
James Toledano collection on the Barry M. Goldwater Presidential campaign

Processed by Andres Calderon; machine-readable finding aid created by Eric Milenkiewicz, 2008.

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Descriptive Summary

Title: James Toledano collection on the Barry M. Goldwater Presidential campaign

Date (inclusive): 1892-1965, undated

Date (bulk): 1964-1965

Collection Number: MS 101

Creator: Toledano, James

Extent: 7.09 Linear Feet(13 boxes)

Repository: Rivera Library. Special Collections Department.
Riverside, CA 92517-5900

Abstract: The collection consists primarily of pamphlets, clippings, newsletters, publications, correspondence, photographs, brochures and ephemera. Most of the materials pertain to the 1964 United States Presidential campaign and the Goldwater support effort. The collection also contains a considerable amount of campaign ephemera that was used to promote Goldwater during his campaign. Less in quantity are materials regarding political parties and organizations, general organizations and political activities.

Languages: The collection is in English.

Access

This collection is open for research.

Publication Rights

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Preferred Citation

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Acquisition Information

Gift of James Toledano, 1968.

Processing History

Processed by Andres Calderon, 2008.

Biographical Note

On January 1, 1909, Barry Morris Goldwater was born in Phoenix to Baron and Josephine Goldwater nearly three years before Arizona became the forty-eighth state.

In 1923, Goldwater began attending Phoenix Union High School. After a poor academic showing, his father enrolled him at Staunton Military Academy, a military school located in Staunton, Virginia. In his senior year at the academy, Goldwater received the coveted Kable Medal, an honor awarded to the outstanding all-around cadet. After graduating from Staunton in 1928, Goldwater returned to Arizona and enrolled at the University of Arizona in Tucson. After a lackluster performance as a freshman, Goldwater withdrew from the university and returned home upon hearing news of his father's death. Goldwater soon began working at the family store and would continue to do so until 1953.

On September 22, 1934, Goldwater married Margaret "Peggy" Johnson and would be wed to her until her death in December, 1985, after fifty-one years of marriage. Barry and Peggy would go on to have four children: Joanne, Barry, Michael, and Peggy.

During WWII, Goldwater served as a pilot in the 27th Ferry Squadron Division of the Air Transport Command (ATC), a unit of the United States Army Air Forces. Goldwater helped transport airplanes and supplies to the war fronts, and also between the United States and India. Upon retiring, Goldwater held the rank of Major General.

In 1949, Goldwater was elected to the Phoenix City Council. In 1952, Goldwater, running on a republican ticket, entered Arizona's senate race and defeated popular Democrat Ernest W. McFarland. Goldwater would go on to serve a total of five terms in the United States Senate as a representative of Arizona: from 1953 - 1965 (Goldwater stepped down from the Senate in 1964 to focus on his presidential campaign), and 1969 - 1987.

Goldwater won the Republican Party's presidential nomination in 1964, but would lose the presidential election in a landslide to popular Democrat, Lyndon B. Johnson. In a historic loss, Goldwater carried only six states: Arizona, Alabama, Georgia, Louisiana, Mississippi, and South Carolina. While the loss ranks among some of the worst in United States history, many credit Goldwater as ushering in the conservative movement of the 20th century.

Among the more pressing topics that Goldwater addressed as a member of the United States Senate were labor unions, Communism, and the United States budget. One of his most noted legislative achievements came with the passing of the Goldwater-Nichols Department of Defense Reorganization Act; the act served to restructure upper-level military organization.

On June 3, 1998, Goldwater passed away only a few months before reaching his ninetieth birthday, and was buried in his home state of Arizona.

- 1909 Barry M. Goldwater was born on January 1st.
- 1928 Goldwater graduated from Staunton Military Academy.
- 1934 Goldwater married Margaret "Peggy" Johnson.
- 1949 Goldwater was elected to the Phoenix City Council.
- 1952 Goldwater entered Arizona's Senate race on the Republican ticket and defeated popular Democrat Ernest W. McFarland.
- 1964 Goldwater won the Republican Party's presidential nomination but lost the presidential election to Lyndon B. Johnson.
- 1986 Goldwater-Nichols Department of Defense Reorganization Act is passed.
- 1987 Goldwater retired from the United States Senate.
- 1998 Barry M. Goldwater died on May 29th.

