

Richard Nixon Presidential Library
White House Special Files Collection
Folder List

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54	2	10/03/1962	Letter	To Captain Norman W. Marsh from Haldeman, re: Cartoon Ideas.
54	2	n.d.	Brochure	Forgotten! 1917-1918 Presenting: The studio City Barracks Resolution.
54	2	n.d.	Memo	Haldeman notes on Marsh and money. 1 page.
54	2	n.d.	Memo	Haldeman note on Setup committee. 1 page.
54	2	n.d.	Memo	Haldeman note to Mr. Zweng and Captain Marsh, re: appointment time and date. 1 page.
54	2	04/28/1962	Letter	To Nixon from Zweng, re: Request for a meeting with Nixon. 2 pages with attachments.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
54	2	n.d.	Memo	Note on Nixon's received memo. 1 page.
54	2	04/27/1962	Letter	From Charles Farrington to Rose Mary Woods, re: Norman Marsh. 3 pages with attachments.
54	2	04/25/1962	Memo	Rose Mary Woods to Haldeman, re: Norman Marsh. 4 pages with attachments.
54	2	04/23/1962	Letter	From Norman Marsh to Farrington, re: Letter 4/20 - editorial cartoons. 1 page.
54	2	04/20/1962	Letter	To Norman Marsh, re: Declined cartoon use. 5 pages with attachments.

October 13, 1962

Dear Captain Marsh:

I do indeed recall our meeting and conversation in my office some months ago.

You were very kind to follow-up with your letter of October 11th, and I am taking the liberty of referring it to our Speakers Bureau. Since we were unable to take advantage of your suggested cartoon ideas, perhaps we will be fortunate enough to have you on the speaking team.

Thank you again for writing, and kindest regards.

WIN WITH NIXON!

H. R. Haldeman

Captain Norman W. Marsh
3820 Buena Park Drive
Studio City, California

FORGOTTEN!

