

**The original documents are located in Box 70, folder “Marine Corps Bicentennial” of the John Marsh Files at the Gerald R. Ford Presidential Library.**

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THE WHITE HOUSE

WASHINGTON

July 23, 1975



MEMORANDUM FOR: JACK MARSH

FROM: RUSS ROURKE *R*

Jack, FYI, Bill Middendorf and General Wilson called with regard to a November 10, 1975 (Marine Corps birthday) bicentennial proposal. They are, in fact, inviting the President to two significant events:

- (1) A ceremony at the Iwo Jima Memorial on Monday, November 10 (attended by approximately 2,000 people -- colonial costumes, Marine bands, etc.)
- (2) The Marine Birthday Ball at the Statler Hilton in Washington on the evening of November 10.

General Wilson will get a detailed paper to us on both of these November 10 events.

One further item, the Marine Corps is scheduling a "military forces" program at Quantico within the next several weeks. The displays will utilize helicopters, Harriers, assault troops, etc. They intend to invite the President to attend and will adjust the date of the event to suit his schedule. I advised General Wilson of the problem with the European trip, the President's schedule during congressional recess, etc. Despite these suggested difficulties, General Wilson will take a crack at it anyway and provide us with a paper outlining the aforementioned event in detail.



Bicentennial ✓

MEMORANDUM TO: BILL NICHOLSON  
FROM: RUSS ROURKE

Bill, I am attaching the dual proposal with regard to the Marine Corps Bicentennial activities.

As I indicated in our conversation, we would hope that the President could participate in both of these events, i. e., a ceremony at the Marine Corps War Memorial in the morning and the Marine Corps Ball in the late evening. As the attached proposals indicate, neither event would encompass a great expenditure of time.

I would be grateful to you if you would get back with me directly with final decisions on the attached.

Many thanks.

RAR:cb

cc: JMarsh ✓



August 20, 1975

Dear General:

Many thanks for sending me a copy of last year's "Sequence of Events" for the Marine Corps Ball. This will, of course, be extremely helpful to me in discussing the November 10 situation with appropriate people here at the White House.

I look forward to the pleasure of seeing you on August 29 at the Marine Barracks.

With warmest personal regards, I remain

Sincerely,

Russell A. Rourke  
Deputy to Presidential  
Counsellor John O. Marsh, Jr.

Lt. General Samuel Jaskilka  
Assistant Commandant  
of the Marine Corps  
(Code ACM)  
Room 2001, Naval Annex  
Washington, D. C. 20380

RAR:rs



AUG 13 1975



12 Aug 75

Dear Russ,

Here is a copy of the ceremony  
we ran at last year's Ball.

There will be a few different  
wrinkles this year; however, it will  
remain essentially the same.

Hope this is of some help.

Sincerely

S. Jaskella





AUG 19 1975

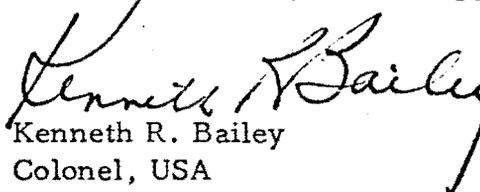
OFFICE OF THE SECRETARY OF DEFENSE  
WASHINGTON, D.C. 20301

18 August 1975

MEMORANDUM FOR Mr. Russell A. Rourke  
Deputy to Presidential Counsellor  
John O. Marsh, Jr.  
The White House

THRU: Captain Leland S. Kollmorgen, USN  
Military Assistant to the President

The attached memorandum is forwarded for action you deem appropriate.

  
Kenneth R. Bailey  
Colonel, USA  
Military Assistant

Attachment





DEPARTMENT OF THE NAVY  
HEADQUARTERS UNITED STATES MARINE CORPS  
WASHINGTON, D.C. 20380

IN REPLY REFER TO  
LEB:jrf

15 AUG 1975

MEMORANDUM FOR THE EXECUTIVE ASSISTANT TO THE COUNSELLOR TO  
THE PRESIDENT

Subj: Events Scheduled in Commemoration of the 200th  
Anniversary of the U. S. Marine Corps

1. In response to your discussion yesterday with the Assistant Commandant, highlights of the events obtaining on 10 November 1975 in commemoration of the 200th Anniversary of the U. S. Marine Corps are herewith provided.

a. Ceremonial Parade, Marine Corps War Memorial. This event is dedicated to all Marines who have died serving their country since the founding of the U. S. Marine Corps.

(1) A concert by the Marine Band commences at 1045. The parade is formed at 1100 with two companies of Marines, followed by the rendering of honors to the guest of honor.

(2) Remarks by the Commandant and the guest of honor, a wreath laying by the guest of honor, and a memorial prayer offered by the Chaplain, U. S. Marine Corps, follow in order.

(3) The ceremony concludes with the Marines passing in review.

(4) As an option, should the President be unable to attend the Birthday Ball that evening, an historical pageant, complete with Marines in period uniforms, will be added to this ceremony.

(5) Total time for this ceremony is about one hour.

(6) Normal attendance for the past two years has been around 2,500 people. If the President does attend, a much larger crowd can be anticipated. Present facilities can accommodate up to 7,000 people.

(7) Weather is always an unknown factor for this outside ceremony. Inclement weather would, of course, force a cancellation except for the wreath laying portion.

b. The Traditional Officers Ball in the Washington Hilton Hotel. This consists of two distinct events.

(1) The Commandant and general officers host a reception and dinner for the guest of honor and other distinguished guests in a private dining room within the hotel. (This dinner will be attended by about 70 people, of which about 20 are distinguished guests.) At approximately 9:30 P.M. the Commandant and his

LEB:jrf

Subj: Events Scheduled in Commemoration of the 200th Anniversary of the U. S. Marine Corps

guests join the other officers and their ladies in the main ballroom. (There will be about 2,200 people already in the ballroom.)

(2) The second event is the traditional pageant which is divided into three parts and begins promptly at 10:00 P.M.

a. The pageant, which lasts approximately 20 minutes, depicts highlights in Marine Corps history through the medium of a narration and the display of some 12 period uniforms, accompanied by music appropriate to each period.

b. Remarks by the Commandant of the Marine Corps and the guest of honor. During these remarks the Marines in the period uniforms remain in place, which provides a rather spectacular setting for the guest of honor and the Commandant.

c. Following the remarks is the very impressive cake cutting ceremony. The cake is wheeled in, escorted by four Marines (male and female) in a variety of uniforms depicting today's Marine Corps. During this ceremony, the first piece of cake is given to the oldest Marine present and the second piece of cake is given to the youngest Marine present. Following the cake cutting ceremony the cake is wheeled to the outer foyer and distributed to the guests.

2. I understand that Lieutenant General JASKILKA has provided you with a copy of last year's pageant script. Should you have need for any further information, we would be happy to arrange a briefing by the project officer, Brigadier General MALONEY, whom I think you know. In any event, please do not hesitate to call if we can be of further assistance.

J. R. Rippy  
L. E. Malone

August 6, 1975

MEMORANDUM TO: WARREN RUSTAND

FROM: RUSS ROURKE

Warren, you will recall our conversation concerning the invitation that was extended to the President to attend an air capabilities demonstration at Quantico, Virginia on July 31.

When I advised the Commandant and Secretary Middendorf of the President's inability to accept the July 31 invitation, it was promptly suggested that the invitation be made on an "open" basis, i. e., they would be pleased to "show their stuff" at Quantico on almost any day convenient to the President's schedule.

All of the aircraft in the Marine Corps inventory, firing live ordnance, would be utilized, including the AV-8 (Harrier) and F-14. Following the air capabilities demonstration, the Marine Corps would put on a field training demonstration, utilizing ground troops. This part of the program would be geared to the specific time availability in the President's schedule.

If you would advise me of the general reaction to the aforementioned proposal, I would be pleased to act as interim liaison with General Jaskolka.

Many thanks.

RAR:cb

THE WHITE HOUSE

WASHINGTON

July 23, 1975

MEMORANDUM FOR: JACK MARSH

FROM: RUSS ROURKE *R*

Jack, FYI, Bill Middendorf and General Wilson called with regard to a November 10, 1975 (Marine Corps birthday) bicentennial proposal. They are, in fact, inviting the President to two significant events:

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General Wilson will get a detailed paper to us on both of these November 10 events.

One further item, the Marine Corps is scheduling a "military forces" program at Quantico within the next several weeks. The displays will utilize helicopters, Harriers, assault troops, etc. They intend to invite the President to attend and will adjust the date of the event to suit his schedule. I advised General Wilson of the problem with the European trip, the President's schedule during congressional recess, etc. Despite these suggested difficulties, General Wilson will take a crack at it anyway and provide us with a paper outlining the aforementioned event in detail.

