



DEPARTMENT OF THE ARMY
HEADQUARTERS 3D INFANTRY DIVISION
OFFICE OF THE ADJUTANT GENERAL
APO NEW YORK 09036

AETSBAG-AS

7 February 1980

President
Walt Disney Productions
500 South Buena Vista St
Burbank, CA 91521

Dear Sir:

As you might be aware of, "Rocky", a Walt Disney character, has long been associated with the traditions of the 3d Infantry Division. He has been particularly prevalent on the cover of several Division publications. A sample cover is attached as an inclosure to this letter.

Over the years, the letter from your corporation, authorizing the Division to depict "Rocky" on its published items, has been lost or misplaced.

Government printing authorities, while willing to reproduce "Rocky" for official US Army purposes, must have a copy of the letter from your corporation authorizing the use of your copyrighted material.

We would most appreciate it if you could update this previous authorization by furnishing this command a letter authorizing the continued use of "Rocky", provided we include an appropriate copyright notice as shown on the inclosure to this letter.

Thank you for your assistance and please address your reply to:

Commanding General
3d Infantry Division
ATTN: AETSBAG-AS
APO New York 09036

Sincerely,

J. L. McGILLEN
J. L. MCGILLEN
Lieutenant Colonel, AGC
Adjutant General

1 Inclosure
As stated



WALT DISNEY PRODUCTIONS

500 SO. BUENA VISTA ST. • BURBANK, CALIFORNIA 91521
(213) 845-3141 • CABLE ADDRESS: DISNEY

March 17, 1980

Commanding General
3d Infantry Division
ATTN: AETSBAG-AS
APO New York 09036

Gentlemen:

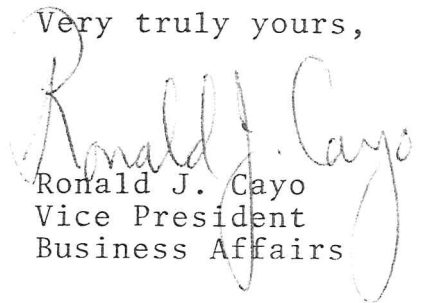
In response to your letter of February 7, 1980, we are pleased to inform you that we have no objection to the use of the emblem, "Rocky", by the 3d Infantry Division for official U.S. Army purposes only, as indicated in your letter.

The foregoing is, however, conditioned upon the requirement that the following copyright notice accompany each and every reproduction of the aforementioned emblem:

© 1965 Walt Disney Productions

We are again pleased to cooperate with you in this matter.

Very truly yours,

A handwritten signature in cursive script that reads "Ronald J. Cayo". The signature is written in dark ink and is positioned above the typed name and title.

Ronald J. Cayo
Vice President
Business Affairs

RJC:Jap



WALT DISNEY PRODUCTIONS

500 SO. BUENA VISTA ST. • BURBANK, CALIFORNIA 91521
(213) 845-3141 • CABLE ADDRESS: DISNEY

October 25, 1974

E. C. Meyer
USA Commanding
Major General
Department of the Army
Office of the Commanding General
APO New York 09036

Dear Major General Meyer:

Thank you for your letter of September 27, 1974. We are pleased to enclose one original piece of art and one photographic print of "Rocky", the insignia of the 3d Infantry Division, portrayed as a cheerful Santa, which may be reproduced on the Division's Christmas cards. Needless to say, this artwork may not be used for any commercial purpose.

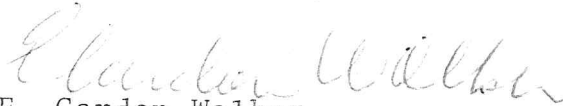
The 3d Infantry Division is granted a revocable license to use the enclosed artwork on its Christmas cards, the character to be portrayed only as found in the drawing attached hereto, on the condition that the following copyright notice accompany each reproduction of the artwork:

© Walt Disney Productions

Please note that the letter "c" must be enclosed in a circle.

We are pleased to cooperate with you in granting your request, and hope that the enclosed portrayal of Rocky is what you had in mind for the 3d Infantry Division's Christmas cards.

