

Suburban warriors: the origins of the new American Right By Lisa McGirr



★★★★★

38 Reviews

Write review

About this book

"John Birch Society" "Fred Koch"

Add to My Library ▾

Get this book

[Princeton University Press](#)

[Amazon.com](#)

[Barnes&Noble.com](#)

[Books-A-Million](#)

[Find in a library](#)

All sellers »

Related books



All related books »

Sponsored Links

[Political Science Degree](#)

Earn your B.A./B.S. degree online at Oregon State University. ecampus.oregonstate.edu



Pages displayed by permission of Princeton University Press. Copyright.

🔍 🔍 📄 Contents ▾ Page 76 ◀ ▶

[Link](#) [Feedback](#)

Result 1 of 1 in this book for "John Birch Society" "Fred Koch"

[Clear search](#) ✕

Choosing the name **John Birch Society**, after a Baptist missionary killed by Chinese communists, Welch linked the society centrally to Cold War events, a link that would inform the organization's activities throughout the decade. To wage a successful war against domestic and international "communism," Welch organized the society with all lines of authority descending from himself. Drawing on his experience in business and salesmanship, he modeled the society on a corporate structure with little room for internal democratic decision making. Believing the Communist Party to be highly successful, moreover, Welch self-consciously adopted many of its tactics, such as secret membership and the use of front organizations, to achieve his goals.

The organization attracted men of substantial means from around the country to its leadership ranks, particularly owners of midsize industrial firms from the Midwest and South: William Grede of the Grede Foundries from Milwaukee, Wisconsin; **Fred Koch** of Koch Engineering and the Koch Oil Corporation from Wichita, Kansas; and A. G. Heinshohn, president of Cherokee Mills Manufacturing Corporation in Tennessee were prominent among them. While the **John Birch Society** never exceeded 80,000 to 100,000 members (its exact membership was always kept secret), at its height it rivaled the peak membership strength of the Communist Party, U.S.A. during the Popular Front period.⁹³ Moreover, like the Communist Party, the **John Birch Society** flourished in supportive ideological waters of "fellow travelers." Most congenial to its growth were the regions of Southern California, Texas, Arizona, and Tennessee.⁹⁴ In 1961, Welch