THE WHITE HOUSE

WASHINGTON

October 29, 1975

MEMORANDUM FOR: FRIENDS OF THE UNITED STATES  
MARINE CORPS

SUBJECT: Bicentennial, United States Marine Corps

Monday, November 10, 1975, marks the Bicentennial of the founding of the United States Marine Corps. This is a date that has great meaning to every American citizen and it has a special meaning to those individuals who have had the honor to serve in this great military institution.

It is important to this country that when the events of 1976 are reviewed by American citizens of another generation that the manner in which this event was marked by the Marine Corps stand as a meaningful contribution not only to our past but to our posterity.

It is important that, in my opinion, the event not only be observed as a National occasion through appropriate ceremonies, but that in some way the groundwork be laid so that this event is the origin of some custom, some tradition that has special meaning to the Corps and which contributes to our National well-being in our Third Century.

I have no specific proposal to make in this regard other than to bring this proposition to the attention of some of my friends who have served or are presently serving in the Marine Corps. The proposition simply stated is that it is incumbent upon those who identify with the Corps to memorialize its Bicentennial observance. It is my thought that among them will emerge some form of recognition of the event that is responsive to the need that I have outlined.

Of a more immediate nature and something that can more easily be done, I ask that special attention be given to the following:

1. Special orders be taken in the Congress so that Members who have backgrounds of service in the Corps might make appropriate remarks on the occasion of the Bicentennial of the Corps.

2. That in the House several Members be requested to make comments during the one-minute rule at the opening of the session.

3. That Members of the House and Senate who served in the Corps are made aware of the above two proposals.

4. That those members of the Corps who now serve in the Congress be invited to attend and participate in the Commander-in-Chief's ceremonies at the Iwo Jima Memorial and any other ceremonies that might be planned at the White House or in the Washington environs.

5. That a Presidential statement marking this event be inserted in the Congressional Record on the day that the statement is made in both the House and the Senate.

6. That a Message of the Commander-in-Chief be directed to all Members of the Corps on active duty afloat and ashore.

7. That in addition to the efforts made by the Public Affairs Office of the Corps to bring this event to the attention of the public, that others interested in marking this anniversary similarly bring the event to the attention of the media.

8. That a fact sheet be prepared as to events planned in connection with this Bicentennial event and distributed to those who desire to join in marking the occasion.

In summary, it seems to me that this great service whose history and tradition goes from the Halls of Montezuma to the Shores of Tripoli and which has distinguished itself in the Argonne and Iwo Jima and wrote its military history from the Korean Peninsula to Southeast Asia be appropriately recognized and remembered for its accomplishments by the citizens it has so faithfully served.

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THE WHITE HOUSE

WASHINGTON

October 31, 1975

m

g

MEMORANDUM TO: JACK MARSH

FROM: RUSS ROURKE R

I had a meeting at Headquarters Marine Corps with the Assistant Commandant, Lt. Gen. Sam Jaskilka and Brig. Gen. Bill Maloney, the individual who is really organizing the Iwo Jima ceremony on November 10.

I reviewed the planned ceremony with these gentlemen. I went to great lengths to emphasize the necessity of infusing a "Bicentennial flavor" in the ceremony. Weather and aircraft permitting, a "missing man" formation of A-4 jet fighters will fly over at an appropriate point in the ceremony.

Quite frankly, the Marine Corps general staff is deeply grateful for your own personal enthusiasm and fully cognizant of your desire that the 200th Bicentennial anniversary of the Marine Corps be properly observed.

Attached is a copy of the program of events for this ceremony.



UNITED STATES MARINE CORPS

MARINE BARRACKS  
8TH AND "I" STREETS, S. E.  
WASHINGTON, D. C. 20390

IN REPLY REFER TO  
15 August 1975

MEMORANDUM FOR THE CHIEF OF STAFF, HEADQUARTERS MARINE CORPS

Subj: Marine Corps War Memorial Ceremony - 10 November 1975

Encl: (1) Sequence of Events

1. Enclosure (1) provides a proposed sequence of events for the Marine Corps War Memorial Ceremony on 10 November 1975. This ceremony incorporates an historic flag pageant, which briefly traces the history of the Marine Corps from 1775 - 1975, with the traditional wreath-laying which honors all Marines who have sacrificed their lives in defense of this country.

2. It should be noted that this Memorial Ceremony is designed to be a solemn expression of our deep gratitude to those Marines who have made the ultimate sacrifice in combat. Unlike the more festive anniversary atmosphere of a Marine Corps Birthday Ball, this Memorial parade is a somewhat somber, yet colorful and precise demonstration of our debt to those "few good men" who have passed before us.

3. It is also important to recognize that, in order for the Memorial Ceremony to gain full impact, it should be short, dynamic, and colorful, yet provide the proper emotional effect for the spectators. It is estimated that the entire ceremony will run from 45 - 50 minutes depending on the length of the remarks of the Guest of Honor. The weather conditions will be critical to the success of the ceremony. For example, if temperatures drop below freezing, instruments in musical units cannot be played. Further, if the weather is quite cold, it is doubtful that the Guest of Honor and the spectators would want to sit through a 45 - 50 minute ceremony. For this reason, the sequence of events provided in enclosure (1) has been conceived and constructed in three sections. The first is a pre-ceremony concert, the second an historic flag pageant, and the third the wreath laying ceremony. If weather conditions on 10 November require it, either the first, the second, or the first and second sections of the ceremony can be eliminated moments before the appearance of the Guest of Honor. In case of rain, snow, or extreme cold, we will be prepared to conduct a simple wreath laying ceremony with minimal Barracks personnel and the Ceremony Director.

Very respectfully,

W. H. RICE  
Colonel, U. S. Marine Corps  
Commanding

SEQUENCE OF EVENTS  
MARINE CORPS MEMORIAL CEREMONY  
10 NOVEMBER 1975

<u>Time/Events</u>	<u>Remarks</u>
H - 16	The U. S. Marine Band marches onto the South end of the parade deck. The Drum and Bugle Corps (D&B) marches onto the North end of the parade deck. The flag pageant detail is moved from behind the bus parking area to position A (See Appendix A to Enclosure (1)).
H - 15	The Band commences a 15 minute standing concert.
H - 4	The Guest of Honor, the Commandant, BGen BARTLETT, and Colonel RICE move from position B (See Appendix A to Enclosure (1)) to their seats (Numbers 1,2,3,4). The Band plays its last number after the dignitaries are seated. As the Band plays its last number, the flag pageant detail splits and moves from position A to positions C and D (See Appendix A to Enclosure (1)).
H - Hour	The flag pageant commences. (See Appendix B to Enclosure (1) for the positions discussed in the paragraph). Individual flag bearers in period uniforms representing Marines from the 1775 era through the present will march on one at a time in conjunction with an historical narration. Flag bearers will alternately enter the parade ground from positions C or D and march to position E as the period of history they represent is narrated to the spectators. When the narration of the individual flag bearer is complete, he will countermarch and move from position E to a flag line, position F. A drum roll will cover this latter movement. Once the entire flag line has reached position F and the narration is completed, the NCOIC of the flag detail will center himself on the flag line. The D&B plays "America the Beautiful", and the flag line countermarches and moves on line to the monument, countermarches, and halts in position G.

SEQUENCE OF EVENTS  
MARINE CORPS MEMORIAL CEREMONY  
10 NOVEMBER 1975

Time/Events

Remarks

March On

The Operations Officer will cue the staff to march out from behind the monument as America the Beautiful is being played. After the staff halts in front of the monument the Adjutant is sent out and commands, "SOUND ATTENTION" (D&B sounds Attention). The Adjutant moves to his board and commands, "SOUND ADJUTANT'S CALL". (D&B sounds Adjutant's Call). The Staff and Battalion march onto the parade deck. As the Companies clear the north and south sides of the monument, the Organizational Color detail marches onto the monument and halts in place (See Appendix C to Enclosure (1)).

Dress Right

After the Companies are halted the Company Commanders (Guard Company first) dress their Companies. The Adjutant moves to his position in the center of the parade ground.

Fix Bayonets

The Adjutant commands, "FIX BAYONETS". Bayonets are fixed to music (D&B plays).

Colors March On

The Adjutant commands, "MARCH ON THE COLORS". The Colors are marched on from behind the monument (D&B plays music). The Color Guard halts at the top step of the monument. After the command of "PRESENT ARMS" by the Adjutant, The National Anthem is played by the D&B. The Adjutant commands, "ORDER ARMS" and "POST THE COLORS". After the Colors are posted the Adjutant commands, "PRESENT ARMS" and turns the parade over to the Parade Commander. After the staff draws sword the Parade Commander commands "ORDER ARMS".

Honors

The staff moves to mid-field and counter-marches. The reviewing official's announcement is read. The Guest of Honor, the Commandant, and Colonel RICE, take their positions in the reviewing area. The Battalion is given Present Arms. Honors are rendered to the Guest of Honor (D&B plays Honors). Upon completion of musical honors, the Battalion is given Order Arms and the reviewing party returns to their seats for the invocation.