1917-1918

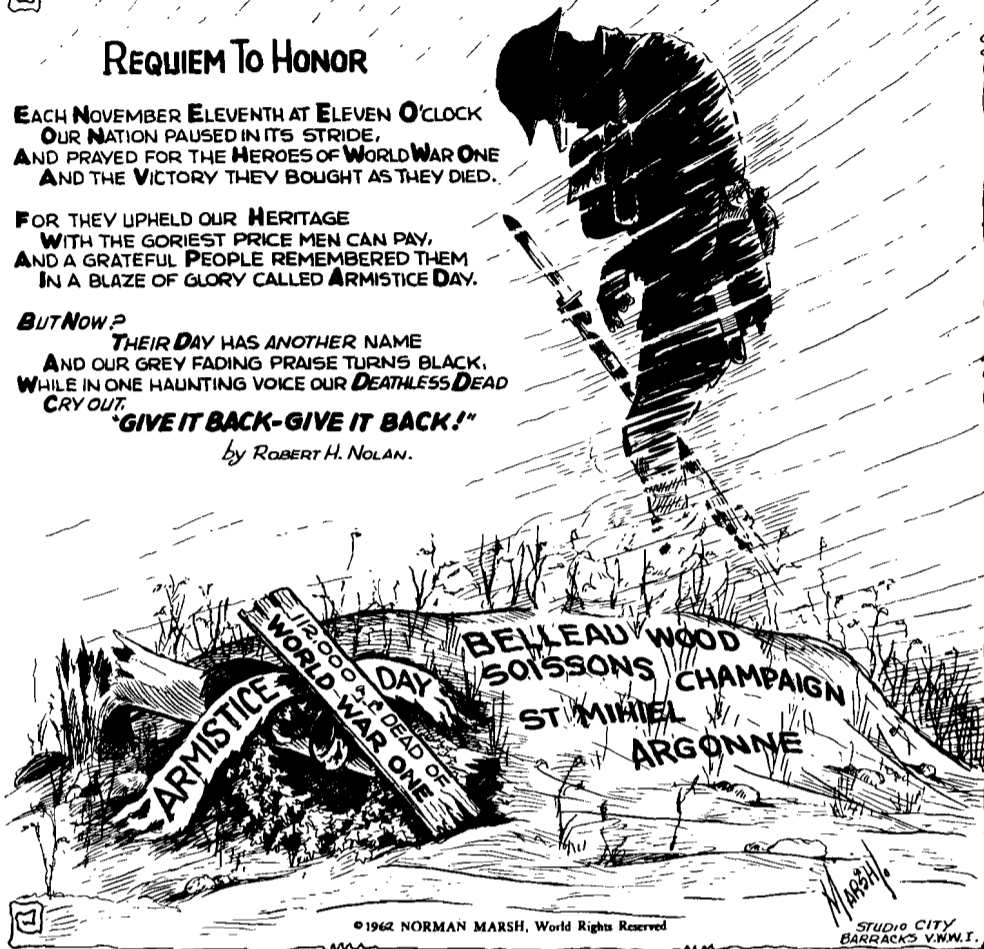
REQUIEM TO HONOR

EACH NOVEMBER ELEVENTH AT ELEVEN O'CLOCK
OUR NATION PAUSED IN ITS STRIDE,
AND PRAYED FOR THE HEROES OF WORLD WAR ONE
AND THE VICTORY THEY BOUGHT AS THEY DIED.

FOR THEY UPHELD OUR HERITAGE
WITH THE GORIEST PRICE MEN CAN PAY,
AND A GRATEFUL PEOPLE REMEMBERED THEM
IN A BLAZE OF GLORY CALLED ARMISTICE DAY.

BUT NOW?
THEIR DAY HAS ANOTHER NAME
AND OUR GREY FADING PRAISE TURNS BLACK,
WHILE IN ONE HAUNTING VOICE OUR DEATHLESS DEAD
CRY OUT.
"GIVE IT BACK-GIVE IT BACK!"

by ROBERT H. NOLAN.



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STUDIO CITY
BARRACKS V.M.W.I.

PRESENTING:
**THE STUDIO CITY BARRACKS
RESOLUTION.**





A Resolution for All Americans

Whereas, The People of the United States, to honor the more than One Hundred and Twelve Thousand Americans who laid down their lives in Supreme and Eternal Sacrifice in defense of our Freedom, our Flag, and our Country, while serving in the Armed Forces of the United States during World War One, did,

set aside the Eleventh Day of November as a day sacred to their memory and named it, "Armistice Day." And they did make it their custom to pause in their occupation at the Eleventh Hour of that Day for a moment of prayerful reflection and thanks to those who made that sacrifice for them, and,

In recognition of this Will of the People, the Legislatures of many of the States of our Nation gave Armistice Day official recognition and the Governors of the other States did, each year, proclaim Armistice Day as memorial to the Heroic Dead of World War One, and,

The President of the United States did proclaim the Eleventh day of November of the year 1921, "Armistice Day" and the Eleventh Hour of that Day for the entombment of our Unknown Soldier of World War One in our National Cemetery at Arlington, in Virginia, and,

Each year, for thirty-five years, Armistice Day was observed as a Day of respect and reverence for the Honored Dead of World War One, and, by this long-continued usage and by official recognition, Armistice Day did become a sacred, integral and historic part of our American Tradition and Way of Life, and,

Armistice Day is as the Medal of Honor to our Heroic Dead of World War One, awarded to their valor and sacrifice by the greatest Congress in the world, The American People. And, as the Medal of Honor, once bestowed can never be recalled or disavowed by mortal man, whomever he may be, and,

Whereas,

The unprecedented attempt to alter the name and purpose of Armistice Day is alien to our American Way and does reflect dishonor and discredit in the eyes of the world -

- upon those who paid the ultimate and eternal sacrifice in the defense of our Nation;
- upon the cause for which they gave their last full measure of devotion;
- upon our American Tradition, and,
- upon those who served beside our Heroic Dead and survived the conflict -

Therefore,

Be it Resolved

That the National Commander of the Veterans of World War One of the U. S. A., in the historic precedent of John A. Logan, Commander-in-Chief of the Grand Army of the Republic, (who proclaimed Memorial Day), will, each year, proclaim the Eleventh Day of November, "Armistice Day," as memorial to the Heroic Dead of World War One, and to all those who have sacrificed their lives in the defense and preservation of our Nation. And that he will order all Barracks of the Veterans of World War One of the U. S. A. to give that Day proper and ceremonious observance.

That the President of the United States be informed of this resolution that he may find it his obligation and duty to restore, by proclamation, the proper and American observance and use of the Eleventh of November as

Armistice Day.

This shall be known as, "The Studio City Barracks Resolution."

Prepared by and presented in the regular meeting of the Studio City Barracks #2284, Veterans of World War One of the U. S. A. by

Norman W. Marsh, Commander.
Norman W. Marsh

Studio City, California, 13 March 1962.

