Description

This collection consists of Dean Burch’s correspondence and other material regarding the election campaigns of Barry Goldwater. Burch worked for Goldwater as his campaign manager and was also actively involved in the Republican Party. Burch was the chairman for the Republican National Committee from 1965-1966, while also aiding Goldwater in his campaigns. The collection is mostly correspondence but also contains newspaper clippings, pamphlets, election paraphernalia, tapes and photographs. There are four outside oversize items: a scrapbook, a sixteen mm film, Goldwater poster and campaign art sketches.

23 boxes, 2 outside items, 14 linear feet

Acquisition

Dean Burch donated this collection in 1969.

Related Materials

Photographs of the 1964 Republican National Convention donated by Dean Burch are filed in the AHS subject files.

Access

There are no restrictions on access to this collection. A request was made by Burch that none of the material be quoted without the permission of Goldwater or Burch during their lifetimes.

Processing

The collection was processed by Kristin Lofstrom, intern, under the supervision of Riva Dean in February 1998.
Biographical Note

Dean Burch, lawyer and assistant attorney general of Arizona had an extensive career in politics. Although he never ran for a public office himself, he was an influential politician in the inner republican circles. His career began after his graduation from the University of Arizona College of Law in 1953. Burch was the assistant attorney general of Arizona from 1953-1954, was a top aide to Senator Goldwater and deputy director of Goldwater’s 1964 presidential campaign. He was the chairman of the Republican National Committee from 1964-1965, manager for Goldwater’s Senate campaign in 1968. During his career with Goldwater, Burch also worked for the law firm Dunseath, Stubbs, Morse and Burch. After 1968 Burch became actively involved in both the Nixon and Ford presidencies. In the 1980’s Burch was the Chief of Staff to George Bush Vice Presidential campaign and a senior advisor to the Reagan- Bush Committee. He died in 1991 at the age of 63.

Scope and Content Note

The Dean Burch collection contains correspondence, printed matter, speeches, newspaper clippings, tapes, a scrapbook, and campaign material. The collection would be valuable to a researcher interested in studying political campaign organization and the voting behavior of Arizona in the 1960’s. The collection spans from 1951-1974 but the bulk of the material is from 1963-1968. The collection reflects Burch’s career with Senator Barry Goldwater and his work as the chairman of the Republican National Committee. The Dean Burch collection is arranged in six series: Pre 1964 Election, 1964 Presidential Election Campaign Materials, Republican National Committee, Business Correspondence of Burch 1965-1967, 1968 Senate Election and Miscellaneous Material.

Series Description

Series One deals primarily with Goldwater and Burch business correspondence. There are also election results for Goldwater in the 1952, 1958 and 1964 elections.

Series Two deals with Goldwater’s campaign for the United States Presidency in 1964. Burch was the deputy director of this campaign and this series contains correspondence and other material regarding the campaign. There are many pamphlets and voting records on Goldwater. There is also a booklet from the 1964 Republican National Convention, which was held in San Francisco, California. There are also items from the Republican Party, such as a party platform book. Goldwater’s speeches from October 1963- January 1965 are also included along with an analysis of the 1964 Election by Government Research.

Series Three is dedicated to when Dean Burch was chairman of the Republican National Committee (RNC). There are lists of the members of the RNC, newspaper articles, transcripts from television interviews and correspondence of Burch form January 1965-January 1967. During Burch’s time as chairman there were plans to build a new headquarters for the RNC. There is one box that deals solely with this matter.
Series Four contains material between the 1964 and 1968 Elections. It is mostly correspondence of Burch for Barry Goldwater. There is much analysis done by various agencies. These analyses are of elections and trial elections for Goldwater. There are copies of Goldwater’s schedule and some bills.

Series Five is dominated by the 1968 Senate Election. There are surveys by Merrill-Wirthlin Consultants, correspondence of Burch and Goldwater, legislative record on Goldwater, expense statement, summaries of his opponent’s positions, an interview with US News and World Report and two boxes of newspaper articles from July 1968-November 1968.