SEQUENCE OF EVENTS  
MARINE CORPS MEMORIAL CEREMONY  
10 NOVEMBER 1975

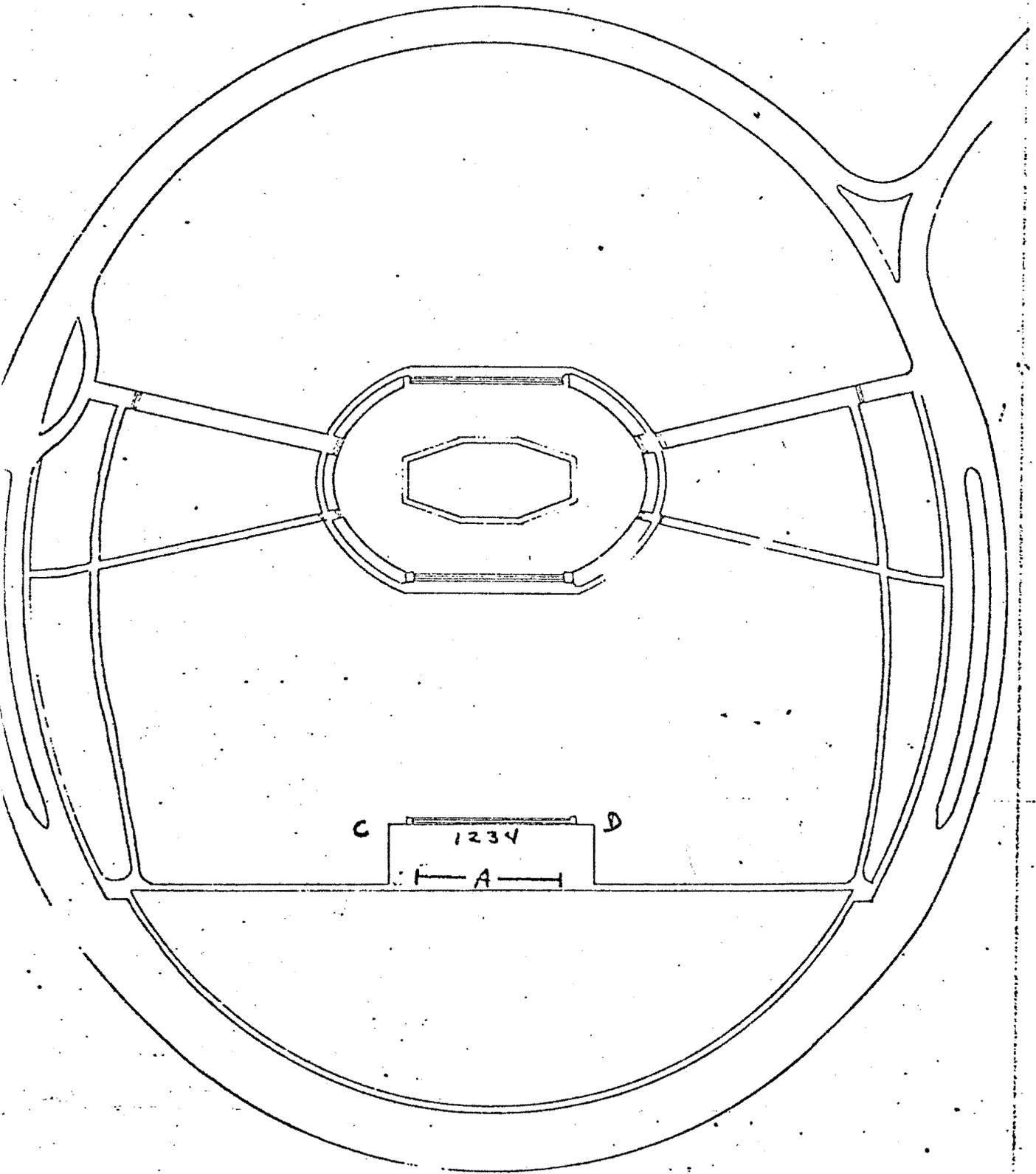
<u>Time/Events</u>	<u>Remarks</u>
Invocation	The invocation is given by the Chaplain.
Remarks	On completion of the invocation, the Parade Commander order, "CEREMONIAL AT EASE". The Commandant proceeds to the microphone and introduces the Guest of Honor. After the remarks by the Guest of Honor the Battalion is called to Attention. The reviewing party will reform in the reviewing area. The Band plays the NAVY HYMN. The wreath bearer and the firing party will move from behind the monument to their positions. The Color Guard countermarches and splits. When all are in position, the Parade Commander will move the staff clear of mid-field and the reviewing party will move to the monument.
Wreath Laying	When the reviewing party has halted at the wreath and the Band has completed the NAVY HYMN the Parade Commander, who will have moved his staff back to mid-field orders, "PRESENT ARMS". As the Guest of Honor touches the wreath, the Commandant and Colonel RICE execute a hand salute. The wreath bearer will assist the Guest of Honor by moving backwards with the wreath as the Guest of Honor advances. When the wreath has been placed on the concrete pad at the base of the monument, the Guest of Honor will rejoin the Commandant and Colonel RICE.
Memorial Prayer	When the reviewing party terminates the hand salute (on Colonel RICE's verbal order), the Operations Officer will signal the Parade Commander. The Parade Commander then commands "ORDER ARMS". The Chaplain reads the Memorial Prayer. The reviewing party remains on the monument. (At this point, if it could be arranged and properly coordinated, a flight of A-4's in the missing man formation could fly over the parade ground. This would provide a dramatic effect to the ceremony providing their appearance was perfectly timed).

ENCLOSURE (1)

