

TRANSFERRED



DUKE BURGESS, JR.

Announcement was made this week by Paul H. Leech, local manager of Beaumont & Hohman, Inc., a national advertising agency, of the transfer of Duke Burgess, Jr., from Charleston, W. Va., to the company's Dallas offices in the Tower Petroleum Building. Mr. Burgess has been in charge of the firm's Charleston office for the last two years, servicing the Atlantic Greyhound Lines' account and serving as editor of the Greyhound magazine, the Atlantic Courier. Previously, Mr. Burgess worked in the company's Cleveland and Chicago offices on several national advertising accounts. He is a native of Fort Worth and is a member of a pioneer Texas family. Mr. and Mrs. Burgess have established their residence at 2409 West Amherst.

Rites Set For Owner Of Agency

Duke Burgess Jr., 55, of 6438 Prestonsire, owner of Burgess Advertising, Inc., died here Monday.

Burgess, a longtime public relations worker for the Republican party, was the GOP congressional candidate against incumbent Earle Cabell in 1966.

He handled advertising in the Dallas area for several Republican election campaigns including those of former Rep. Bruce Alger and U.S. Sen. John Tower.

A Fort Worth native, Burgess had lived here for 17 years. He attended Texas Christian University and had been an account executive at Glenn Advertising before opening his own ad agency in 1963.

Burgess was a member of the Dallas Advertising League and the North Dallas Chamber of Commerce and a deacon at the Preston Hollow Presbyterian Church.

Survivors: Wife; two sons, Duke Burgess III and David Burgess of Dallas; two daughters, Mrs. Margaret Morton of Houston and Miss Virginia Burgess of Dallas; a sister, Mrs. George Davis of Sac-



Duke Burgess Jr.

ramento, Calif., and two grandchildren.

Funeral services will be held at 1:30 p.m. Wednesday in the Church. Graveside services will be held at 3:30 p.m. Wednesday in Greenwood Cemetery in Fort Worth.

The Fort Worth Press
Thursday, July 4, 1963

Goldwater's Rally Won't Have Elephant

by Seth Kantor Scripps-Howard Staff Writer

WASHINGTON -- A jumbo-sized controversy is ended. There won't be an elephant, after all, tonight at the nation's first rally to draft Sen. Barry Goldwater, R. Ariz. for the 1964 Republican presidential nomination.

The elephant was to be rented for \$750 to stand outside the District of Columbia National Guard armory before the rally got under way.

The decision to cancel the elephant's appearance was a victory for Duke Burgess, a Dallas advertising official and veteran GOP publicist in Texas.

"Most of the money we're getting from around the nation to stage this rally," he said "is from the grass roots--\$1 contributions from people. Everyone knows that an elephant is the Republican symbol. Why waste their money?"

"My personal feeling is that the elephant just wasn't worth \$750. He doesn't even stand on one leg or anything."

Burgess was seated in the busy offices of the National Draft Goldwater Committee. On the wall behind his desk was a hand-lettered sign:

"It's not the size of the dog in the fight, but the size of the fight In the dog."

Burgess at first had been overruled by other planners of tomorrow's rally. They wanted the elephant. But they agreed with him right from the start about the chimpanzee, "Mr. Zip."

A wealthy Goldwater backer in New York City had offered to pay the \$1000-per performance fee of "Mr. Zip," well-known to television audiences, "Mr. Zip" has an act in which he rocks in a rocking chair.

"The act is cute but not in very good taste for the rally," Burgess said.

Peter O'Donnel, also from Dallas and national chairman of the Draft Goldwater Committee said, "we don't need hoop-de-doo and gimmicks any way."

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Peter O'Donnell, also from Dallas and national chairman of the Draft Goldwater Committee said, "we don't need hoop-de-doo and gimmicks anyway."

WASHINGTON.—Two plane-loads and two busloads of Texans will arrive here for today's national "draft Goldwater" rally.

The show of Conservative Republican strength aimed at urging Sen. Barry Goldwater, R., Ariz., to seek the 1964 GOP presidential nomination is being staged by Texan Peter O'Donnell, Jr.

Houston Republicans will arrive in one plane. Fort Worth and Dallas Republicans are flying here in another. A pair of special buses are bringing more Texans to the admission-free event at which Sen. John Tower, R., Tex., will be a featured speaker.

O'Donnell of Dallas is GOP state chairman of Texas. He said other special planes and buses are on their way here from Birmingham, Ala., New York, Florida, Mississippi and Massachusetts. He said:

"We have received word from Goldwater backers in 44 states that they will be on and for the rally."