Series Six contains miscellaneous material about Barry Goldwater. There is campaign material such as buttons and bumper stickers for his 1974 Senate Campaign, art sketches for campaigns, two books: one is about Goldwater’s campaign staff and the other is a book of quotations. There is also a wide array a photographs of Goldwater and even a picture that he took of the Grand Canyon. In addition to this collection there is a scrapbook by Haywood Advertising, a sixteen mm titled “The Land of the Giants” which is narrated by Barry Goldwater, Goldwater poster and campaign art sketches.

Series Seven contains political campaign advertising and memorabilia, including a film about Goldwater.
Box and Folder List

Series 1: Pre 1964 Election, 1951-1960

Box 1  Dean Burch and Senator Goldwater's - Business Correspondence

1  Correspondence- Dean Burch, December 1958- April 1959
2  Correspondence- Senator Goldwater, December 1958-April 1959
3  Correspondence- Burch, April 1959-December 1959
4  Correspondence- Goldwater, May 1959-December 1959
5  Correspondence- Burch, January 1960-October 1960
6  Correspondence- Goldwater, January 1960-August 1960
7  Farewell Address to General Mac Arthur, April 19, 1951
8  Correspondence- Burch, 1961
9  Election Results, by county, for Goldwater- 1952, 1958, 1964 Elections
10  Correspondence between Goldwater and Burch, January 10, 1955


Box 2

11  Correspondence- Burch, January-May 1963
12  Correspondence between Goldwater and H.L. Hunt, September 1963 - July 1964
13  Correspondence- Goldwater, May 1963-January 1964
14  Correspondence- Burch, January-November 1964
15  Pamphlet that Questions Goldwater, 1964
16  Congressional Record of 88th Congress, 1964
17  Report on Goldwater, by Richard Kleindienst, 1964
18  Voting Record of Goldwater, 1964
19  Republican National Convention Booklet, San Francisco 1964
20  The National Observer- “A Report in Depth on, Barry Goldwater”, 1964
21  Republican Fund-raiser Program, 1964
22  Goldwater Pamphlet, for 1964 Election
23  Correspondence of Goldwater and Governor Romney, 1964
24  Campaign Strategy, 1964

Box 3  Republican Party Information re: 1964 Election

25  Party Platform for 1964 Election
26  Republican State Chairman's Handbook, 1964
27  Operations Manual for the National Convention, 1964
28  Campaign Literature, 1964
29  Campaign Literature, 1964
30  Index of Party Officials and Candidates, Alabama- Missouri, 1964
31  Index of Party Officials and Candidates, Montana- Wyoming, 1964

Box 4  Campaign Speeches from 1964 Election

32  October 13, 1963- February 12, 1964
Box 5  Campaign Speeches

34  July- September 1964
35  October 1-20, 1964
36  October 21, 1964- January 22, 1965

Box 6  Analysis re: 1964 Election

37  Analysis of Election Results, Maricopa County, 1964 - by Government Research
38  Analysis of Election Results, Rural Counties, 1964
39  Analysis of Election Results, Pima County, 1964
40  Target Precincts for Goldwater, refers to 1964 Election - by Government Research
41  Election Results of Maricopa County, 1964
42  1964 Political Campaign Contributors and Expenditures
43  Goldwater’s requests for publication of 1964 Speeches
44  Goldwater vs. Ginzburg, Boroson (Fact Magazine), 1965

Series 3: Republican National Committee Correspondence 1965-1967
Chairman: Dean Burch

Box 7  Correspondence and Information re: Republican National Committee (RNC) 1965-1967

45  RNC Chairman List, 1965
46  RNC Members List, 1965
47  Newspaper articles of Burch, re: RNC
48  Transcripts from television interviews, Burch -1964-1965
49  Correspondence- Burch, January 1965
50  Correspondence- Burch, March 1965
51  Correspondence- Burch, April 1-9, 1965
52  Correspondence- Burch, April 12-27, 1965
53  Correspondence- Burch, April 29-30, 1965
54  Correspondence- Burch, May 3-7, 1965
55  Correspondence- Burch, May 11-June 8, 1965
56  Bills for Burch, 1966-1967
57  Correspondence- Burch, January- September 1966
58  Correspondence- Burch, January- July 1967