Collection Scope and Contents

The collection contains materials related to the 1964 United States Presidential campaign and materials created and/or used by Goldwater support organizations. Also included are materials regarding political parties/organizations, non-political organizations, and political activities. This collection is comprised of print, non-print and visual materials that include pamphlets, clippings, newsletters, manuals, publications, fliers, correspondence, photographs, brochures, and ephemera.

Collection Arrangement

This collection is organized into two series, each containing three sub-series:

Series 1. Goldwater Presidential Campaign, 1892-1965, undated.

- Sub-series 1.1. Ephemera, 1963-1964, undated.
- Sub-series 1.2. General, 1964-1965, undated.
- Sub-series 1.3. Supporting Organizations, 1963-1964, undated.

Series 2. Political Parties, 1892-1965, undated.

- Sub-series 2.1. 1964 Elections, 1964-1965, undated.
- Sub-series 2.2. General, 1932-1964, undated.
- Sub-series 2.3. Republican Party, 1892-1965, undated.

Indexing Terms

The following terms have been used to index the description of this collection in the library's online public access catalog.

Subjects

- Goldwater, Barry M. (Barry Morris), 1909-1998
- Political campaigns.
- Political parties -- United States.
- Presidents -- United States -- Election.
- Republican National Committee (U.S.)
- Toledano, James

Genres and Forms of Materials

- Clippings (information artifacts).
- Documents.
- Newsletters.

Series 1. **Goldwater Presidential Campaign 1963-1965, undated**

Series Scope and Contents

This series contains materials dealing with the United States Presidential campaign of Barry Goldwater. Many of the materials provide insight into the organization and inner workings of the Goldwater Campaign; all items work in unison to create a picture of the campaign and its many processes. This series includes, but is not limited to, newspapers, newsletters, photographs, correspondence, and fliers.

Series Arrangement

This series is arranged into three sub-series: Ephemera, General, and Supporting Organizations.

Sub-series 1.1. **Ephemera 1963-1964, undated**

Sub-series Scope and Contents

This sub-series contains materials that hold predominantly ephemeral qualities. Many of the items were used to promote Barry Goldwater and raise awareness of his Presidential campaign. Advertisements for campaign merchandise and other print ephemera are plentiful as are manufactured ephemera such as buttons and bumper stickers. This sub-series includes, but is not limited to, pamphlets, buttons, banners, posters, and bumper stickers.

Sub-series Arrangement

This sub-series is arranged sequentially according to box and folder number.

Box 1, Folder 1	Buttons related to the Goldwater Presidential campaign undated
Box 1, Folder 2	Buttons related to the Goldwater Presidential campaign undated
Box 1, Folder 3	License plates related to the Goldwater Presidential campaign undated
Box 1, Folder 4	Postcards, long-playing records, napkins and other miscellaneous Goldwater Presidential campaign ephemera undated
Box 1, Folder 5	Picket signs, greeting cards, banners, fliers and other miscellaneous ephemera related to the Goldwater Presidential campaign undated
Box 1, Folder 6	Buttons related to the Goldwater Presidential campaign undated
Box 2, Folder 1	Pencils, balloons, card files, pens and other miscellaneous ephemera regarding the Goldwater Presidential campaign undated
Box 2, Folder 2	Rubber stamps, buttons and other miscellaneous ephemera regarding the Goldwater Presidential campaign undated
Box 2, Folder 3	Packs of cards, aprons, pins and other miscellaneous ephemera regarding the Goldwater Presidential campaign undated
Box 2, Folder 4	Lighters, neckties and other miscellaneous ephemera related to the Goldwater Presidential campaign undated
Box 3, Folder 1	Print advertising, brochures, fliers, and black-and-white photographs used by the Republican National Committee regarding the Goldwater Presidential campaign undated
Box 3, Folder 2	Bumper stickers, brochures and other miscellaneous ephemera regarded as printing errors by the Goldwater Presidential campaign undated
Box 3, Folder 3	Greeting cards, fliers, photographic postcards, admission tickets, advertising cards and other miscellaneous ephemera related to the Goldwater Presidential campaign 1964, undated
Box 3, Folder 4	Sheet music and envelopes regarding music for the Goldwater Presidential campaign undated
Box 3, Folder 5	Brochures and other documents regarding advertising supplies for the Goldwater Presidential campaign 1964, undated
Box 3, Folder 6	Brochures, color photographs and other documents regarding advertising for the Goldwater Presidential campaign 1963, undated
Box 3, Folder 7	Writing paper and envelopes used as stationary supplies by Goldwater Presidential campaign support organizations undated