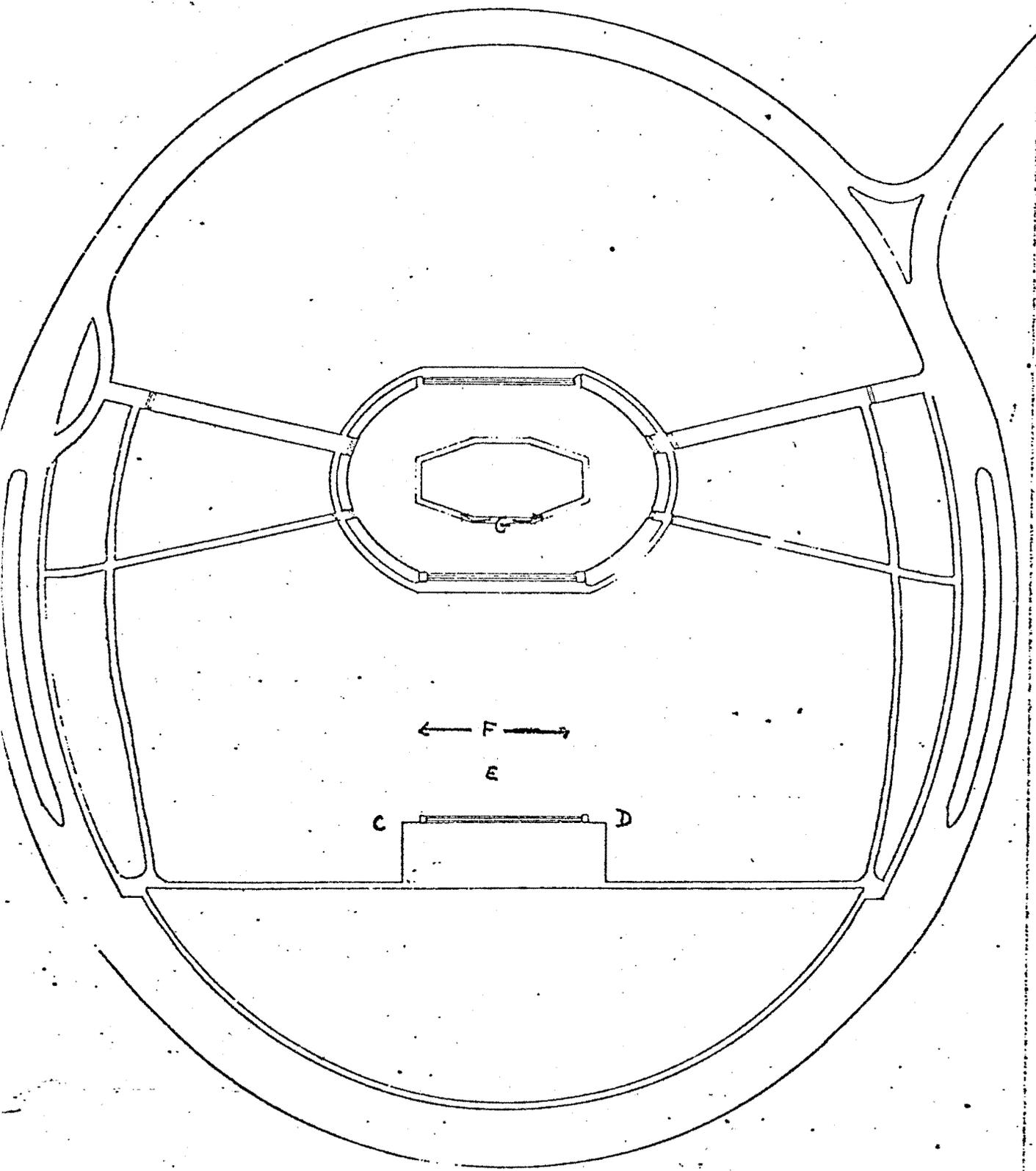
SEQUENCE OF EVENTS  
MARINE CORPS MEMORIAL CEREMONY  
10 NOVEMBER 1975

<u>Time/Events</u>	<u>Remarks</u>
Volleys and Taps	On completion of the memorial prayer, the Parade Commander orders "PRESENT ARMS". Volleys and Taps are fired/sounded. The reviewing party salutes on the first note of music and terminates on the last note of TAPS. After TAPS the formation is brought to ORDER ARMS. The Band commences the NAVY HYMN. The staff moves from mid-field as the reviewing party returns to the reviewing area. The Colors move back to troop line. The reviewing party passes to the flank of the staff enroute to the reviewing area, the Parade Commander and his staff move to mid-field.
Pass In Review	When the reviewing party has resumed its position in the reviewing area, the Parade Commander will cause the Battalion to pass in review. (D&B provides the music). When the review is complete the reviewing party returns to the seating area but will remain standing for the retirement of the Colors.
Colors Retired	After the Battalion completes the pass-in-review, the Parade Commander will cause the Colors to be retired (D&B plays the music).
Troop March Off	After the Colors have been retired the Parade Commander commands, "CENTER FACE" (the Organizational Colors and Flag Pageant detail face outboard), "PORT ARMS", and "FORWARD MARCH". On the Command of execution "MARCH" of Forward, March, the Organization Colors and the Flag Pageant detail march off the monument. The Battalion follows in a normal Sunset Parade march off.

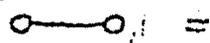
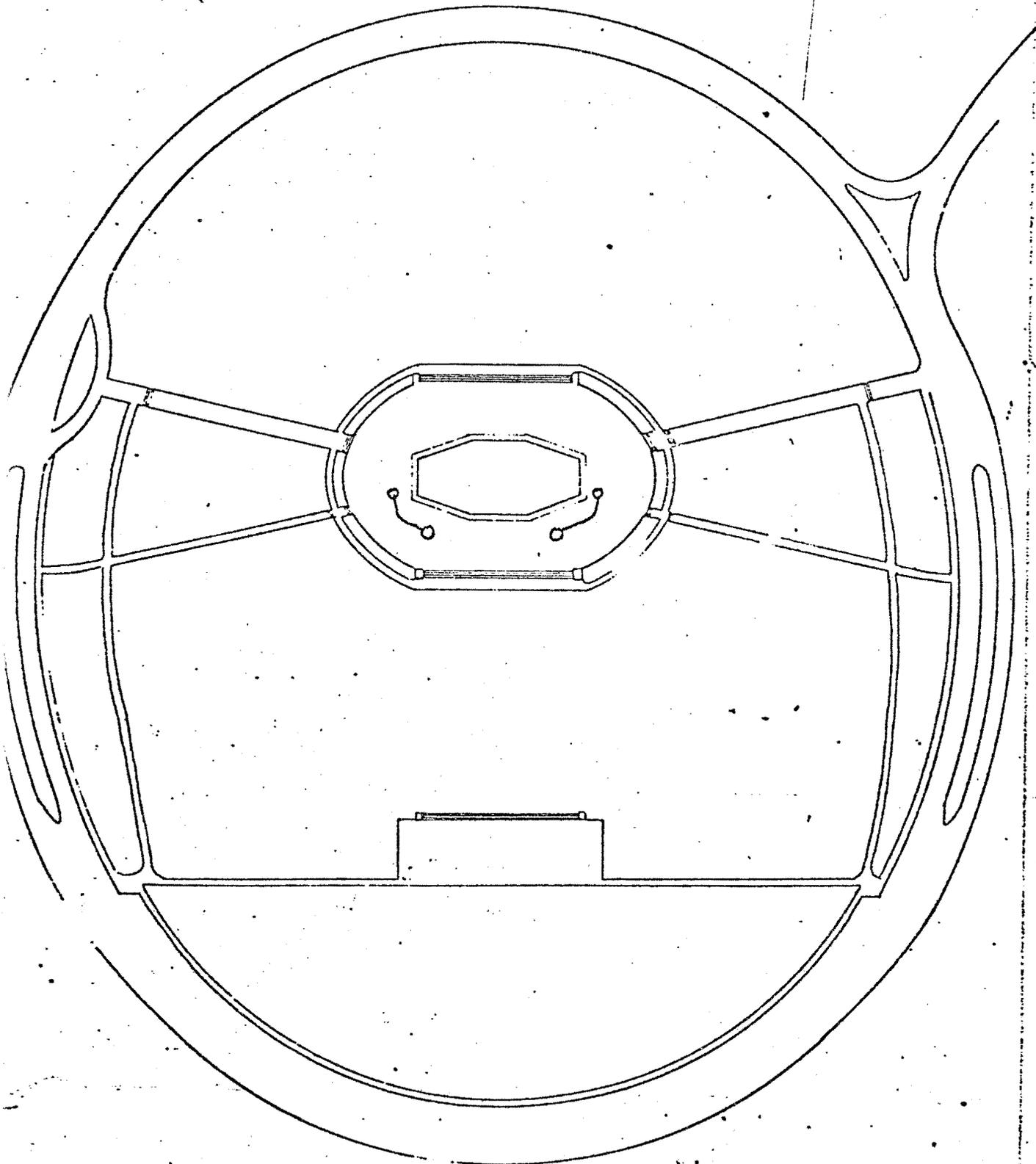
ENCLOSURE (1)



Appendix A  
ENCLOSURE (1)



Appendix B  
ENCLOSURE (1)



12 MAN ORGANIZATIONAL FLAG DETAIL

Appendix C  
ENCLOSURE (1)

MARINE CORPS WAR MEMORIAL CEREMONY

ACTIVITIES OF THE GUEST OF HONOR

AND THE COMMANDANT OF THE MARINE CORPS

1. The Guest of Honor and General WILSON will be met by the Ceremony Director and the Commanding Officer, Marine Barracks, and escorted to their seats.

2. Historic Flag Pageant

3. Formation of the Parade

Attention  
Adjutant's Call  
Dress  
Fix Bayonets  
March on and Posting of Colors

4. Honors. The Staff will move to mid-field and countermarch. After the reviewing official's announcement is read, the Guest of Honor will take position in the reviewing area, accompanied by General WILSON and Colonel RICE. Honors will be rendered. Upon completion of musical honors, the reviewing party will return to their seats and remain standing for the invocation.

5. Invocation. By the Chaplain.

6. Remarks. Upon completion of the invocation, General WILSON will proceed to the microphone and introduce the Guest of Honor. After the remarks by the Guest of Honor, the reviewing party will reform in the reviewing area. The Band will commence the NAVY HYMN. The wreath bearer and firing party will move from behind the monument to their positions. The color guard will move to the monument. When all are in position, the parade commander will move the staff clear of mid-field and the reviewing party will move to the monument.

7. Wreath Laying. When the reviewing party has halted at the wreath and the Band has completed the NAVY HYMN, the formation will be brought to PRESENT ARMS. The Guest of Honor will lay the wreath. As the Guest of Honor touches the wreath, General WILSON and Colonel RICE execute the hand salute. The wreath bearer will assist the Guest of Honor by moving backwards with the wreath as the Guest of Honor advances. When the wreath has been placed on the concrete pad at the base of the monument, the Guest of Honor will re-join General WILSON.

8. Memorial Prayer. When the reviewing party terminates the hand salute, the formation will be brought to ORDER ARMS. The Chaplain will read the Memorial Prayer. The reviewing party will remain on the monument. (At this point, if it could be arranged and properly coordinated, a flight of A-4's in the missing man formation could fly over the parade ground. They would provide a dramatic effect to the ceremony providing their appearance is perfectly timed.)

9. Volleys and Taps. Upon completion of the Memorial Prayer, the parade commander will order PRESENT ARMS. Volleys will be fired and TAPS sounded. The reviewing party will salute on the first volley and terminate on the last note of TAPS. The formation will be brought to ORDER ARMS. As the Band commences the NAVY HYMN the reviewing party returns to the reviewing area.