Box 8  Republican National Committee Information
Mainly regards the Proposal of a new headquarters building

59  RNC Press Kit, January 1965
60  GOP Chairman’s Report, February 1965
61  Address by Burch, April 13, 1965- Typescript
Series 4: Business Correspondence of Dean Burch for Goldwater, 1965-1967

Box 9  Correspondence, 1965

72  Senator's Schedule for 1965
73  Correspondence, Burch - April - June 1965
74  Correspondence, Burch - July - September 1965
75  Correspondence, Burch - October - November 1965
76  Correspondence, Burch - December 1965
77  Correspondence, Goldwater - September - December 1965
78  Playboy, proposal to Goldwater to submit some writing, 1965
79  List of district and county chairpersons for the Republican Party of Arizona
80  Citizens for Goldwater-Miller, 1965
81  Voting Record of 89th Congress, 1965
82  Opinion Research Corporation, 1965
83  Goldwater speech before Republican National Committee, January 1965
84  Telephone Directory: The US Senate, 1965
85  Campaign Strategies, 1965
86  Dean Burch's Bills for 1965
87  Senator’s Speaking Arrangements, 1965
88  Report on William Fund Volker, for Goldwater, May 1965

Box 10  Correspondence, 1966

89  Bills, 1966
90  Senator’s Schedule
91  Correspondence, Burch - January - February 1966
92  Correspondence, Burch - March 1966
93  Correspondence, Burch - April 1966
94  Correspondence, Burch - May - June 1966
95  Correspondence, Burch - July 1966
Correspondence, Burch - August - September 1966  
Correspondence, Burch - October 1966  
Correspondence, Burch - November 1966  
Correspondence, Burch - December 1966  
Correspondence, Goldwater - January - November 1966  
Correspondence, Goldwater - December 1966

**Box 11**  
**Miscellaneous Information: 1966**

102 The Free Society, Pamphlet, May 1966  
103 Communications Operation, undated  
104 Percentage of votes, against, registration in districts, 1966  
105 Trial race for Governor of Arizona, undated  
106 Consumer Marketing Research, Trial Gubernatorial Race, February 1966  
107 Material for 1966 Election  
108 List of Speeches done by Goldwater - up until 1966  
109 Haywood Advertising, Commercial for Goldwater, 1966  
110 Analysis of 1966 Election, by an Arizona State University student, 1967  
111 Letter from Colonel Boone to Goldwater, 1966  
112 Republican Registration Volunteers, 1966  
113 “Where the Votes Are”, July 10 1966  
114 1966 Election Data  
115 Precinct Maps of Maricopa and Pima County

**Box 12**  
**Correspondence, 1967**

116 Bills, 1967  
117 Senator's Schedule, 1967  
118 Analysis of vote in District 8-E by Russell Leach, February 1, 1967  
119 Correspondence, Burch - January 1967  
120 Correspondence, February 1967  
121 Correspondence, March 1967  
122 Correspondence, April 1967  
123 Correspondence, May 1967  
124 Correspondence, June 1967  
125 Correspondence, Burch - June and July 1967  
126 Correspondence, August 1967  
127 Correspondence, September 1967  
128 Correspondence, October 1967  
129 Correspondence, Burch, November - December 1967  
130 Correspondence, Goldwater - March - August 1967  
131 Correspondence, Goldwater - September - November 1967  
132 Snohomish County, Republican Central Committee, 1967  
133 Newspapers endorsing Goldwater, 1967  
134 Map of U.S., Democratic Senators and Governors, 90th Congress  
135 Research on Republican Organizations, 1967  
136 Goldwater’s Trust Accounts, 1967  
137 Consultants, 1967

Box 13  
**Correspondence and information re: Goldwater**

142  1968 Schedules for Goldwater
143  Burch- Washington DC Trip, 1967
144  Correspondence, between Burch and Paul Martson - 1967-1968
145  Correspondence, Burch - January 1968
146  Correspondence, Burch - February 1968
147  Correspondence, Burch March 1968
148  Correspondence, Burch April 1968
149  Correspondence, Burch May 1968
150  Correspondence, Burch June - October 1968
151  Correspondence, Burch November - December 1968
152  Correspondence, Goldwater - January 1968
153  Correspondence, Goldwater - March 1968
154  Correspondence, Goldwater - December 1968
155  1968 Expense Statement
156  Two pamphlets of an October and November speech, by Goldwater, 1968
157  Guest list for Goldwater luncheon, 1968
158  Correspondence, Burch - January 1969

