

13 November 1964

J. S. McDonnell

R. D. Hill, Jr.

Project Mercury Monument Dedication at Cape Kennedy,
10 November 1964

Enclosure: (1) Map of Cape Kennedy
(2) Site Layout
(3) Monument and Site Preparation
(4) Description of Dedication and Unveiling Ceremonies

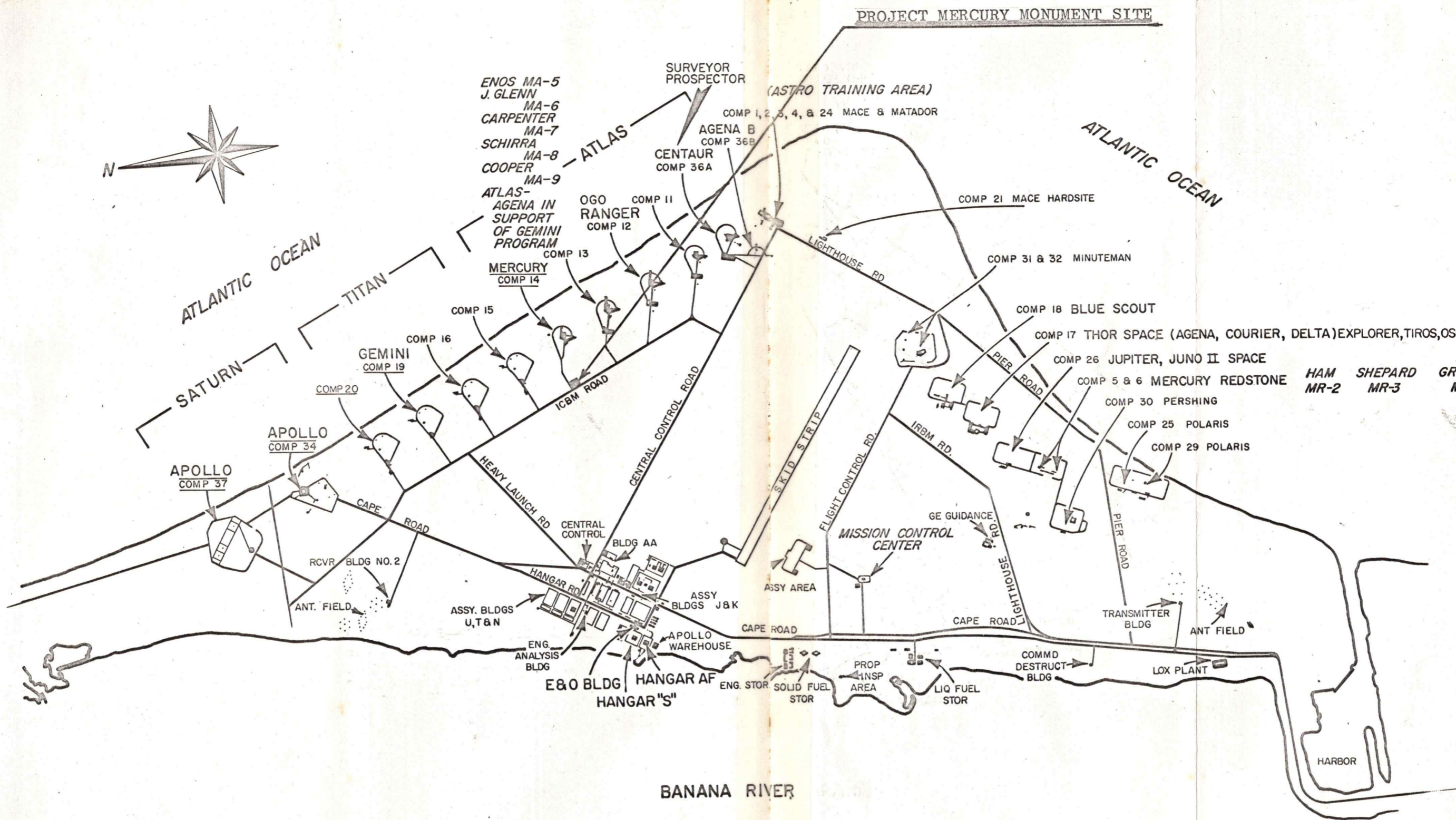
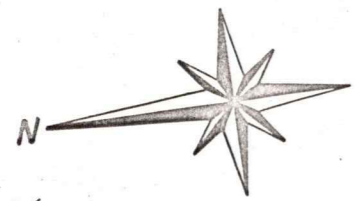
1. This report of the Project Mercury Monument Dedication and Unveiling is forwarded in accordance with your request of 9 November 1964.
2. The monument site is located at the intersection of ICBM Road and Complex 14 Road per Enclosure (1). The layout of the site is as shown on Enclosure (2).
3. General Dynamics Corporation conceived and designed the monument project and enlisted the help of NASA and the Air Force. With the project delineated, General Dynamics then proceeded with the preparation of the monument and site, enlisting the support of contractors to supply the needed materials and labor to make the project a reality per Enclosure (3).
4. McDonnell Aircraft Corporation was asked on 22 September 1964, by Mr. Ken Newton, GDA Cape Base Manager, to participate in the Mercury Monument by underwriting the cost of landscaping. The estimated cost was \$300.00. This was coordinated with M. Witunski, but because GDA would not recognize the financial backers of the memorial on the monument itself, we politely withdrew on 1 October 1964. GD headquarters insisted upon retaining only the inscription, "Erected as a public