10. Pass in Review. When the color guard has resumed its position on troop line, and the reviewing party is in position in the reviewing area, the formation will pass in review. When the units complete the review, the reviewing party returns to the seating area, but remains standing for the retirement of the Colors.

11. Colors Retired.

12. Troop March-Off.

THE WHITE HOUSE

WASHINGTON

November 7, 1975

MEMORANDUM FOR: JACK MARSH

FROM: RUSS ROURKE *Russ*

SUBJECT: Bicentennial, U. S. Marine Corps

Jack, in view of the Marine Corps' history of frugality and tight fistedness, I think Joe Bartlett's idea for new Headquarters at this time is a lousy one. I cannot accept the argument that the present cost of repairs at the Navy Annex warrants "at today's prices" the cost of construction of the Headquarters building (for the President to surface such an idea now would be unwarranted and counter-productive)

*H*

As you may know some practical difficulties were encountered in the passage of the Joint Resolution "re the 200th anniversary of the Marine Corps." I had been laying plans for a Presidential signing ceremony in the event the Joint Resolution passed prior to November 10 (unless you have any suggestions to the contrary I will continue to promote a Presidential signing ceremony for sometime next week even though it will be after the official November 10 birthday).

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THE WHITE HOUSE

WASHINGTON

November 3, 1975

MEMORANDUM FOR: JACK MARSH

THRU: MAX L. FRIEDERSDORF *M. L.*  
VERN LOEN *VL*

FROM: CHARLES LEPPERT, JR. *CLJ*

SUBJECT: Bicentennial, U. S. Marine Corps.

In response to your memorandum of October 29 concerning the Bicentennial of the U. S. Marine Corps, I have talked to Joe Bartlett. Joe is presently at the Federal Executive Institute in Charlottesville, Va., and will not return to his duties in the U. S. House of Representatives until mid-December 1975.

Joe did suggest that the Presidential statement on November 10 commemorating the bicentennial of the U. S. Marine Corps call for the establishment of a New Headquarters Marine Corps befitting the dignity, service and tradition of the Corps at an appropriate site within the Nation's capital.

Joe says that this would be a Presidential action which is long overdue. Since World War II the HQMC has been housed in temporary structures as a tenant of the U. S. Navy. The existing structures are in a constant state of repairs which involve expenditures in excess of the value received.

Since Joe Bartlett is out of town I have contacted Gen. Charles Cooper, USMC concerning items 1 through 4 on page 2 of your October 29 memo. Gen. Cooper advises that all Members of Congress who now serve in the Corps plus others have been invited to the ceremonies at the Iwo Jima Memorial on November 10.

As to items 1 through 3, I am working with Gen. Cooper and Representatives Jack Brooks and Barber Conable to carry out these directives.

Office of the White House Press Secretary

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THE WHITE HOUSE

TEXT OF REMARKS BY THE PRESIDENT  
TO BE DELIVERED AT THE 200th BIRTHDAY CELEBRATION  
OF THE UNITED STATES MARINE CORPS

ARLINGTON, VIRGINIA  
NOVEMBER 10, 1975

General Wilson... Distinguished guests... Marines--here and everywhere...  
ladies and gentlemen:

Two hundred years ago today--by act of the Continental Congress--the United States Marine Corps was born. Less than four months later--on March 3, 1776--234 Leathernecks made the first U.S. Marine Corps amphibious landing. They landed near British Nassau and captured weapons badly needed in our war for independence. Today, we honor the Marine Corps and the Bicentennial of its "uncommon valor."

The heroic spirit of the Corps is preserved in the magnificent Iwo Jima Monument before you. It raised our spirits even as those brave marines raised our flag on that eventful day. This is an historic vantage point. We can see nearby Arlington National Cemetery--the final resting place of so many of America's servicemen and women--all who gave their last, full measure of devotion to the United States. Across the Potomac from here is a panorama of our past, present and future. The Lincoln and Jefferson Memorials and the Washington Monument represent, along with other historic structures, our past. Our present can be seen in the daily work of our Government and the life of the Nation's great Capital City. Our future is epitomized in the timeless ideals which all of these places and people represent.

Today, we remain true to the ideals the Marine Corps has fought to preserve--in distant countries and on remote battlefields.

The United States Marines--for two centuries--have heard and heeded the call of our country. They have created an Esprit de Corps which is unrivaled in any military service in the world. The Corps has become a living monument to bravery and self-sacrifice.

Much of the world's history in these past 200 years has been marked by turmoil and violence. We, the American people, have paid a high price--not only for our own freedom but for that of others.

And always, the Marine Corps faithfully stands guard when liberty is threatened. Let me assure you here and now that the American people and your President stand behind you. You will be supplied with the most modern and advanced ships, weapons, equipment and training in the world today.

My aim is not to train America's youth for war nor to develop weapons to kill. My aim is to develop the military strength which is our mightiest hope for peace.

(MORE)

The United States must be constant and credible when we speak of American strength at home and on the seas of the world. You have stated it best to your recruits: "Nobody likes to fight but someone has to know how."

I do not know what events the next two centuries will bring to our country. But I do know this : it is for us, the living, to raise new monuments-- new hopes and new courage, new ideas and new ideals for our children and their children. We must leave a heritage worthy of our inheritance.

Americans will be called on to show great self-discipline and self-sacrifice in the years ahead. We will be put to many tests around the world. The global economy must be stabilized. The world's need for energy must be balanced with the necessity to preserve our global environment. World industrial production needs must be met by judicious use of our available global resources.

We must win the race of food against famine. We must assure peace rather than suffer war. We must preserve the ideals of liberty and freedom against challenges from hostile ideologies.

We must be a people not only of an historic past but of an heroic present to face squarely the new realities of today's world. We are only at the dawn of the American future.

The Marine Corps has established a legacy of heroic deeds--not brass and stone--but in the courage and sacrifice of more than three million marines--men and women--who served our Nation faithfully.

These deeds are not forgotten. They link the past, present and future and are embodied in the American spirit of freedom. The spirit of freedom is not only in this monument but in our hearts. "Always faithful"--Semper fidelis--to the cause of freedom.

Let us pray that same proud motto--"Always faithful"--may always be the mark of each and everyone of us--now and forever. I salute you and all marines everywhere on your 200th birthday.

# # #

NOVEMBER 10, 1975

Office of the White House Press Secretary

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THE WHITE HOUSE

AMERICAN EDUCATION WEEK, 1975

- - - - -

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

A PROCLAMATION

Our schools are no better than we make them. They can provide a solid educational foundation for our children. They can provide a training ground for leadership development. They can offer an opportunity for expanded technical knowledge and cultural enrichment through continued education. They can become a center for community involvement. But the future our schools provide is in large measure dependent upon our involvement.

We must be concerned for our sake, for our children's sake and for the future of our Republic. This Nation's greatness depends upon the enlightenment of each generation.

Although we can be justly proud of our system of American education, we must not become complacent. What we teach our children in school and what adults continue to learn through advanced courses and community educational opportunities will affect our own future -- and our Nation's future.

It is particularly appropriate, therefore, as we celebrate our 200 years of history, to emphasize the importance of American education in the lives of every American.

NOW, THEREFORE, I, GERALD R. FORD, President of the United States of America, do hereby designate the week beginning November 16, 1975, as American Education Week.

I urge parents to visit their children's schools, to learn what their children are learning and to join with teachers and administrators in providing an enriching environment for their children's educational experience.

I urge all students to recognize the unique opportunity they have in this great Republic to reach out for greater knowledge and deeper understanding of man and his environment.

I urge students, teachers and administrators to plan appropriate activities which encourage participation in student government.

I urge everyone, either informally or in the classroom setting, to take advantage of the growing opportunities for adult education in technical skills, employment skills and cultural and intellectual pursuits.

more

During American Education Week, I urge every American to recommit himself to the process of continuing education for every man, woman and child.

IN WITNESS WHEREOF, I have hereunto set my hand this tenth day of November, in the year of our Lord nineteen hundred seventy-five, and of the Independence of the United States of America the two hundredth.

GERALD R. FORD

# # #

✓



Associated Press

President Ford is flanked by Col. William Rice, left, and Marine Corp Commandant Louis Wilson at Iwo Jima ceremony.

THE WHITE HOUSE  
WASHINGTON

*Winebrenner* ✓

November 18, 1975

MEMORANDUM TO: JACK MARSH

FROM: RUSS ROURKE *Rourke*

*J*

Jack, Bill Nicholson advises me that it is highly unlikely that they would approve a signing ceremony for the Marine Corps Bicentennial Joint Resolution. I am of the opinion, however, that Nicholson can be persuaded on this score. Their principal difficulty is, of course, with regard to an "after the fact" situation. I contend, however, that it would provide the President with an additional opportunity to get a large group of House and Senate Members together on what, to each of them, might well be an emotional and honored occasion.