Box 14  
**Miscellaneous Information, 1968**

159  Biographical note on Goldwater
160  Material on Senior Citizen Voters
161  Volunteer Letters for Goldwater’s campaign, 1966-1967
162  Burch’s Cleveland trip, 1968
163  Election Law research, re: 1968 Election
164  Goldwater nomination petition, 1968 Election
165  Invitations given to Goldwater, 1968
166  Goldwater Bills, 1968-1969
168  Merrill-Wirthlin Consultants, 1967-1968
169  Panel Study, by Merrill-Wirthlin, 1968
170A  Survey’s, by Merrill-Wirthlin, Arizona, 102-03-67, 1967
170B  Merrill-Wirthlin Assoc. surveys – Goldwater, 101-03-67, 1967

Box 15  
170C  Merrill-Wirthlin surveys – Goldwater, 101-03-67, 1967

Box 16  
170D  Merrill-Wirthlin surveys – Goldwater, 101-03-68, 1968
Box 17

170E Merrill-Wirthlin surveys – Arizona, 103-03-68, 1968

Box 18

170F Merrill-Wirthlin surveys – Arizona, 104-03-68, 1968
170G Bound photocopy typescript of Barry Goldwater’s speeches, 1968

Box 19  Analysis of 1968 Campaign

171 Daily Reports on Issues, 1968
172 Socio-Political Profile of Arizona, 1968
173 Speeches/Press Releases, 1968
174 “Public opinion trends…Their meaning for the Republican Party”, 1965
175 Summary of Roy’ Elson’s positions, 1968
176 Analysis of Harris Survey on Goldwater, 1968
177 Pilots for Goldwater, 1968
179 Goldwater’s voting record on NDEA Student Loan Funds, 1968
180 Legislative Record of Senator Goldwater: Finance and Taxation
181 Natural Resources and Public Works
182 Veteran’s Affairs
183 Appropriations
184 General Government
185 International Affairs
186 National Economy
187 Labor
188 Agriculture
189 Communism
190 National Defense
191 Health, Education, Welfare, Social Security
192 Various Newspaper Articles
193 Speeches
194 Tally Sheet, undated
195 Opinion Research of California
196 General Election Results - November 1968

Box 20  Daily Political Synopsis, Newspaper Articles

197 Daily Political Synopsis, July 9- August 15, 1968
198 August 19 - 29, 1968
199 September 4 - 13, 1968
200 September 15 - 30, 1968

Box 21  Daily Political Synopsis: Continued

201 Daily Political Synopsis, October 1 - 21, 1968
202 October 22 - November 4, 1968
Series 6: Miscellaneous Material

Box 22

202 Goldwater Paraphernalia, 1974 Election
203 Congressional Records, 1974
204 Newspaper Ads - 1974
205 Various articles re: Goldwater
206 Goldwater Stationary
207 Art Sketches for Goldwater Campaign, undated
208 Chromes - undated
209 Under One Roof, by Karl Lamb, book about Goldwater's campaign staff
210 Memorandum re: The Fall of a Titan, by, Igor Gouzenko
211 Chapter eight of a book about Dean Burch
212 Photographs: Barry Goldwater
213 Photographs: Barry Goldwater
214 Photographs: Barry Goldwater
215 Photographs: Barry Goldwater
216 Photographs: Barry Goldwater
217 Photographs: Barry Goldwater
218 Photographs: Barry Goldwater
219 Photographs: Various Republican Candidates
220 Slides: Barry Goldwater
221 Audio tape of Goldwater Interviews

Series 7 Advertising Material
Box 23 (Oversized Box)

Miscellaneous posters and artwork for both the 1964 and 1968 Goldwater campaigns

Outside Items

#1 Sixteen mm film, “Land of Giants”
#2 Scrapbook, by Haywood Advertising, 1968