service by General Dynamics Corporation".

5. The Dedication and Unveiling Ceremonies proceeded as shown on Enclosure (4). Invitations were sent to distinguished individuals of the Mercury Program and a general invitation to all that participated significantly. McDonnell Aircraft Corporation was represented by Mr. and Mrs. R. D. Hill, Jr., Mr. and Mrs. H. H. Luetjen, Mr. and Mrs. G. F. Wendt and Messrs. R. L. Foster, R. J. Grillion, R. W. Knox, E. J. Martin, W. E. Mosley, G. B. North, R. M. Oglesby, E. F. Peters, L. M. Reitter, T. W. Turner and J. M. Walker.
6. The reception for the distinguished guests and members of the press was held at the Terrace Room of the Carriage House Motel. Two bars were serving cocktails and a large table of fancy hors d'oeuvres was provided. A six-foot Mercury-Atlas sculpture of solid ice and a five-foot ice sculpture of the monument were the featured centerpieces of this table. The red flame of the boosters was produced by red lights under the ice. A sculptor was brought in from Miami to create this entire display. This reception was planned and executed in the best of taste, the attendance was limited by explicit invitation, and the dress of all, including the Press representatives, was appropriate to the occasion. (On similar previous occasions the dress of the Press has been bluntly rude.)
7. A copy of the News Release package prepared by GD has been forwarded to M. Witunski.

R. D. Hill, Jr.
Base Manager
Cape Kennedy

PROJECT MERCURY MONUMENT SITE



BANANA RIVER



SCALE IN THOUSANDS OF FEET

CAPE KENNEDY

MANNED SPACECRAFT CENTER FLORIDA OPERATIONS

PICTURE TAKEN FROM HIGH PLATFORM



SPEAKERS



BAND

PRESS TABLES
W/ PHONES

GUESTS

GUESTS

CAMERA
AREA
MOVIE & TV

PLATFORM

PLATFORM

HIGH
PLATFORM

PLATFORM

GALLERY

GALLERY

MONUMENT AND SITE PREPARATION

1. Monument was designed by General Dynamics Astronautics Art Director, fabricated by the Sandemeyer Steel Company of Philadelphia, Pennsylvania, with the stainless steel being supplied by the Washington Steel Company of Washington, Pennsylvania.
2. The medallion was produced by the Metallic Art Company of New York City.
3. The site was graded and landscaped by the Guided Missile Range Division of Pan American World Airways.
4. The permanent floodlighting was provided by Electric Construction Company of Orlando, Florida.
5. The paving was provided by Houdaille-Duval Company of Jacksonville, Florida.
6. The concrete was provided by Rinker Materials Company, West Palm Beach, Florida.
7. The concrete was installed by the Paul Smith Construction Company of Orlando, Florida.

