themes are intended. First, because the lettering is not real easy to read, we hope the closer examination required to read it will initiate some personal contact between the viewer and the displayer. And most importantly, the black lettering hidden in the helmet is a dark reminder that some of our men may still be hidden in Viet Nam. We hope you will display it with proud conviction. Whatever else was mishandled in our involvement in South-east Asia, we have nothing for which to apologize.

Mail your request to:

Emblem  
P.O. Box 435  
Portage, MI 49081-0435

Price is \$1.00 for each, and checks and money orders should be made payable to Viet Vet Enterprises.