

Sgt. Hack, The Mod Recruiter

CUYAHOGA FALLS, Ohio (UPI) — America's "new" army is using new methods to recruit volunteers and the champ of the new recruiters may well be Staff Sgt. David D. Hack.

He has his own slogan: "SGT. HACK WANTS YOU," a variation of the famed "UNCLE SAM WANTS YOU" posters first used during World War I.

T-shirts with the Hack slogan are being distributed throughout the country. Earlier this year Hack, 32, a native of Louisville, Ky., distributed 40,000 "UNCLE SAM WANTS YOU" posters.

And sloganeering is only the beginning of Hack's gimmicks

for attracting young men into uniform.

It all started when the sergeant drew an Army reprimand early this year for not getting a single recruit his first two months on the job here in Cuyahoga Falls. This was quite a blow to a man who for three years had been the top recruiter in the Akron area, and in the month of March, 1970, was named the top recruiter in the country.

He moved into the former recruiting office of the American Nazi Party in this small Akron suburb in December, 1971.

The Army has an objective of four enlistees per month for all its recruiters. Hack failed to meet that objective the first

few months in his new location and the Army reprimanded him in writing, citing "incompetence."

Hack put the letter under a piece of clear plastic on his desk and then went to work.

He had some posters printed up and personally handed them out. In another effort to attract youths, he had a super painting job done on his personal car — a 1960 Corvette — including hand-painted scenes of paratroopers in action, stars, and red and blue racing stripes. He had the Uncle Sam poster stenciled in full color on its hood.

In still another move, he ordered a white jeep and had extensive painting and customizing done on it. The jeep

was so impressive it served as a pace car for a big race at a local stock car track, and it will be on exhibition at the Ohio State Fair.

"We're trying to let everyone know where we're at," Hack said. "That's what it's all about."

"So many people think what you tell them is a bunch of baloney. They believe their neighbor who was in the Army in 1942 about brutality and dehumanization. It isn't true."

"Whenever we talk to people they believe us," Hack said. "That's a major portion of the ballgame."

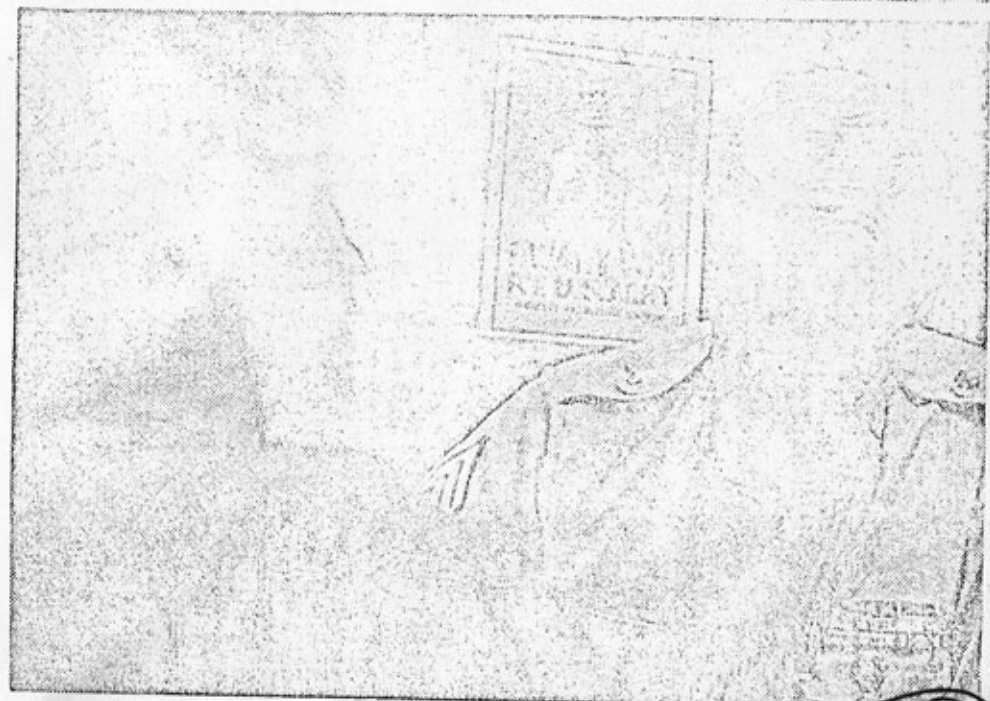
Enlists Protester

Hack, a handsome, blond six-footer, has some convincing proof of his credibility. This month, one of the 25 persons indicted in connection with the May, 1970, disturbances at Kent State University, joined the Army through Hack's efforts.

"Two and one-half years ago," Hack said, "this man was the most antimilitary person you'd ever want to talk to. He's still not gung ho 100 per cent, but he has enlisted."

"The reason is a friend of his told him I'd give him the straight facts and I would back up everything I said. He enlisted in the Army guaranteed to go into the medical field and to Europe."

Hack's methods combine the traditional and the new. He visits nearby campuses, as most recruiters do, but also stops at fraternities and sororities.



-UPI Telephone

S. Sgt. David Hack finds his approach appeals to youth

"I drive around in my Corvette," he said. "I have open discussions in my office every Thursday night and if a guy wants to call me at 2 o'clock in the morning and come over to my house and talk, that's all right too."

"They're really concerned about the future," Hack said of his recruits, "but they're tired of baloney."

"I don't think and I don't preach that everyone should join the Army."

The sergeant is gratified that his campaign has borne fruit. In the past month, his recruiting station has signed up more recruits than it did the first six months it was

open. And, he already has filled his quota for August and September.

ance companies and the government have given the physician the task of preparing