Box 3, Folder 8	Writing paper and envelopes used as stationary supplies by Goldwater Presidential campaign support organizations undated
Box 12	Bumper stickers and stickers related to the Goldwater Presidential campaign undated
Box 12	Oversized posters and long-playing records relating to the Goldwater Presidential campaign undated
Box 12	Original box that housed the Goldwater Presidential campaign buttons. undated
Map-case B11	Posters regarding the Goldwater Presidential campaign undated

Sub-series 1.2. **General 1964-1965, undated**

Sub-series Scope and Contents

This sub-series contains general materials that are related to the Goldwater Presidential campaign. Subjects include advertising, Goldwater biographical information, and the Goldwater Presidential campaign background information. This sub-series includes, but is not limited to, publications, newspapers and clippings, pamphlets, and photographs.

Sub-series Arrangement

This sub-series is arranged sequentially according to box and folder number.

Box 4, Folder 1	Newspapers, clippings and reports regarding Goldwater's Presidential campaign 1964, undated
Box 4, Folder 2	Publications and pamphlets regarding Goldwater's life and his stands on various issues undated
Box 4, Folder 3	Documents regarding the transfer of the advertising responsibility in the Goldwater Presidential Campaign from Leo Burnett Company to Wasey, Ruthrauff and Ryan 1964
Box 4, Folder 4	Fundraiser solicitations, maps and other documents regarding the Goldwater Presidential campaign background 1964
Box 4, Folder 5	Pamphlets, newspapers, reports, news releases, clippings, music sheets and miscellaneous ephemera regarding the Goldwater Presidential campaign and the 1964 Republican National Convention 1964
Box 4, Folder 6	Clippings, newspapers, memorandums, press releases and speeches produced in the aftermath of the 1964 Presidential election. The items contain information regarding the Goldwater Presidential campaign 1964-1965
Box 4, Folder 7	Black-and-white photographs and other documents regarding Goldwater's sons, Barry Jr. and Mike. undated
Box 13	Manual for Republican State Chairmen regarding the Goldwater Presidential campaign ca. 1964

Sub-series 1.3. **Supporting Organizations 1963-1964, undated**

Sub-series Scope and Contents

This sub-series contains materials created and/or used by Goldwater organizations that contributed to the presidential campaign effort. The supporting organizations included are Youth for Goldwater, Youth for Goldwater-Miller, the Goldwater for President Committee, the Draft Goldwater Committee, the Citizens for Goldwater-Miller, the Republican National Committee, the Young Republicans and other smaller organizations. This sub-series includes, but is not limited to, pamphlets, newsletters, memos, correspondence, photographs, fliers, pamphlets, and advertisements.

Sub-series Arrangement

This sub-series is arranged sequentially according to box and folder number.

Box 5, Folder 1	Mailings, clippings, speeches and financial records used and/or created by Youth for Goldwater 1963-1964, undated
Box 5, Folder 2	Memorandums, biographies, newsletters, correspondence, notes, black-and-white photographs, training manuals and other documents used by Youth for Goldwater 1963-1964, undated