Seconded and adopted by a unanimous, standing vote, of the members of Studio City Barracks #2284, Veterans of World War One of the U. S. A.

Henry G. Rosenthal
Henry A. Rosenthal, Senior Vice Comdr.

Willard S. Cox
Willard S. Cox, Jr, Vice Comdr.

Archibald E. Tanner
Archibald E. Tanner, Adjutant.



3820 Buena Park Drive
27 March 1962

Hon. John F. Kennedy
President of The United States
The White House
Washington, D. C.

(C O P Y)

Mr. President:

I transmit herewith

"THE STUDIO CITY BARRACKS RESOLUTION"

It is in the National interest and demands your thoughtful consideration and affirmative action.

The first step in the intentional deheroization of those Americans who served their country faithfully, honorably and victoriously in World War One has been taken with the attempted permanent erasure of the name "Armistice Day" from the public mind. This effort has achieved only partial success.

This deheroizing process has been accomplished elsewhere in the world, and, while ours must follow a slower and more delicate pattern, the next necessary step should be the disentanglement of our Unknown Soldier of World War One. For he and Armistice Day are one.

As a United States Marine it was my proud and honored privilege to have been a member of the detachment assigned to duty at Arlington for the burial of that Unknown Soldier and reverently salute him as he, my comrade, was carried to his tomb.

It may be presumptuous, but it is requested that I be informed, if and when the second step is to be taken, that I may return to Arlington to offer my farewell salute to, what should be to EVERY American, the gallant symbol of ultimate American loyalty. I MUST preserve MY integrity to myself and to the motto, "Semper Fidelis," under which I gladly served my country in two World Wars.

Mr. President, November Eleventh IS Armistice Day ... nothing more ... nothing less. It is deplorable that the American government would be willing to participate in attempting to obliterate the honor given those who so valiently served to perpetuate that government.

Again, for the preservation of the integrity of American honor and tradition, your affirmative and positive action on the accompanying resolution is urged.

Very truly,
Norman W. Marsh

Norman W. Marsh (010354)
Captain, USMCR, Retired.
Commander.

900 papers

4/month =

postage 10¢

mat 60¢

proof 1¢

+ \$100/wk for Marsh

to handle all mechanics
servicing, engravings
etc.

BOB HALDEMAN

Set up committee

BOB HALDEMAN

APPOINTMENT

4:00 P.M. - Friday, May 11th

Mr. Zweng
Captain Marsh

BOB HALDEMAN

PAN AMERICAN NAVIGATION SERVICE, Inc.

12021 VENTURA BOULEVARD

NORTH HOLLYWOOD, CALIFORNIA

TELEPHONES

POplar 3-6201

STanley 7-1834

Sat. April 28, 1962.

Dear Dick:

This is Saturday- so I must write you this letter. It will be the last request that I shall ever write to you.

At the time we met at the Biltmore Hotel you asked me and ~~the members~~ and other members of the group to help you in the campaign. You indicated that you needed any new suggestion or idea that would help.

On April 23, 1962 in accordance with my belief that you needed help the letter asking you to meet with me together with Captain Marsh with with his idea ~~which~~ which no one knows- as he has never discussed it with anyone. This letter was sent to your home. You never replied, but instead some person sent it to a fellow who calls himself a personal relations man. His name is Farrington, Jr. In my opinion he could not make the grade for Personal relations man for the Ozark Airlines.

So both Captain Marsh and I are insulted with a letter which reached my desk today.

Dick, you lost the National election my advisors like Farrington.

Both Captain Marsh as well as others fully realize that you are in a desperate situation and you could lose this election to Shell. In fact I am sure that Capt. Marsh will quit if he learns that you will not meet with us. I will feel so discouraged that when I think that a so-called personal relations man can destroy all my efforts to secure the long list of your supporters that I have mailed to Mrs. Fielen.

Dick- this will be my final request to meet with you.

Regretfully yours,

Paul A. Zweng

April 26, 1962

Captain Norman Marsh
3820 Buena Park Drive
Studio City, California

Dear Captain Marsh:

It occurs to me that you may have placed the wrong interpretation upon my letter of April 20, and I hasten to assure you that there was no intention on my part, either expressed or implied, to underestimate the value of your proposal.