Very truly yours,


E. Cardon Walker
President

ECW:Tsw
Encs.



© Walt Disney Productions



© Walt Disney Productions

Walt Disney Archives

500 So. Buena Vista St. | Burbank, California 91521 | Telephone (213) 845-3141

June 9, 1976

Captain George S. Robinson
Adjutant
Department of the Army
3d Medical Battalion, 3d Infantry Division
Attn: AETSBSU-M-ADM
APO New York 09162

Dear Captain Robinson:

Please forgive the delay, but your letter of April 19 has just been referred to the Archives for reply.

Despite a persistent rumor that Walt Disney received a dishonorable discharge, it is not true. Mr. Disney was never a member of the military services, so could not have received such a discharge. During World War I, he found that he was too young to join the services, but he was able to become part of an American Red Cross unit. He was sent to France just after the Armistice, and he remained there for about nine months, driving trucks and ambulances, chauffeuring military dignitaries, and doing odd jobs for various U.S.O. canteens. I regret that Mr. Disney was never a member of your battalion.

I hope that this information will be of help.

Sincerely yours,

David R. Smith
Archivist

DRS:ps

DEPARTMENT OF THE ARMY
3d Medical Battalion, 3d Infantry Division
APO NY 09162

AETSBSU-M-ADM

5 October 1976

SUBJECT: Clarification Of Error

FRONTLINE
3d Infantry Division
Wuerzburg, Germany
APO NY 09036

Dear Editor

It is high time the rumor factory was set right about a great American that has done so much for our international relationships. There are few people in the western world who have never heard of Mickey Mouse, Donald Duck and their creator, Walt Disney. However, the rumor persisted that Mr. Disney was a member of the 3d Infantry Division and had received a dishonorable discharge from the Army back in 1918-1919. In an attempt to verify or dispell this so called fact, I wrote to Walt Disney Enterprises to get some confirmation. The letter attached should serve to end once and for all that ugly prevarication. I request that you print it.



GEORGE S. ROBINSON
CPT, MS
Adjutant

Frontline

May 14, 1965

p. 4

Garden's Monument Records Heroism in Simplicity of Stone

WÜRZBURG—In the center of a garden at Leighton Barracks stands a statue, simple in design, with these words chiseled in relief on an isosceles plane:

Dedicated
To Past
Present,
And Future
Members of
The 3d
United States
Infantry
Division
With Special
Recognition
For Those Gal-
lant Soldiers
Awarded the
Medal of
Honor While
Serving in the
Marne Division

The statue, abstract in form, stands in the smaller loop of a figure-8 fountain. In the other loop is another stone, carved by nature, with a gush of water trickling down its surface. Between lies a bronze plaque, enumerating the major campaigns of the 3d Infantry Division through three wars.

Around the garden are other rocks, some with the names and crests of local cities in Franconia, Würzburg, Wertheim, Schweinfurt, Kitzingen and Aschaffenburg — engraved on their sides by Albin Goetz, a German stonemason; others with bronze plaques, each commemorating the Medal of Honor winners from World War I, World War II and the Korean War.

Around the sidewalks and rocks are shubbery and foliage contributed by the cities of Würzburg and Wertheim; and from the German 12th Panzer Division, an infant "mighty oak," to symbolize the growth of friendship between the sister divisions.

But wherever the eye roams, it always returns to the statue in the center of the garden; and the observer ponders on the meaning of this limestone sculpture, abstract in form, yet beautiful in its simplicity.

It is not a soldier, as one might expect in a memorial garden, although a statue of an Infantryman was considered in the initial planning for the statue. But the concept of a manlike statue created a whimsical

notion of what he should wear: a uniform from some past war? Or a uniform of a soldier of the future?

It was then that the "frustrated artists" turned to a modern school of art symposium of sculptures at a stone quarry at Gaubüttelbrunn for ideas. There was one design there the garden planners liked, but it sold for too precious a price.