Box 5, Folder 3	Pamphlets, clippings, memorandums, newsletters, printed ephemera and other documents used by Youth for Goldwater regarding the 1964 Republican National Convention 1964, undated
Box 5, Folder 4	Financial records, correspondence, memorandums, press releases and other documents used by Youth for Goldwater regarding Goldwater Presidential campaign music 1964, undated
Box 5, Folder 5	Memorandums, press releases, pamphlets, clippings and other documents used by Youth for Goldwater regarding the 1964 Mock Political Conventions 1964, undated
Box 5, Folder 6	Memorandums, newsletters, correspondence, financial records, fliers, bumper stickers, print ephemera and other documents regarding Youth for Goldwater state and club organizations 1964, undated
Box 5, Folder 7	Memorandums, correspondence, notes, financial records and other documents used by Youth for Goldwater regarding the "Freedom Special" to San Francisco 1964, undated
Box 6, Folder 1	Financial records, correspondence, memorandums, print advertising and other documents used by Youth for Goldwater regarding "Freedom Special" advertising 1964, undated
Box 6, Folder 2	Brochures, black-and-white-photographs, and print ephemera used by Youth for Goldwater regarding the "Freedom Special" to San Francisco 1964, undated
Box 6, Folder 3	Newsletters, memorandums, printed ephemera and other documents used by Youth for Goldwater-Miller 1964, undated
Box 6, Folder 4	Pamphlets and other documents used by the Young Republicans organization 1964, undated
Box 6, Folder 5	Fliers, pamphlets, newsletters, memorandums and other documents used by the Young Republicans regarding the 1964 Republican National Convention 1964, undated
Box 6, Folder 6	Fliers, black-and-white photographs and other documents pertaining to various Goldwater Presidential campaign support organizations, mostly regarding the Young Americans for Goldwater-Miller 1964, undated
Box 7, Folder 1	Pamphlets, memorandums, color and black-and-white photographs, notes, ephemera and other documents used by the Goldwater for President Committee 1963-1964, undated
Box 7, Folder 2	Photocopies of clippings, and other documents used by the Goldwater for President Committee 1964, undated
Box 7, Folder 3	Press releases created by the Goldwater for President Committee 1964, undated
Box 7, Folder 4	Pamphlets, newspapers, printed ephemera and other documents used by the Goldwater for President Committee regarding the California Primary on June 2, 1964 1964, undated
Box 7, Folder 5	Pamphlets, fliers, bumper stickers, print advertising and other documents used by various Goldwater for President Committee state organizations 1964, undated
Box 7, Folder 6	Documents created by the Goldwater for President Committee regarding Goldwater Presidential campaign fundraising solicitations 1964, undated
Box 7, Folder 7	Newsletters produced by the Goldwater for President Committee and titled, "Goldwater Freedom Special" 1964
Box 7, Folder 8	Press releases, biographies and ephemera used by the Draft Goldwater Committee regarding the July 4, 1963 "Draft Barry Goldwater for President Rally" 1963, undated
Box 7, Folder 9	Newsletters, training manuals, pamphlets, memorandums, bumper stickers and other documents used by the Draft Goldwater Committee 1963-1964, undated
Box 8, Folder 1	Newsletters produced by Citizens for Goldwater-Miller. The titles of the newsletters are "Citizen's News" and the "Goldwater-Miller Freedom Special" 1964, undated
Box 8, Folder 2	Pamphlets produced by the Citizens for Goldwater-Miller undated
Box 8, Folder 3	Pamphlets produced by the Citizens for Goldwater-Miller undated
Box 8, Folder 4	Documents regarding the Veterans for Goldwater-Miller, Pilots for Goldwater-Miller, and other Citizens for Goldwater-Miller special organizations 1964, undated

Box 8, Folder 5	Pamphlets, publications and training manuals used by the Citizens for Goldwater-Miller 1964, undated
Box 8, Folder 6	Advertisements, photographs, bumper stickers, fliers and other documents used by the Citizens for Goldwater-Miller undated
Box 8, Folder 7	Photocopies of clippings and other documents used by the Citizens for Goldwater-Miller regarding discrimination against Goldwater supporters and the Goldwater Presidential campaign effort 1964, undated
Box 9, Folder 1	Newsletters produced by the Republican National Committee. Newsletter titles include the "Washington Wire" and "Battle Line" 1964
Box 9, Folder 2	Pamphlets, mailings and other documents used by the Republican National Committee 1964, undated
Box 9, Folder 3	Pamphlets produced by the Republican National Committee undated
Box 9, Folder 4	Memorandums, telephone directories and other documents used by the Republican National Committee 1964, undated
Box 13	Informational notebook of the Goldwater for President Committee ca. 1964
Box 13	Binder containing informational documents used at the Citizens for Goldwater-Miller State Chairmen's Meeting at the Sheraton O'Hare Motor Hotel on September 19th 1964
Box 13	Binder containing Republican Campaign Directory used by Goldwater Presidential campaign support groups 1964, undated

Series 2. **Political Parties 1892-1965, undated**

Series Scope and Contents

This series contains materials with information that relates to political parties, organizations, and events. Many materials document party and organization participation in political activities; others include informational party content. This series includes, but is not limited to, pamphlets, newspaper clippings, pamphlets, newsletters, mailing, correspondence, and press releases.