I do feel that our advertising agency's advice, concerning the expectation of advertising support by newspapers accepting such cartoons, is a valid one; and you must remember that, both with respect to this consideration and the basic mechanical cost for the cartoons, we must be governed by certain budgetary limitations, however frustrating these may occasionally be with respect to the implementation of the full range of excellent suggestions which are available to us.

We are vividly aware of the important considerations to which you have alluded with respect to the present campaign, and there is certainly no desire on the part of any one associated with this effort to arbitrarily reject constructive suggestions which might contribute to the maximum success of our overall effort. Accordingly, while considerations of costs must necessarily determine the extent of all activities of this nature, I would like to propose that the most amicable and effective consideration of your particular idea might be achieved by a meeting with you, at which time we could crystalize the thinking of the campaign more precisely in terms of your own recommendations.

If this procedure meets with your approval, I would appreciate it if you would telephone the Headquarters to arrange an appointment at your convenience.

With every good wish, I am

Sincerely,

RMW's memo was rec'd. while
you were away --

so I checked it out with
CF --

here's his handling

File

N i x o n f o r G o v e r n o r

To: **ROSE MARY WOODS**

From: **CHARLIE FARRINGTON**

Subject: **NORMAN MARSH**

Distribution: **Dorothy Wright**
Kai Jorgensen

Date: **April 27, 1962**

The attached correspondence will indicate the follow-up action which I have taken regarding Captain Norman Marsh's proposal regarding campaign cartoons.

The original reply -- although, in reading it, I find it might have been somewhat abrupt -- was nevertheless based upon the best advice of our Agency with respect to this type of "gimmick," plus the fact that we are all aware that our limited budget makes it impossible for us to do many of the things we would like to do to create the maximum desired publicity impact.

As you will note, I have suggested that I would be willing to talk personally with Captain Marsh about this, and I will also be happy to have Kai Jorgensen sit in on such a meeting.

We will keep you posted on the results.

CC: to Rose Mary Woods
Dorothy Wright
Kai Jorgensen

April 26, 1962

Mr. Charles A. Zweng
Pan American Navigation Service, Inc.
12021 Ventura Boulevard
North Hollywood, California

Dear Mr. Zweng:

Your letter to Richard Nixon, concerning the proposal of Captain Norman Marsh, has just been brought to my attention, and I hasten to assure you that we have no desire or intention in any way to discourage the significance of his suggestions to strengthen the overall impact of this important campaign.

As indicated in the attached copy of my letter to Captain Marsh, however, we are bound by a rather "tight" budget which obviously precludes our taking advantage of many of the very worthwhile ideas which are advanced.

In view of this, I cannot offer any assurance that our decision on this particular matter will be reversed, but I would be very glad to talk with Captain Marsh personally -- and to have him talk with any other appropriate persons connected with the campaign -- in order to clarify this proposal in depth to our mutual satisfaction.

With kind regards, I am

Sincerely,

CC: Rose Mary Woods
Dorothy Wright
Kai Jorgensen
C. A. Zweng

April 26, 1962

Captain Norman Marsh
3820 Buena Park Drive
Studio City, California

Dear Captain Marsh:

It occurs to me that you may have placed the wrong interpretation upon my letter of April 20, and I hasten to assure you that there was no intention on my part, either expressed or implied, to underestimate the value of your proposal.

I do feel that our advertising agency's advice, concerning the expectation of advertising support by newspapers accepting such cartoons, is a valid one; and you must remember that, both with respect to this consideration and the basic mechanical cost for the cartoons, we must be governed by certain budgetary limitations, however frustrating these may occasionally be with respect to the implementation of the full range of excellent suggestions which are available to us.

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If this procedure meets with your approval, I would appreciate it if you would telephone the Headquarters to arrange an appointment at your convenience.

With every good wish, I am

Sincerely,

INTER-OFFICE MEMORANDUM

Nixon for Governor

*CF
for handling*

To: Bob Haldeman
From: Rose Mary Woods
Subject: Norman Marsh
Distribution:

Date: April 25, 1962

The attached letter and enclosures, as you will note, was sent to RN's home.

Would you please give me a suggested answer. It seems to me if the fellow has any kind of an idea someone should at least ask him to express it.

RMW:ma

Attachment

PAN AMERICAN NAVIGATION SERVICE, Inc.