DEDICATION PROGRAM SCHEDULE

- 1:15 p.m. Band begins fifteen minute musical program.
- 1:30 COL. RICHARDSON asks all persons to stand for presentation of colors, playing of National Anthem, and Invocation.
- Presentation of colors.
- National Anthem
- 1:32 CHAPLAIN (LT. COL.) HIGGINS delivers invocation.
- 1:34 COL. RICHARDSON thanks
- PATRICK AIR FORCE BASE COLOR GUARD
- 536TH AIR FORCE BAND
- CHAPLAIN (LT. COL.) THOMAS HIGGINS
- COL. RICHARDSON welcomes all participants on behalf of himself and GEN. HUSTON.
- 1:35 COL. RICHARDSON introduces J. R. DEMPSEY, President of General Dynamics/Astronautics.
- 1:36 J. R. DEMPSEY introduces key honored guests (Not medallion recipients) Maj. Gen. Benjamin Foulois (AF-ret.) First Chief of Staff, Army Air Corps, and S.E. Skinner, Chairman of Board, Aerospace Corporation
- J. R. DEMPSEY introduces ROGER LEWIS.
- 1:43 ROGER LEWIS makes brief comments, introduces MR. ARNOLD FRUTKIN. (Representing James Webb)
- 1:44 ARNOLD FRUTKIN makes brief remarks.
- 1:48 ROGER LEWIS introduces GEN. AUSTIN DAVIS.
- 1:49 GEN. AUSTIN DAVIS makes brief remarks. (Representing Secty Zuckert)
- 1:53 ROGER LEWIS introduces CONGRESSMAN. Rep. Carl Albert (D-Okla), Rep. Ed Gurney (R- Fla)

1:54 p.m. CONGRESSMAN makes brief remarks.

1:59 ROGER LEWIS introduces DR. EDWARD WELSH.
ROGER LEWIS presents legal papers and medallions - one for
President LYNDON JOHNSON, one for Dr. Welsh - to DR. WELSH.
DR. WELSH and ROGER LEWIS unveil monument.

2:00 DR. WELSH dedicatory address.

2:29 ROGER LEWIS then asks J. R. DEMPSEY to introduce other medallion
recipients, and LEWIS presents medallions:
CONGRESSMAN CARL ALBERT - Medallion No. 3.
GEN. DAVIS: Medallion No. 4 for Secretary of the Air Force ZUCKERT.
Medallion No. 5 for GEN. SCHRIEVER.
MR. FRUTKIN: Medallion No. 6 for JAMES WEBB.
Medallion No. 7 for DR. HUGH DRYDEN.
COL. RICHARDSON: Medallion No. 8 for GEN. HUSTON.
Medallion No. 9 for GEN. L. I, DAVIS.

J. R. DEMPSEY introduces other medallion recipients, who step
forward to monument base for individual presentation by
ROGER LEWIS in the following order:

WALLY SCHIRRA	
WALT WILLIAMS	
GUS GRISSOM	
KENNETH KLEINKNECHT	Receives 2 - one for ROBERT GILRUTH one for himself.
GEN. RITLAND	
G. MERRITT PRESTON	
CHRIS KRAFT	
COL. OTTO LEDFORD	Receives for GEN. BEN FUNK
KURT DEBUS	
ADMIRAL BOWEN	
JACK KUETTNER	Receives for DR. VON BRAUN
AL DONOVAN	Receives for DR. GETTING
JAMES KYNES	Receives for GOV. FARRIS BRYANT
BEN HOHMANN	
TOM FITCH	
PAUL SANDMEYER	

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2:54 p.m. . . J. R. DEMPSEY turns program back to host, COL. RICHARDSON.

2:55 COL. RICHARDSON adjourns ceremonies.

Band plays exit musical numbers.