I recognize that I tend to lose my own objectivity on this subject.

If you have any strong views on this subject, you might want to mention it to Dick Cheney.

Please advise.

THE WHITE HOUSE  
WASHINGTON

Spoke w/ Maloney  
he will advise us  
when Joint Res.  
passes - check  
w/ JOM -

THE WHITE HOUSE  
WASHINGTON

Robin Beard

218 signatures

4 Nov - spoke of Bill  
Maloney - no chance to  
possibly 10 Nov - will stay  
in contact - try to get  
signing ceremony when  
signed post 10 Nov -

THE WHITE HOUSE  
WASHINGTON

Gen. Cooper -

---

Log. affairs -

OX-41686

THE WHITE HOUSE  
WASHINGTON

Nicholson - Thursday  
is possibility for  
signing ceremony.

Advise Gen.  
Bill Maloney when  
decision made (Mon.  
or Tues.)

94TH CONGRESS  
1ST SESSION

# H. J. RES. 707

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## IN THE HOUSE OF REPRESENTATIVES

OCTOBER 22, 1975

Mr. BEARD of Tennessee (for himself, Mr. BROOKS, Mr. BURLISON of Missouri, Mr. CONABLE, Mr. CORMAN, Mr. COUGHLIN, Mr. DELLUMS, Mr. DENT, Mr. EDWARDS of Alabama, Mr. HARSHA, Mr. JACOBS, Mr. JOHNSON of Colorado, Mr. KELLY, Mr. LATTA, Mr. McCLORY, Mr. McCLOSKEY, Mr. MURPHY of Illinois, Mr. MURTHA, Mr. PIKE, Mr. SHIPLEY, Mr. SYMINGTON, Mr. SYMMS, Mr. WHITE, and Mr. BOB WILSON) introduced the following joint resolution; which was referred to the Committee on Post Office and Civil Service

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## JOINT RESOLUTION

To authorize the President to issue a proclamation designating November 10, 1975, in commemoration of the two hundredth anniversary of the United States Marine Corps.

Whereas the United States Marine Corps holds a unique place in the history of this country and in the hearts of our people; and

Whereas the United States Marine Corps has earned a distinguished reputation for readiness in its role, and faithfulness in its mission, both in times of war and in times of peace; and

I



Whereas tradition has it that the Marine Corps had its beginning at Tun Tavern in the city of Philadelphia on the 10th day of November 1775, now two hundred years since; and

Whereas this historic milestone permits the people of the United States a fitting opportunity to express their felicitations and gratitude to this great institution, the United States Marine Corps, and to all who have served therein: Now, therefore, be it

1       *Resolved by the Senate and House of Representatives*  
2 *of the United States of America in Congress assembled,*  
3 That the President is hereby authorized and requested to  
4 issue a proclamation designating the 10th day of November  
5 1975, as a national day of celebration and appreciation for  
6 the two hundred years of exemplary service and sacrifice  
7 of the United States Marine Corps.

94TH CONGRESS  
1ST SESSION

## H. J. RES. 707

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### JOINT RESOLUTION

To authorize the President to issue a proclamation designating November 10, 1975, in commemoration of the two hundredth anniversary of the United States Marine Corps.

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By Mr. BEARD of Tennessee, Mr. BROOKS, Mr. BURLISON of Missouri, Mr. CONABLE, Mr. CORMAN, Mr. COUGHLIN, Mr. DELLUMS, Mr. DENT, Mr. EDWARDS of Alabama, Mr. HARSHA, Mr. JACOBS, Mr. JOHNSON of Colorado, Mr. KELLY, Mr. LATTA, Mr. McCLORY, Mr. McCLOSKEY, Mr. MURPHY of Illinois, Mr. MURTHA, Mr. PIKE, Mr. SHIPLEY, Mr. SYMINGTON, Mr. SYMMS, Mr. WHITE, and Mr. BOB WILSON

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OCTOBER 22, 1975

Referred to the Committee on Post Office and Civil  
Service

11:15  
2<sup>nd</sup> DECK  
THE WHITE HOUSE  
WASHINGTON

① Helicopter fly-over

② Bn./Co. combat  
PARADE.

③ TUN TAVERN

④ JOINT Resolution—  
SIGNING CEREMONY.

October 22, 1975

MEMORANDUM TO: TED MARRS  
FROM: JACK MARSH

Ted, Russ advises me that he has already discussed the attached Joint Resolution with you.

Joe Bartlett advises us that, if the time schedule holds, the House can act on the Resolution under suspension on Monday, November 3. The Senate will act with equal dispatch. It will be appropriate to have a signing ceremony here at the White House with all former Marines who are Members of Congress in attendance.

Please prepare a schedule proposal that will address itself to a time frame several days in advance of November 10.

To dress up the occasion, I would recommend the participation of a Marine Color Guard unit in an outside ceremony.

JOM:RAR:b

*24 Oct - RAR discussed w/ MILT.*



## JOINT RESOLUTION

To authorize the President to issue a proclamation designating November 10, 1975, in commemoration of the 200th anniversary of the U.S. Marine Corps.

WHEREAS THE UNITED STATES MARINE CORPS HOLDS A UNIQUE PLACE IN THE HISTORY OF THIS COUNTRY, AND IN THE HEARTS OF OUR PEOPLE; AND

WHEREAS THE UNITED STATES MARINE CORPS HAS EARNED A DISTINGUISHED REPUTATION FOR READINESS IN ITS ROLE, AND FAITHFULNESS IN ITS MISSION, BOTH IN TIMES OF WAR AND IN TIMES OF PEACE; AND

WHEREAS TRADITION HAS IT THAT THE MARINE CORPS HAD ITS BEGINNING AT TUN TAVERN IN THE CITY OF PHILADELPHIA ON THE 10TH DAY OF NOVEMBER, 1775, NOW 200 YEARS SINCE; AND

WHEREAS THIS HISTORIC MILESTONE PERMITS THE PEOPLE OF THE UNITED STATES A FITTING OPPORTUNITY TO EXPRESS THEIR FELICITATIONS AND GRATITUDE TO THIS GREAT INSTITUTION, THE UNITED STATES MARINE CORPS, AND TO ALL WHO HAVE SERVED THEREIN: NOW, THEREFORE BE IT

RESOLVED by the Senate and House of Representatives of the United States of America in Congress assembled,

THAT THE PRESIDENT IS HEREBY AUTHORIZED AND REQUESTED TO ISSUE A PROCLAMATION DESIGNATING THE 10TH DAY OF NOVEMBER, 1975, AS A NATIONAL DAY OF CELEBRATION AND APPRECIATION FOR THE 200 YEARS OF EXEMPLARY SERVICE AND SACRIFICE OF THE UNITED STATES MARINE CORPS.

OCT 27 1975

JOE BARTLETT  
CLERK TO THE MINORITY

**CONGRESS OF THE UNITED STATES**

**HOUSE OF REPRESENTATIVES**

**WASHINGTON, D.C. 20515**

Congress of the United States  
House of Representatives  
Washington, D.C. 20515

OFFICIAL BUSINESS



M.C.

Mr. Russ Rourke  
The White House  
Washington, D.C. 20500

THE WHITE HOUSE

WASHINGTON

October 29, 1975

MEMORANDUM FOR: FRIENDS OF THE UNITED STATES  
MARINE CORPS

SUBJECT: Bicentennial, United States Marine Corps

Monday, November 10, 1975, marks the Bicentennial of the founding of the United States Marine Corps. This is a date that has great meaning to every American citizen and it has a special meaning to those individuals who have had the honor to serve in this great military institution.

It is important to this country that when the events of 1976 are reviewed by American citizens of another generation that the manner in which this event was marked by the Marine Corps stand as a meaningful contribution not only to our past but to our posterity.

It is important that, in my opinion, the event not only be observed as a National occasion through appropriate ceremonies, but that in some way the groundwork be laid so that this event is the origin of some custom, some tradition that has special meaning to the Corps and which contributes to our National well-being in our Third Century.

I have no specific proposal to make in this regard other than to bring this proposition to the attention of some of my friends who have served or are presently serving in the Marine Corps. The proposition simply stated is that it is incumbent upon those who identify with the Corps to memorialize its Bicentennial observance. It is my thought that among them will emerge some form of recognition of the event that is responsive to the need that I have outlined.

Of a more immediate nature and something that can more easily be done, I ask that special attention be given to the following:



1. Special orders be taken in the Congress so that Members who have backgrounds of service in the Corps might make appropriate remarks on the occasion of the Bicentennial of the Corps.

2. That in the House several Members be requested to make comments during the one-minute rule at the opening of the session.