So they decided to design one of their own, similar to the one so well liked at the symposium; but the imitation was a failure. "It looks like a cucumber!" Maj Gen Albert O. Connor, division CG, exclaimed, when he saw the first clay model made by Siegmund Tober, a young German artist.

The young sculptor began again. Following suggestions from a watching Gen Connor, Tober shaped the clay into a replica of the present statue. Satisfied with their design, the model was turned over to the Zeidler & Wimmel Stoneworks of Kirchheim.

It was now for Hans Kastner and Willy Hay, two stonemasons from the stonework firm, to make from the clay model a 3.3-ton, 2.25-meter tall limestone monument.

There was no longer any question of "what period costume?" in the finished monument, for any indication of a uniform had been blurred into infinity. Nor was there any indication that the monument was any longer a soldier.

This monument—a study in straight lines and curvatures, dimension and shadow—symbolizes an altar, before which two men are kneeling in eternal prayer.

It is a prayer for the dead.

As Gen Connor said in the dedication of the garden, it meant, first, "a memorial to men to whom service to mankind meant more than life itself."

It also meant a tribute to German-American friendship, "a tribute," Gen Connor, said, "to the warm and generous friendships that have developed over the years between the members of this Division and our German hosts."

It was also a prayer for peace.



Ball-bearing bulldog

This is Rocky. Rocky is the mascot of the 3rd Infantry Division, currently stationed in West Germany. The 3rd is proud of Rocky. These days,

When Rocky first arrived, it was rumored that he was somehow lacking. Or, as the general put it, "We can't

have a mascot with no balls!"

Orders were issued; the impossible was performed; Rocky was unfixed. But too grossly for certain tastes. More orders flew. Rocky was refitted with more appropriately scaled boulders. The general was content.

The men weren't. They wanted Rocky to have that extra dimension that marked him as a true member of the 3rd Infantry Division. One night, blushing-blue paint was applied to the strategic area. Officers had it removed. Bright red paint appeared in its place. And was removed. Glowing orange paint suddenly appeared. And it, too,

was removed. And so on. It is said that a Russian infantry division in East Germany is constructing a bear. A huge male bear.



A Walt Disney Production

Walt Disney creation

Dog symbolizes Div

WÜRZBURG—He's funny-looking, but the smile he perpetually wears shows he doesn't care. He doesn't seem like much of a fighter, but there's little doubt that he could handle any situation.

He's the Dog Face Soldier — the symbol of the 3d Inf Div who existed only in lyrics of the Marnemen's famous song until four years ago.

Then, through the skill of animators at Walt Disney Productions in California, a bulldog came into existence carrying a rifle with a 3d Inf Div pennant attached.

The division gained the right to display the cartoon through an exchange of letters between Disney Productions and the Marne commander at the time, MG (now LTJ) Albert O. Connor.

"For many years," wrote the general, "the 3d Inf Div has been seeking a trademark based on the symbol of the dogface soldier."

"Our search has been for a symbol which would have wide appreciation as a trademark to supplement the well-known and distinctive blue and white Marne patch, and which mirrors the qualities of the Dogface Soldier: heroic, but humble; fierce, but gentle, quickwitted and wise; with a confidence and dignity that comes from having proved himself."

Disney Productions responded with the drawing and a contract granting the 3d Inf Div exclusive and perpetual rights and license to reproduce the drawing.



Lt. Ken Hart

THE MARNE DIVISION
GLEE CLUB PRESENTS

Side 1: DOGFACE SOLDIER
Side 2: WE SHALL REMAIN
MILITARY MEDLEY



Sgt. Bert Gold

THE STORY OF THE DOGFACE SOLDIER

The trouble with "honest" soldier songs is that they are generally unprintable parodies of other songs, while the trouble with "official" soldier songs is that they are generally phony-sounding, slick productions which completely lack spontaneity. At the beginning of World War II there was a need for a soldier song which could be accepted by the mud-slogging foot soldier as well as civilian concert audiences — a song in the happy medium between "honest" and "official".

