



Sgt. Hack and his custom-painted Corvette

Sgt. Hack's recruiting style is out of sight

By REED HINMAN
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CUYAHOGA FALLS — Staff Sgt. David Denton Hack, the U.S. Army's No. 1 recruiter, says business is good.

"They've got a cover story on me going 1 October in Soldier's Magazine, Hugh O'Brian's coming from the coast to film a documentary, and my classified ad for recruits in the newspaper is getting a lot of response."

Not to mention, he says, the Sgt. Hack Wants You tee shirts that are selling in 36 states, the interviews on radio and television talk shows and a mounting pile of fan mail.

Then there are the stories in national magazines and his psychedelic-painted Army jeep with the mag wheels and racing tires that was on exhibit at the State Fair.

All of which, says Sgt. Hack, is helping him recruit more people to make "a quality, not quantity Army."

And none of which, Sgt. Hack hastens to point out, is gaining him anything except less sleep. Army regulations don't permit any financial rewards for his extra work.

"I'm an idea man," says Sgt. Hack a 32-year-old Vietnam veteran who entered

the Army after he went broke running a restaurant in his native Kentucky.

He decided he needed some ideas after the Army reprimanded him for failing to get any recruits his first two months after moving to Cuyahoga Falls from Akron.

"We had some obstacles to overcome here," explains Sgt. Hack, not the least of which were occupying the former headquarters of the American Nazi Party and not being listed in the telephone directory.

His most brilliant creation was a wild Tee shirt with his name and phone number emblazoned on it.

He passes out the tee shirts on campuses and at teen-age hangouts where he drives during off-duty hours in his own custom-painted Corvette.

His mod gimmicks serve to "break the ice," says Sgt. Hack, but it is his straight talk that convinces young people to sign up.

"Young people today are smart . . . boy, are they smart. You can't fool them with fancy cars and tee shirts. What they want are the facts."

Using his straight talk and his groovy gimmicks, the idea man in Cuyahoga Falls is attracting flocks of recruits for the Army he loves.

But Sgt. Hack doesn't think the Army is for everyone. "If you're anti-military or want to join a nother service, that's fine."

"Now, here's your personal Sgt. Hack Wants You tee shirt," he tells a reporter. "When do you think you might want to join?"