3. That Members of the House and Senate who served in the Corps are made aware of the above two proposals.

4. That those members of the Corps who now serve in the Congress be invited to attend and participate in the Commander-in-Chief's ceremonies at the Iwo Jima Memorial and any other ceremonies that might be planned at the White House or in the Washington environs.

5. That a Presidential statement marking this event be inserted in the Congressional Record on the day that the statement is made in both the House and the Senate.

6. That a Message of the Commander-in-Chief be directed to all Members of the Corps on active duty afloat and ashore.

7. That in addition to the efforts made by the Public Affairs Office of the Corps to bring this event to the attention of the public, that others interested in marking this anniversary similarly bring the event to the attention of the media.

8. That a fact sheet be prepared as to events planned in connection with this Bicentennial event and distributed to those who desire to join in marking the occasion.

In summary, it seems to me that this great service whose history and tradition goes from the Halls of Montezuma to the Shores of Tripoli and which has distinguished itself in the Argonne and Iwo Jima and wrote its military history from the Korean Peninsula to Southeast Asia be appropriately recognized and remembered for its accomplishments by the citizens it has so faithfully served.



December 8, 1975

Dear Bill:

Many thanks for your letter of December 3 and the attached up-date on Marine Corps Bicentennial projects. As you suggest in your letter, Jack Marsh will certainly be interested in this detailed report on your activities.

Congratulations on a real fine job.

With warmest personal regards, I remain,

Sincerely,

Russell A. Rourke  
Deputy to Presidential  
Counsellor, John O. Marsh, Jr.

Brig. Gen. W. R. Maloney, USMC  
Director of Information  
Headquarters Marine Corps  
Washington, D. C. 20380  
RAR:cb





3 Dec

Dear Russ

Attached is an update  
on Marine Corps Bicent  
projects for your info.

We're doing a lot,  
but may not be getting  
out the "word."

Warm regards  
Bill



...  
3 DEC 1975

Dear Mr. Rourke,

In conjunction with the recently observed 200th Birthday of the Marine Corps, the Commandant has sent a letter to John Warner which describes the means by which the Corps is observing not only its own Bicentennial but the Nations' Bicentennial as well. The information sent to the Bicentennial Administrator is enclosed with this correspondence.

Knowing the interest that Mr. Marsh has for the activities of the Corps, as expressed in his memo of October 29, 1975, I feel certain that the enclosed will show that the Marine Corps is deeply committed to the belief that this period in history will be one that all citizens should look back on with pride.

Sincerely,

W. R. MALONEY  
Brigadier General, U. S. Marine Corps  
Director of Information

Mr. Russ Rourke  
The White House  
Washington, D. C. 20006



**DEPARTMENT OF THE NAVY  
HEADQUARTERS, U.S. MARINE CORPS  
WASHINGTON, D.C. 20380**

**OFFICIAL BUSINESS  
PENALTY FOR PRIVATE USE, \$300**

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DEPARTMENT OF THE NAVY  
DOD-317.**



Mr. Russ Rourke  
The White House  
Washington, D.C. 20006

BICENTENNIAL  
PROJECTS/PROGRAMS  
HEADQUARTERS  
UNITED STATES MARINE CORPS



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## PRINTED MATERIAL

Publications. A variety of literature has been produced in conjunction with the Bicentennial, the most comprehensive work being the hardbound Marines in the Revolution. Almost five hundred pages in length, this history of the first days of the Corps is profusely illustrated with color reproductions of the Waterhouse series, line art, photographs, and diagrams which highlight Continental Marine exploits during the American Revolution. This volume has been distributed to every Marine command and to libraries, schools, and historical societies throughout the nation and abroad.

Other publications include the softbound A Pictorial History: Marines in the Revolution which provides brief historical descriptions of the events captured in the black and white reproductions of the Waterhouse series. For true aficionados of the period, the booklet Making A Continental Marine Uniform describes in considerable detail the historically accurate construction of the buff and green uniform worn from 1775 to 1779.

In addition, a number of handouts and pamphlets have been produced as informative pieces for exhibits and displays.

Lithographs. The Waterhouse paintings have been reproduced in 16x20 full color lithographs which are marketed through the Marine Corps Association, Quantico, Virginia. Quantities of these fourteen-print portfolios have been purchased by the Bicentennial and Personnel Procurement Branches at Headquarters Marine Corps for use as presentation items. These sets are used to promote increased awareness of the drama and scope of Marine activities during the Revolution and are presented to various institutions and public figures who can provide high visibility for the series. Every American embassy, all NROTC Marine Officer Instructors, and countless other organizations with promotional and educational capabilities have received portfolios.

Posters. A series of posters designed on the theme "Since 1775... Marines" is currently in production. The posters are one color on 24"x38" color stock and depict Marines of different historical periods. The initial three works of the projected twelve are in distribution, primarily for internal use, through the public affairs system to all major commands, regular and reserve.

A series of four color posters on 24"x28" coated stock is currently in preproduction. Eight posters are planned with copy to read "Happy Two Hundredth Birthday America...Glad We Could Help You Make It...The Marines." Distribution will be both external and internal.

Bumper Stickers. 200,000 bumper stickers have been distributed throughout the Marine Corps. The stickers promote the theme "Since 1775...The Marines." An additional 100,000 are currently on order to fulfill increased demand from the field.

Commemorative Certificate. A certificate commemorating service to the nation during the Bicentennial is in pre-production. It is planned to present this certificate to every Marine serving on active duty on 4 July 1976. Ceremonies will promote this observance.

Press Kits. A modular press kit is in preproduction at the Bicentennial Branch. The concept behind this project is to create a series of information booklets which contain camera-ready copy and art. These booklets will cover those traditional items which can be given broad use in both the public media and post and station publications. This system will make possible the tailoring of a Bicentennial press kit to suit the particular request. Target date for completion of this project is Spring 1976.

A limited press package was distributed for historical articles on the 200th Birthday of the Marine Corps. The Information Branch also produced a media package dealing with the observances of the 200th Birthday in Washington, D. C.

A monthly article is prepared for the Marine Corps newsletter, HOTLINE. Topics are selected from among the many Bicentennial projects with a view toward encouraging Bicentennial participation by all Marines.

Additional information is provided as requested by the press, educational institutions, and interested persons and organizations. Emphasis is given to Marine Corps support of the nation's 200th Birthday.

## DOD COORDINATED PROJECTS/PROGRAMS

### EXHIBIT VAN CARAVAN

The Armed Forces Bicentennial Exhibit Van Caravan Project is funded by DOD with the Air Force as the executive agent. One officer and thirty-three enlisted personnel are assigned to this project. Since commencement of touring on 4 July 1975, over 200,000 Americans have visited the Marine van.

### BICENTENNIAL BAND

The Armed Forces Bicentennial Band is funded by DOD with the Army as executive agent. Twenty-two Marines are assigned to the band in both performing and administrative capacities. All of these personnel are staff noncommissioned officers.

### PREMIER BAND RECORDING

The Armed Forces Bicentennial Premier Band Recording has been funded through DOD with the Navy as the executive agent. The Marine Band has recorded a representative number of selections on this double album. Although no Bicentennial funds have been expended in support of this project, the Marine Corps currently plans to purchase a quantity of the albums for use as Bicentennial promotional items.

### BICENTENNIAL COMMEMORATIVE MEDALLION

The Navy was designated the executive agent to promote legislation authorizing the U. S. Mint to produce and market separate medallions commemorating the founding of the Navy and the Marine Corps. The Marine medallion will be available by 1 January 1976. Cast in bronze, three inches in diameter, it will depict Continental Marines in action during the landing at New Providence on the reverse and modern Marines in action on the obverse. Cost per medallion is estimated at between \$5.50 and \$6.00.

### COMMEMORATIVE POSTAGE STAMP

The Citizen's Advisory Committee of the U. S. Postal Service commissioned the design of a stamp commemorating the founding of the Continental Marines. The stamp was issued 4 July 1975 and is currently in use.

## FILMS

A twenty-seven minute film, The Birthday Party, has been produced by the Marine Reserve Public Affairs Unit, Los Angeles, utilizing Marine Corps assets for all phases of production. One hundred prints of this public release film have been distributed throughout the Marine Corps in support of the 200th Birthday. Additional prints are to be produced for extensive distribution.

A ten-minute film, tentatively entitled The Learning Years, is currently in production. This motion picture will utilize the filmagraph technique with the Waterhouse paintings as the principal subject matter. With sound effects, music, and narration, the story of Marine participation in the events of the Revolutionary War will be told.

Preliminary steps are now being taken in the production of an update of the film, The Story of Old Glory. This film has been in circulation for many years, and its portrayal of the evolution of the American flag can benefit from additional dramatization in light of national Bicentennial observances.

