DEPARTMENT OF THE ARMY
Headquarters 101st Air Cavalry Division
APO San Francisco 96383

GENERAL ORDERS
NUMBER 1968

11 August 1968

SECTION I

THE SILVER STAR MEDAL

1. TC 320. The following AWARDS are announced.

REISS, DAVID W CAPTAIN INFANTRY
Headquarters 2d Battalion 501st Infantry APO San Francisco 96383
Awarded: The Silver Star Medal
Date action: 22 February 1968
Theater: Republic of Vietnam
Reason: For gallantry in action in the Republic of Vietnam on 22 February 1968. Captain Reiss distinguished himself while commanding Company A, 2d Battalion, 501st Infantry during an assault on a heavily fortified enemy position three kilometers west of Hue, Republic of Vietnam. The enemy position consisted of well fortified bunker complex, linked by an intricate trench system, and manned by an estimated North Vietnamese Company. The approach routes to the position, which skirted a small village, were very poor and as a result the attack had to be made over a route which afforded very little cover. The assault began in conjunction with Bravo Company, Company A on Bravo's right, and from the outset Captain Reiss positioned himself in an open rice paddy in order to better control his own company and from where he could better observe the enemy. He gave no indication that he was even aware of, much less concerned about, the intense enemy fire streaming into the paddy in the form of machine gun, automatic rifle, and small arms fire as well as rocket propelled grenades which continually slammed into the area. The volume of fire steadily increased and the rockets became incessant rather than frequent. Still Captain Reiss' only concern was directing his company and destroying the enemy as he himself remained dangerously exposed all the while. At one point a platoon was pinned down by murderous fire, so that is where Captain Reiss went, ignoring the extreme danger as he shifted men and weapons bringing devastating firepower of his own on the enemy, and all the while inspiring his men by courageous presence in that bullet-swept zone. This inspiration was the spark necessary to build up the momentum of the platoon and the entire attack as it got rolling and swept over the enemy positions, thus enabling the company to complete its mission. The final assault which carried the enemy position may well not have been possible were it not for Captain Reiss' forceful and inspiring leadership. Captain Reiss' gallantry is in keeping with the highest traditions of the military service, and reflects great credit upon himself, his unit, and the United States Army.
Authority: By direction of the President of the United States under the provisions of the Act of Congress established 9 July 1918.

FOR THE COMMANDER:

W. P. [illegible]
Colonel, [illegible]
Chief of Staff

OFFICIAL:

W. X. [illegible]
LTC, AGC
Adjutant General

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