

**MS 102**  
**Burch, Dean, 1927-1991**  
**Papers, 1951-1974**

**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 from 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

### Series 2: 1964 Presidential Election Campaign Materials, 1963-1965

#### 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 88<sup>th</sup> 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

33 February 19- June 25, 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

- 62 RNC Finance Committee, Meeting 1965
- 63 Correspondence of Capital Hill Club and Burch, 1951-1966, ( 1965-1966)
- 64 Report on Headquarters Building, 1965
- 65 Committee on Headquarters Building, undated
- 66 Correspondence- Burch, informing people of Republican Coordinating Meeting, 1965 (RCC), re: New Republican Headquarters Building
- 67 Republican Coordinating Committee Meeting, March 10, 1965
- 68 Summaries and Exhibits A-L, for RCC Meeting
- 69 Exhibits M-Z, for RCC Meeting
- 70 The Capital Hill Club, 1966
- 71 Property Analysis for Headquarters, February 1966
- 72 Copies of Lease for Headquarters Building, 1966-1967

**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 89<sup>th</sup> 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

- 96 Correspondence, Burch - August - September 1966
- 97 Correspondence, Burch - October 1966
- 98 Correspondence, Burch - November 1966
- 99 Correspondence, Burch - December 1966
- 100 Correspondence, Goldwater - January - November 1966
- 101 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 Gubernational 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, 90<sup>th</sup> Congress
- 135 Research on Republican Organizations, 1967
- 136 Goldwater's Trust Accounts, 1967
- 137 Consultants, 1967

- 140 Lear Jet Operating Costs, 1967
- 141 Articles and Correspondence re: Gladys O'Donnell, 1967

**Series 5: 1968 Senate Election, 1967-1968, (1968)**

**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
- 167 Goldwater Insurance Policies, 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

178 Interview with Goldwater, U.S News and World Report, January 29, 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 - umdated
- 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