Early in 1942 Hart and I set about to fill this need by concocting a simple song which would reflect the honest pride of the fighting man, spontaneous-sounding as though the guy marching behind you just made it up, and free of the propaganda slogans of Pentagon public relations. We tried our hand with something so uncommercial that — barring a miracle — it might never have been heard at all. But the miracle happened. A GI I trained with, a happy-go-lucky guy with a guitar, carried the song overseas and joined the 3rd Infantry Division. "The Dogface Soldier" was always part of his repertoire as he entertained, and it came to the notice of General Lucian K. Truscott, the commander of the 3rd Division. General Truscott and his Marnemen adopted "The Dogface Soldier" as their own. The guys liked it, marched to it, danced to it. Even the Italian civilians enjoyed it.

"The Dogface Soldier" was first heard by the American public as theme music in the Audie Murphy picture "To Hell and Back". This impressed public bought 300,000 copies of the recording. "The Dogface Soldier" thus became the only genuine soldier song of World War II to take its place in the history of American military music.

H M K 12
FÜR HEINRICH GERBER

Marne Bulldog Christened

By Richard Wiltamuth

WÜRZBURG—The tough looking cartoon created by Walt Disney Productions as a symbol of the division has now taken three-dimensional form as a statue on permanent guard duty overlooking the Marne Garden at Leighton Barracks here.

Unveiling of the bulldog climaxed an elaborate ceremony recently held under the big top of a gaily-colored circus tent.

The roster of guests present for the dedication included GEN James H. Polk, commander-in-chief of USA-REUR and Seventh Army; GEN Berton E. Spivy, U.S. representative to the NATO Military Committee; LTG George G. O'Connor, VII Corps CG; MG B. F. Taylor, chief of staff of USAREUR and Seventh Army; and MG Fillmore K. Mearns, chief of the Military Assistance Advisory Group in Bonn.

The ceremony kicked off in true Marne fashion as 26 color bearers trooped into the dimly-lit tent with the colors of the division's 21 battalions and five major subordinate commands.

MG George M. Seignious II, CG, then escorted General Polk to the reviewing stand to receive honors, ruffles and flourishes, and a 17-gun salute.

Further bright spots were the white-coned flashlights sported by the Marne Chorus.

After a rendition of the division's glorious past, complete with period uniforms, Polk and Seignious moved to the statue to christen the animal with genuine Marne water procured from the famous French river. The vessels were a WW I helmet and a current steel pot.

Official activities completed, the assembled crowd pressed closer to observe the living embodiment of the "Dogface Soldier."

Standing by his proudest creation was SGT Charles Wickett of the Headquarters Commandant Shop.

Their curiosity satiated, the guests retreated to the Officers Club for a reception and a chance to trade observations on the latest Marne memory maker.



CHRISTENING THE BULLDOG with genuine Marne water are GEN James H. Polk (left) and MG George M. Seignious II. Distinguished guests saw an elaborate ceremony climaxed by the unveiling of the image of the "Dogface Soldier." (Photo by Carlson)

G-A MPs Join Units

WÜRZBURG—German-American relations and Project Partnership were furthered last week as the 3d MP Co and the 12th Feldjaeger Co were joined together as "sister companies" in a ceremony held at Leighton Barracks recently.

MG George M. Seignious II, Marne CG, represented the 3d Inf Div and BG Gerd Schmueckle, ADC 12th Panzer Div, represented the 12th Panzer Div at the ceremony.

General Seignious presented a certificate to the CO of Feldjaegerkompanie 12, MAJ Herbert Kaindl. The certificate said that the two companies were "united as sister companies."

1LT Frederick M. Ober Jr., CO of the 3d MP Co, was presented a certificate by General Schmueckle.

General Seignious designated the

members of the 12th Feldjaeger Co as "honorary members of the 3d MP Co." He praised "the close working relationship and professionalism of the two companies which further both Project Partnership and law enforcement." He said that they would have all privileges as Marnemen.

Music was provided by the 3d Inf Div band and the 12th Panzer Band. The German band had a *glochenspiel* much to the delight of the spectator.

About 70 Feldjaegers and 70 MP participated in the ceremony. The German uniform consists of grey blouses, grey-and-white hard hat, white web gear and dark grey pants.