12021 VENTURA BOULEVARD

NORTH HOLLYWOOD, CALIFORNIA

TELEPHONES

POlar 3-6201

STanley 7-1834

April 23, 1962

Honorable Richard Nixon
410 Martin Lane
Beverly Hills, California

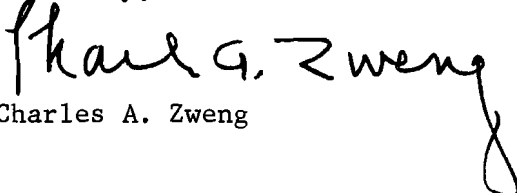
Dear Dick:

Captain Norman Marsh, who was in combat during World War I and II - see enclosed copy of his past record - has asked me for my help. He supported you in the Presidential Election and is quite disturbed because he cannot get in touch with you. All he received was a letter from Charles Farrington, Jr. - Director of Public Relations.

Captain Marsh is a man of talent, and during past years he syndicated patriotic drawings pertaining to the American way of life. Now he has a new idea that I think will put you over the top in this campaign. Dick, I do think this is very important. You have heard the quotation..."that time and tide wait for no man" ---may I add that an 'idea' followed through can lead on to fame and fortune.

Dick, I ask you to meet with me and Captain Marsh and let him tell you what he can do for you. This is the first time I have ever asked this request and I trust that it will be granted.

Sincerely,


Charles A. Zweng

CAZ:1s
Enclosures

Mr. Charles Farrington, Jr.
3908 Wilshire Blvd.,
Los Angeles, Calif.
My dear Mr. Farrington:

3820 Buena Park Drive
Studio City, Calif.
23 April 1962

Re: your letter 4/20 - Editorial Cartoons

I should let this matter drop ... except that I am a Republican and would like to see Nixon elected.

My outline of an idea was based on 40 years of successful experience as a cartoonist and newspaper feature syndicate. For all those years newspapers have been paying me for what I create ... not me paying them to print what I produce. It is typical "agency thinking" that anything prepared for publication must have a pay envelope attached to it.

It would seem that before any judgement could be made of my suggestion it would be necessary to know the whole scheme and how it would be handled. It would also seem obvious that I haven't stayed in business all these years because I'm an idiot. This thing can be done and without buying space ... and done legitimately. It is not a crackpot scheme.

I am commander of a veterans group representing some 200 votes. A short time ago I polled this organization to determine the sentiment regarding the candidates for governor. There was first, little interest in any of them. Shell least of all. Nixon, if the election had been held then, would have barely received 33% of the votes. I find the same in other related organizations. These are "average" voters ... and I'd say with leanings toward the Republican side!

I'd say, if my idea doesn't at least warrant full explanation and discussion, then your "agency" better get off the dime and get an idea that will sell - for you sure as hell aren't even beginning to move the goods.

I've been a Republican since my first vote ... you don't have to be unimaginative to be a Republican - even though it seems to be getting to be a habit. It was lack of imagination that cost Nixon the presidency - and it can make him another Adlai - God forbid.

It won't cost you anything but time to listen - and you might learn.

Sincerely,

Norman Marsh.



FEATURES MARSH SYNDICATE

3820 Buena Park Drive
Studio City, California
Phone: POplar 3-3338

Mr. Charles Farrington, Jr.
3908 Wilshire Blvd.,
Los Angeles, Calif.

3820 Buena Park Drive
Studio City, Calif.
23 April 1962

My dear Mr. Farrington:

/Re your Letr 4/20 - editorial cartoons.

I should let this matter drop ... except that I am a Republican and would like to see Nixon elected.

My outline of an idea was based on 40 years of successful experience as a cartoonist and newspaper feature syndicate. For all those years newspapers have been paying me for what I create ... not me paying them to print what I produce. It is typical "agency thinking" that anything prepared for publication must have a pay envelope attached to it.

It would seem that before any judgement could be made of my suggestion it would be necessary to know the whole scheme and how it would be handled. It would also seem obvious that I haven't stayed in business all these years because I'm an idiot. This thing can be done and without buying space ... and done legitimately. It is not a crackpot scheme.

I am commander of a veterans group representing some 200 votes. A short time ago I polled this organization to determine the sentiment regarding the candidates for governor. There was first, little interest in any of them. Shell least of all. Nixon, if the election had been held then, would have barely received 3% of the votes. I find the same in other related organizations. These are "average" voters... and I'd say with leanings toward the Republican side!

I'd say, if my idea doesn't at least warrant full explanation and discussion, then your "agency" better get off the dime and get an idea that will sell - for you sure as hell aren't even beginning to move the goods.