Series Arrangement

This series is arranged into three sub-series: 1964 Elections, General, and Republican Party.

Sub-series 2.1. **1964 Elections 1964-1965, undated**

Sub-series Scope and Contents

This sub-series includes materials related to the United States political elections of 1964. The materials provide a background to the various 1964 elections including Presidential, Gubernatorial, Senatorial and House elections. Also included are materials regarding the 1964 Republican National Convention, voting information, and party platforms.

Sub-series Arrangement

This sub-series is arranged sequentially according to box and folder number.

Box 10, Folder 1	Clippings and publications regarding the 1964 elections 1964, undated
Box 10, Folder 2	Newsletters, clippings, mailings and other documents regarding the Democratic Party 1964-1965, undated
Box 10, Folder 3	Lists produced by the Republican National Committee regarding the 1964 Senatorial and Gubernatorial nominees, and Party registration by state 1964
Box 10, Folder 4	Mailings, pamphlets, fliers and other documents regarding the 1964 elections 1964, undated
Box 10, Folder 5	Report compiled by "Congressional Quarterly" on the outlook for the 1964 Presidential, Governor, Senate and House elections 1964
Box 10, Folder 6	The 1964 Republican Platform Documentation of Charges 1964
Box 10, Folder 7	Pamphlets, clippings, publications and other documents regarding the 1964 Republican National Convention 1964, undated
Box 10, Folder 8	Press releases regarding the 1964 Republican National Convention 1964
Box 10, Folder 9	Speeches, photographs and other documents regarding William E. Miller, the 1964 Republican nominee for Vice President 1964-1965, undated

Box 10, Folder 10	Manuscripts, correspondence, newspapers and other documents created in the aftermath of the 1964 United States Presidential election regarding the Republican loss and the Party's subsequent rebuilding 1964-1965, undated Republican Fact Book, 1964 Election Campaign 1964 Long-playing records regarding Bill Scranton and Republican Party platform undated
Box 11, Folder 1	
Box 12	

Sub-series 2.2. **General 1932-1964, undated**

Sub-series Scope and Contents

This sub-series contains general political materials. It includes the Citizens Anti-Communist Committee of Connecticut election and voting information, political broadcasting, and the Democratic National Convention. The sub-series includes, but is not limited to, pamphlets, fliers, buttons, and admission tickets.

Sub-series Arrangement

This sub-series is arranged sequentially according to box and folder number.

Box 11, Folder 2	Fliers and pamphlets produced by the Citizens Anti-Communist Committee of Connecticut undated
Box 11, Folder 3	Pamphlets, fliers and other documents of a political nature, with many regarding political activities 1956-1964, undated
Box 11, Folder 4	Ephemera, mainly buttons, relating to different organizations and events undated
Box 11, Folder 5	Ephemera regarding the Democratic National Convention 1932-1956

Sub-series 2.3. **Republican Party 1892-1965, undated**

Sub-series Scope and Contents

This sub-series contains items that were created by and/or pertain solely to the United States Republican Party. The materials cover topics that include the Republican National Committee, the 1944 Republican National Convention, and general Republican Party materials. This sub-series includes, but is not limited to pamphlets, publications, manuals, correspondence and buttons.

Sub-series Arrangement

This sub-series is arranged sequentially according to box and folder number.

Box 11, Folder 6	Pamphlets, ephemera and other documents regarding Republican National Committee divisions 1963-1964, undated
Box 11, Folder 7	Brochures, training manuals and other documents prepared and/or used by the Republican National Committee 1955-1964, undated
Box 11, Folder 8	Membership lists, pamphlets and other documents regarding the Republican Party 1964-1965
Box 11, Folder 9	Buttons and other ephemera pertaining to the Republican Party 1892-1936, undated
Box 13	Scrapbook predominantly regarding the 1944 Republican National Convention in Chicago 1936-1944, undated