LTC Peter Slusar, 3d Inf Div provost marshal, gave the command during the ceremony.

The 12th Feldjaeger is garrisoned at Veitshochheim.

Ingenuity Uncle Sam

ed by many creative people in for the United States. Usually of skill and inventiveness to in the military.

cannot be applied to national

s in recent years — in some ceed technology. Polluted air, — these are but a few of the

re given on an individual basis. receive the most personal and

suggestion and the government out cost to him. In such cases, e individual inventor.

ingenuity." The next time you a glass of water, or go fishing think of a way to help — and

er Linings

f death and taxes seems to gain of course, to emphasize modern e "robbed" to pay Paul, there is

udge and goes on to look for improved form for federal income es of hard work on the part of the best features of the old card form

l that they need complete only one ut as simple as the old card form, y of servicemen who had unusual - Schedule A — very easy to use. rest income, sales or exchanges of s income, and retirement income

ould look for (and find) is the ight as he reports his income. If, does not approximate his taxes due only larger than line 23), he should is up to date.

payment (line 23 being larger than is the refund in the form of United cent interest! (AFPS)

Hawkins

Hides Country-Rock

Not wishing to deter the readers from gaping at the rather obvious assets of the attractive young lady tracing the pages herein, I shall not make my point.

"Who Do You Love," "Match Box," and "Forty Days." The track that should ensure a gold record for Hawkins is "Down in The Alley."

The cut so impressed John Lennon that he took time out from un-

Lighten up!

From "Che"



FRONTLINE

THE THIRD INFANTRY DIVISION

Volume 28, No. 27

December 1968

Dogface Soldier Takes Shape as Disney Helps

By Thomas McInerney

WORKING RIGHT now, just a dogface soldier, such a title of my shoulder? So go the words of the division's theme song.

Thanks to the creative genius of Walt Disney Productions, the "Dogface Soldier" has been converted into a tan bulldog, "thick and hamble, fierce, but gentle, smart, witty and wise with a confidence and dignity that comes from having proved himself."

The description is that of Maj. Gen. Albert O. Connor, division commander, in visualizing verbally what he wanted for a "Dogface Soldier."

Walt Disney Productions complied.

The "Dogface Soldier" has been caricatured into a tan bulldog, with a rifle on his shoulder and a blue and white Marine patch on his sleeve. Attached to the rifle is a yellow flag with a black "M" in the center.

The bull-dogface soldier is dressed in an orange shirt and stands proudly on the background in the shape of an olive green Army helmet.

And all it cost was one dollar.

The bull-dogface soldier is the result of an exchange of letters between Gen. Connor and Walt Disney Productions. In one of his letters to Disney, Gen. Connor explained:

"For many years, the 3d Infantry Division has been seeking a trademark based on the symbolism of the 'Dogface Soldier.' The term 'dogface,' he continued, "is an old one in our Army, dating back to the Indian Wars.

"In recent years, it has come to apply to the simple soldier who carries the load, and in the final analysis, has nothing between him and the enemy but the sights of his rifle.

"Our search has been for a symbol that would have wide application as a trademark to supplement the well-known and distinctive blue and white shoulder patch." Gen. Connor

explained in the second letter. "I would like to suggest that we have a bulldog drawn in the shape of a dogface soldier, with a rifle on his shoulder and a yellow flag with a black 'M' in the center attached to the rifle. The bulldog should be drawn in the shape of a bulldogface soldier, just as the dogface soldier is drawn in the shape of a bulldogface soldier. Along with the drawing, please include a letter of thanks to Walt Disney and his staff for bringing to life the verbal conception of a song.

The stipulations in the contract are that the division pay the sum of one dollar and that the copyright in the "Copyright © 1968, Walt Disney Productions" be placed on all reproductions and publications of the design.

The contract has already been fulfilled as a mass drum of the division band and on discs covering spare tires on M113 jeeps.