I've been a Republican since my first vote ... you don't have to be unimaginative to be a Republican - even though it seems to be getting to be a habit. It was lack of imagination that cost Nixon the presidency - and it can make him another Adilaid - God Forbid.

It won't ~~cost~~ you anything but time to listen - and you might learn.

Sincerely,

Norman Marsh
Norman Marsh

April 20, 1962

Mr. Norman Marsh
3820 Buena Park Drive
Studio City, California

Dear Mr. Marsh:

Thank you very much for your interest in Mr. Nixon's campaign and your generous offer to be of help.

We have asked our advertising agency for counsel in this matter and they have advised us, based on previous experience of a similar nature, that there are some negative aspects to this plan. The newspapers which accept cartoons coming from a candidate definitely expect them to be supported by some advertising, which places everyone in an awkward position.

We, therefore, feel we cannot go forward with your idea at this time.

Thank you again for your consideration.

Sincerely,

CC: MAIL OFFICE

April 19, 1962

TO: CHARLIE FARRINGTON
FROM: KAI JORGENSEN

This is our suggested reply to the attached material:

Dear Mr. Marsh:

Thank you very much for your interest in Mr. Nixon's campaign and your generous offer to be of help.

We have asked our advertising agency for counsel in this matter and they have advised us, based on previous experience of a similar nature, that there are some negative aspects to this plan. The newspapers ~~who~~^{which} accept cartoons coming from a candidate definitely expect them to be supported by some advertising, which places everyone in an awkward position.

We, therefore, feel we cannot go forward with your idea at this time.

Thank you again for your consideration.

Sincerely,

Att.
KJ:db

cc: mail 73

Date: April 11, 1962

REFERRAL FROM NIXON MAIL OFFICE

To: Charles Farrington

The attached communication, although addressed to Mr. Nixon, is not one for which a reply over his signature would be appropriate. It should, however, have an acknowledgment from the campaign organization, and it appears to fall in your province. Please furnish us with a carbon copy of the reply for our files. (If the reply is other than by letter, please advise Mail Office by memo.)

Re: ltr of 9 April from Mr. Norman Marsh (3820 Buena Park Drive, Studio City)

Kai - Would you please ~~have~~ have
this reviewed and give me
suggestion for reply from this
office. Thanks.
Charlie

(Mail Office --
cc for xcopy)



FEATURES **MARSH** SYNDICATE

3820 Buena Park Drive
Studio City, California
Phone: POplar 3-3338

9 April 1962

Hon. Richard Nixon

PO Box 6539

Los Angeles 55, Calif.

ATTENTION

Raise Mary Wood

My dear Mr. Nixon:

Mr Charles Zweng insisted that I write you concerning an idea which I have and which I know could be very effective in your campaign for the governorship.

To qualify myself: I am a professional cartoonist and writer. I have been internationally syndicated for nearly 40 years and for the past 15 have operated my own newspaper syndicate.

An editorial cartoon will obtain between 70 and 90% readership ... and if properly done can "sell" an idea which would take two columns of copy to convey ... and which would obtain less than 10% reader interest.

In the State there are at least 100 newspapers and "throwaways" which have no staff cartoonists, most of whom do not even subscribe to syndicated services. These papers would be susceptible to use of a free, once a week, editorial cartoon ... if for no other reason than to "dress up" their papers. Especially if the cartoon was professionally and intelligently done. The mechanical costs - plate, mat, postage and cover could be handled for, a rough guess, not to exceed \$200.00 per week. I

My whole experience has been creating ideas acceptable to newspapers ... and I believe I could editorially do a selling job on you which would be used by 9 out of 10 newspapers. I could handle the whole deal ... and professionally.

I have been a Republican all my life ... and, I believe, a "reasonably conservative" one. I would like to help ... and I believe I could.

Frankly, the reaction I get is that your campaign is sagging. I've tried to find the reason... I think possibly there is a subconscious picture of you as being Eisenhower's "errand boy" in the public mind ... and I think it would be well for you to consider that point. Your book gave me that reaction ...

In this I am not jobhunting ... I'd honestly like to see you elected Governor and I believe I could be more than just a little useful in accomplishing that.

Am enclosing a project in which I am more than a little interested ... to illustrate what I mean about what can be done with a good editorial cartoon - and how papers will use them ... I am not trying, at this time, to interest you in the project itself.

If this has been of interest to you I'd be very happy to discuss it with you in detail.

Sincerely,

Bruce Marsh