

September 18, 1964

MEMORANDUM FOR BILL
FROM HAYES

Reflections of New York Trip

1. I'm worried about count-down ad. We cannot let people forget BMG's nuclear irresponsibility but I'm wary about throwing more bombs around. We already have people worried about Barry the Bomber. Scare ads could have what Scammon called an "overkill" effect. Perhaps serious responsible reminders would be better.
2. In addition to the problems you raised about "confessions" it seems to me that the guy looks and acts phony, stilted and very contrived.
3. In addition to the "Barry No" ad, we could combine both the positive LBJ and the anti-BMG themes in a single "yes-no" ad which would also help us around sticky problems like the word "voluntary", etc. Something like the following:

We will not destroy Social Security

We will fight for health insurance for the elderly

We will not sell the TVA.

We will work for greater development of our natural resources.

We will not give control of nuclear weapons to field commanders.

We will maintain responsibility in the White House where it belongs.

4. On the way back, John Hayes expressed considerable concern about the production and distribution schedules.