

FROM: Det 2, 37ARRS(2-37C/Lt Col Dixon/2721)

20 Oct 1967

SUBJECT: Naming of the HH-53B

TO: All Personnel, Det 2, 37ARRSq

1. The HH-53B has no name. The clamor for a name has risen to such a pitch that the matter can no longer be ignored.
2. Regulatory requirements for naming of aircraft establish the following criteria:
 - a. The name must consist of one word.
 - b. It must be symbolic of the aircraft mission or characteristics.
 - c. It must conform to recognized standards of public acceptability.
3. Requirement 2a, above is universally ignored, the US Navy being the worst offender.
4. A long list of proposed names has been submitted for consideration. From that list a few have emerged as serious contenders for the name which will be selected. These suggested names and arguments concerning them are listed as follows:
 - a. "Big Daddy," suggested by SSgt Mejia and strongly advocated by our SAR buddies, the Sandy's. Sergeant Mejia's entry reflects the large size of the aircraft, its authoritarian posture in the sky and our mission interest in looking after the welfare and safety of our charges. It has also been pointed out that the Navy rescue counterpart is known as "Big Mother" and from that standpoint the name "Big Daddy" would be a natural. This name would satisfy all but the requirement for one word and a unit emblem would not be difficult to design. Sergeant Mejia's entry has considerable merit and should be given serious consideration.
 - b. "King Bee," suggested by Lt. Panza. Lt. Panza correctly points out that the word "King" is representative of the superior and commanding rescue posture that we will assume and it also reflects the large size of the aircraft. The word "Bee" is appropriate because the aircraft is the "B" model of the HH-53. Additionally, the aircraft has a very effective "stinger" in the form of the minigun armament. The unit emblem could depict a Bee (with stinger) wearing a crown which symbolizes our control aircraft as well as royalty. Lt. Panza's suggested name definitely has strong appeal. It meets all regulatory requirements except the first which can be ignored anyway.
 - c. "St. Bernard" suggested by Capt. Montrem. The St. Bernard has traditionally played many an heroic role in the rescue of hapless alpine travellers. Thoughts of this noble animal (and his trusty keg of brandy)

have sustained many victims of tragedy in their darkest hours. The size of the St. Bernard in comparison to other canine species favorably reflects the size relationship of the HH-53B to other helicopters. The unit emblem could be the head of the benevolent St. Bernard with appropriate inscription. A sculptured head of the St. Bernard could be mounted over the club bar with the number of the current rescue placed on the keg suspended from his neck. Unit tradition could be established by furnishing a bit of brandy to those we save. Capt. Montrem's suggestion is most appropriate and should be carefully considered.

d. "Super Jolly Green," suggested by the illustrious team of Donohue and Lawrence (Major and Captain respectively). Motto: "Super Green Makes the Scene." This name, while not too original, reflects the desires of 3ARRG personnel who understandably wish to retain the horticultural motif of our predecessors. The emblem can be the same Jolly Green Giant in a more advanced state of muscular development, wearing a Superman patch on his chest and sporting a flowing cape. Aside from the historical association of the name with air rescue, this name does not meet the requirement of 2b. It is not a bad choice though but since we are unique the desirability of dissociating our name from the "jollies" should be carefully weighed.

e. "BUF" or "BUFF," proposed by our envious neighbors, the Pony Express riders, of whom it has been said that they frequently ride side-saddle. The word "BUF" is an acronym for a descriptive appellation of (off) color that can never meet the essential requirement of paragraph 2c above. Major Donohue, who strongly supports this name, despite its original derogatory (though good-natured) intent, correctly points out that the name does conform to the one word requirement of paragraph 2a and to make it acceptable, the acronym can stand for any number of things, e.g., (1) Big Ugly Friend, (2) Big, Ugly, Fast Friend, (3) Brave, Unequaled, Fast, (4) Big, Ugly Flying Fools, (5) Big, Ugly, Fat _ _ _ _ , or (6) BUFF, an abbreviation for buffalo. Major Donohue states that the name "Buff" would gain added significance if we adopt the Water Buffalo of Thailand as our symbol since (1) it is symbolic of the country we operate in, (2) it is a large beast of burden that always gets the job done in a dependable manner (with some prodding) and (3) it doesn't sweat. Major Donohue continues his argument thus: "There are numerous wood carvings of water buffalo available. These could be presented to members as mementos or to rescued flyers as a token of remembrance for those who saved them. A Buff of the week program could be established. Large carvings could be placed outside offices, quarters, etc., and finally a "Buff" head could be placed over the club bar with a large tag suspended from its neck or horn which would show the current number of saves." The water buffalo is neither noted for its speed nor superior intellect but these are strong arguments. The beast can carry a big load a long way but it is sluggish and must stop frequently to bathe. As for speed, strength, courage, cunning, etc., the African Cape Buffalo has few peers. Now, there is a symbol to consider; one that will match the name. Major Donohue has also correctly observed that HH-53B crew members are referred to as "Bufs" with increasing

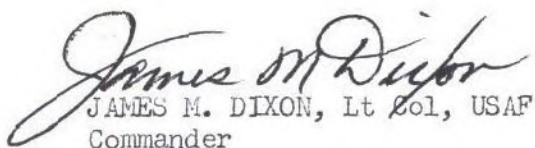
frequency. In fairness it must be said that Major Donohue's arguments concerning symbology can also be extended to the other candidates.

5. As previously promised, the selection of the name for our helicopter will be according to democratic process. Accordingly, each individual is requested to select one name from the foregoing list, write it on the ballot that will be provided, fold it and drop it in the ballot box that will be located on the mail clerk's desk. Each ballot must be signed (to avoid stuffing the box). Voting will begin Thursday 26 Oct 67, and the "polls" will close at 1400 hours Friday, 27 Oct 67. The results will be announced as soon as the votes are counted.

6. Consider the individual "candidates" carefully before you cast your vote. Keep in mind that the name we adopt will be the one that endures for better or for worse. The ultimate choice must be a name that we can embrace and point to with pride; one that we can write home about; one that will appear in all subsequent news releases Air Force and Nationwide. For these reasons, do not regard the selection process lightly. Make your choice a truly good choice.

7. Let the action begin! Electioneering is encouraged.

8. Spread the word and get out the vote.


JAMES M. DIXON, Lt Col, USAF
Commander