## AUDIOVISUAL PRESENTATION

Produced by the Bicentennial Branch in conjunction with Marine Reserve Public Affairs Unit, Washington, D. C., this 35mm slide presentation has been in the field since May 1975. It consists of 140 historical slides and a twenty minute script to be delivered in coordination with the visuals. This chronicle of the Marine Corps since 1775 can be readily adapted for shorter presentations or a change in emphasis. 178 presentation kits are in the field with 400 additional sets on order for distribution during 1976. All major commands, American embassies, Marine Officer Instructors, and Inspector Instructors across the country will be capable of performing this program.

## RADIO SPOTS

Four radio spots promoting the theme "Since 1775...The Marines" have been produced and will be distributed prior to the close of the calendar year. Five additional spots are scheduled for release in February 1976. Thereafter, the release of several new spots is planned every ninety days throughout 1976. The spots are historical in nature and locally produced with Marine Corps talent and facilities. Distribution will be achieved through the public affairs system with a goal of constant public service air time.

The Marine Reserve Public Affairs Unit, Chicago, is producing public service radio spots for local air play as part of a coordinated radio/television project.

Scripts for radio spots were distributed for specific support of the 200th Birthday. The Commandant's Birthday Message was also produced and distributed. Extensive coverage of the 200th birthday was achieved nationwide through the public affairs system.

## RADIO FEATURE MATERIAL

Radio reporting of Bicentennial news as relates to the Marine Corps will be provided to the Armed Forces Radio and Television Network on a continuing basis. Local interviews emphasizing Marine support of Bicentennial observances will be encouraged.

### TELEVISION SIGN-OFF

A film production to be used as an opening or concluding segment for local television programming is currently in production. Through the use of dioramas, various historical scenes will show Marines with period national colors. The visual treatment will link the history of the flag, the country, and the Corps. The sound track will be the Marine Band playing the National Anthem.

### TELEVISION TRAILERS

A series of eight television trailers are being produced by the Marine Reserve Public Affairs Unit, Los Angeles. The trailers are sixty seconds in length, historical in nature, with the tentative tag line "Happy Two Hundredth Birthday America...Glad We Could Help You Make It." Former Marines who are now screen and television celebrities are performing in these productions at no cost. The trailers will be aired as public service announcements during 1976. Distribution will be through the public affairs system with a goal of national exposure. The Marine Corps emblem and the ARBA logo will tentatively be incorporated into the end of each trailer.

The Marine Reserve Public Affairs Unit, Chicago, is producing television trailers to be locally aired. These trailers will filmagraph selections from the Waterhouse series and utilize prominent local figures.

### TELEVISION FEATURE MATERIAL

Increased efforts will be made to gain televised coverage of Bicentennial observances which feature Marine Corps participation. This will include national news coverage and extensive local programming initiatives. Previously mentioned films which are appropriate to the Bicentennial will be aired over the Armed Forces Television Network, as well as those local stations where Marines from the community are successful in getting air time.

## MARINE CORPS FLAG PAGEANT

Perhaps the most valuable asset to be used by the Marine Corps in support of Bicentennial observances is the Marine Corps flag pageant. The flag pageant is a live program which links the history of the nation, the flag, and the Marine Corps by presenting Marines in historically accurate period uniforms carrying the national flag appropriate to the era in which the uniform was worn. Through use of narration and music the sweep of American military history unfolds. The program has the additional advantage of being easily tailored to the history of the locale where the performance is taking place.

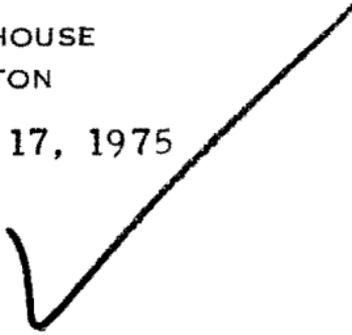
The Bicentennial Branch has provided funds for the purchase of authentic reproductions of period uniforms and period flags, for the refurbishment of existing flag pageant equipment, for travel expenses in conjunction with performances, and for public address systems needed by several units. To date twelve flag pageants are operational across the country, an increase of nine units over 1974. Five additional units will soon be able to perform. In the last quarter alone, live and televised audience figures for ten operational units totaled over three million Americans.

THE WHITE HOUSE  
WASHINGTON

November 17, 1975

JACK,

Thought you might be interested  
in the attached.



*Russ*

RUSS



NOV 17 1975

14 NOV 1975

Dear Russ,

Have enclosed a recapitulation of our Marine Corps Bicentennial efforts for your information.

Also providing Bud McFarlane a copy.

Sincerely,

W. R. MALONEY

Brigadier General, U. S. Marine Corps  
Director of Information

Mr. Russ Rourke  
Deputy to the Counselor to the  
President  
The White House  
Washington, D. C. 20006



## MEDIA COVERAGE

1. Iwo Memorial Ceremony. Invitation extended to 12 prominent members of the press who are former Marines. Entire Pentagon press corps invited. Members of Armed Forces Press, including audio and motion picture teams, provided documentary coverage. Appropriate internal and external information disseminated.
2. Washington, D. C. Birthday Ball. National media covered.
3. National Cathedral Memorial Service. National media invited. Motion picture coverage and audio tapes provided by the Division of Information.
4. CBS Bicentennial Minute. Videotaped by MajGen Houghton, aired 10 November.
5. Public Service Radio, State of Mississippi. Bicen radio spot recorded by CMC to be aired throughout Bicen period.
6. National Public Radio. CMC interview.
7. Armed Forces Journal. Bicen issue to include history of the 5th Marines, in depth coverage of the Marine Rifle Squad Competition, and history of the evolution of the Marine Rifle Squad.
8. Sea Power Magazine. CMC interview. Historical and feature articles.
9. Shipmate Magazine. Naval Academy Alumni Magazine. Historical article with update on current status of the Marine Corps.
10. Leatherneck and Marine Corps Gazette. By-lined CMC articles, appropriate covers, art, etc.
11. Esquire Magazine. Eight page photoessay, November issue.
12. New York Daily News. Historical treatment, Sunday supplement, 9 November.
13. Philadelphia Inquirer. Feature story: "Training at Parris Island."
14. Navy Times. Traditional CMC interview, front page story.
15. CMC Message. A synopsis of scheduled/committed external and internal media coverage released to all major Marine Corps commands and activities for use by local PAO's.

16. CBS Evening News. CMC interviewed by Ike Pappas with supporting film of Marine Corps activities.

SIGNIFICANT EVENTS IN CONNECTION WITH THE BICENTENNIAL  
OF THE MARINE CORPS

1. Los Angeles, CA. 1 Nov. Los Angeles Coliseum. MB Wash D&B/Silent Drill Team Battle Color Ceremony, halftime, USC-Oregon football game.
2. Los Angeles, CA. 1 Nov. Los Angeles Convention Center. Greater Southern California Birthday Ball. Est 5,000 att.
3. Nashville, TN. 1-2 Nov. 4th MAW Band/MB Great Lakes flag pageant participated in several local events.
4. Philadelphia, PA. 3-10 Nov. State of Pennsylvania officially declared "Marine Week" over nationwide TV ABC Monday night football, Rams-Eagles. MB Wash D&B/Silent Drill Team Battle Color Ceremony, halftime.
5. Philadelphia, PA. 10 Nov. Independence National Park, Second National Bank Bldg., City of Philadelphia officially declared "Marine Day" during MB Philadelphia flag pageant ceremony.
6. Pensacola, FL. 6 Nov. NBC TV, WALA Mobile, Alabama, 1200, 30-min. local program: film ("Such as Regiments Hand Down Forever"), slide show, and interview with Capt FREEMAN, PAO NAS Saufley Field.
7. Washington, D. C. 9 Nov. Washington Cathedral, Memorial Service.
8. Washington, D. C. 10 Nov. Marine War Memorial, Memorial Ceremony.
9. Washington, D. C. 10 Nov. Washington Hilton Hotel, Marine Corps Birthday Ball.
10. Chicago, IL. 1 Nov. Greater Chicago Area Birthday Ball.
11. Chicago, IL. 13, 14, 15 Nov. MB Wash D&B/Silent Drill Team performed at 5 events: Birthday Ball, Toys for Tots kickoff, etc.
12. Los Angeles, CA; Houston, TX; Miami, FL; late Oct-early Nov. Goodyear airships carried illuminated Marine Birthday message.



November 17, 1975

Dear Bill:

Many thanks for your letter of November 14 and the recap on Marine Corps Bicentennial efforts.

I had no doubt in my mind that the Marine Corps would be way out front on leadership and initiative in this effort. Your memo bears out that confidence.

With kinest personal regards, I remain,

Sincerely,

Russell A. Rourke  
Deputy to Presidential  
Counsellor, John O. Marsh, Jr.

Brig. Gen. W. R. Maloney, USMC  
Director of Information  
Headquarters Marine Corps  
Washington, D. C. 20380  
RAR:cb

