

MEMORANDUM

THE WHITE HOUSE
WASHINGTON
September 13, 1964

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Bill Moyers

Mr. President:

While most of our radio-television campaign is to project you and your record, we decided --- as you may recall --- to run a few of the earlier spots just to "touch up" Goldwater a bit and remind people that he is not as moderate as his recent speeches want them to believe he is. The idea was not to let him get away with building a moderate image and to put him on the defensive before the campaign is very old.

I think we succeeded in our first spot --- the one on the control of nuclear weapons.

It caused his people to start defending him right away. Yesterday Burch said: "This ad implies that Senator Goldwater is a reckless man and Lyndon Johnson is a careful man." Well, that's exactly what we wanted to imply. And we also hoped someone around Goldwater would say it, not us. They did. Yesterday was spent in trying to show that Goldwater isn't reckless.

Furthermore, while we paid for the ad only on NBC last Monday night, ABC and CBS both ran it on their news shows Friday. So we got it shown on all three networks for the price of one.

This particular ad was designed to run only one time. We have a few more Goldwater ads, none as hard-hitting as that one was, and then we go to the pro-Johnson, pro-Peace, Prosperity, Preparedness spots.

Bill Moyers