The payment of the one dollar is stipulated in the contract, will have place shortly when the division's sergeants major autograph a one-dollar bill provided by the Marine Association. Along with the autographed bill, which is to be framed, will go a letter of thanks to Walt Disney and his staff for bringing to life the verbal conception of a song.



© Walt Disney Productions

AFZP-JAA

3 Oct 96

INFORMATION PAPER

SUBJECT: Reproduction of the 3d ID (M) "Rocky" Character

1. Purpose. To inform members of the 3d Infantry Division (Mechanized) of the legal authority to reproduce the Division "Rocky" character.

2. Discussion.

a. The 3d Infantry Division (Mechanized) has a license from Walt Disney Productions to use "Rocky", a bulldog-like character, as a Division symbol for official government purposes only. The Division Commander, with advice from the Staff Judge Advocate, determines what is an "official government purpose."

b. Generally, an official purpose is an activity which supports the Division or its members. While the "Rocky" emblem may not be reproduced in items to be sold for profit, it may be reproduced in items to be sold to raise funds for Division related Private Organizations or Morale, Welfare and Recreation Activities.

c. The "Rocky" emblem may also be reproduced in items to be given as gifts to departing soldiers or distinguished visitors.

d. Generally, the "Rocky" character and the portrayal of "Rocky" may be reproduced only as created by Walt Disney Productions. The only present exception is a portrayal of "Rocky" as a cheerful Santa for use on Division Christmas cards.

e. There are two requirements for the 3d ID and related organizations to use the "Rocky" character.

(1) A copyright notice "©1965 Walt Disney Productions" must be included in any reproduction of the "Rocky" character. The encircled "c" is a necessary legal symbol.

(2) Each request to reproduce the "Rocky" character must be approved in writing by the Office of the Staff Judge Advocate. Private Organizations must submit their requests through the Director of Personnel and Community Activities.

3. POC is MAJ David L. Conn, Chief, Administrative Law Division, Office of the Staff Judge Advocate, at 767-2955/2953.



Mascot guards Marne spirit

By Sgt. George D. Clark
Staff writer

In Marne Garden, Leighton Barracks, Wuerzburg, there is a large, black statue of a bulldog. His name is Rocky and he's our division's mascot.

For over two decades, thousands of visitors to our garden have strolled by Rocky. They see him, but few actually ever comprehend him.

Rocky's more than just some capture of a dog dressed like a soldier carrying a rifle. He's a symbol of every soldier who ever sewed on a blue-and-white-striped patch.

In 1965, the commander of our division, Maj. Gen. Albert O. Conner, asked Walt Disney Studios to create a mascot which would "mirror the qualities of the dogface soldier: heroic but humble; fierce but gentle, quick-witted and wise; with a confidence and dignity that comes from having proved oneself."

Walt Disney only charged the division a dollar for Rocky. Disney wisely understood no price could be placed on Rocky, a symbol of soldiers who stood ready for over seventy years and who fought through three wars.

In these times, many think such symbolism is sappy and sentimental. I thought I'd stroll through the Marne Garden and see for myself.

I wasn't the only Marne soldier

there. There was a PFC by the name of Emory L. Bennet, along with Sgt. Harold O. Messerschmidt.

I would liked to have asked them what they thought of the symbolism of Rocky and the Marne Garden. But they didn't have much to say.

You see, Bennet was killed somewhere near Sobangsan, Korea, while covering his buddies as they retreated from an overwhelming enemy, Messerschmidt died Sept. 17, 1944, near Radden, France, while using his empty sub-machinegun as a bludgeon against the Germans to save his wounded comrades.

The spirit of Bennet, Messerschmidt, and the 47 other 3rd Infantry Division soldiers who received the Medal of Honor, lives in the Marne Garden.

Rocky stands guard over the three plaques engraved with the names of heroes from World War I, World War II and the Korean conflict. The garden is a tranquil place. The next time you're there and you pass by Rocky, remember the Marne soldiers from other times — battling over war-torn terrain for the peace and freedom that we enjoy today.

And remember Rocky is the silent sentinel who protects and symbolizes those who came before us.

29 Sept 89
Frankline