

October 29, 2000

N.Y. Times
229 West 43rd Street
New York, NY 10036-3959
Attention: Leslie Wayne
RE: INFAMOUS POLITICAL COMMERCIAL

Dear Leslie Wayne;

I read your article in Fridays New York Times and it brought back memories of the 1964 Johnson Presidential Campaign. The so called infamous "DAISY" commercial was one of about 30 TV spots that D.D.B. the advertising agency produced that year. Stan Lee (the copywriter), Aaron Ehrlich (the producer) and myself Sid Myers (the art director) wrote and produced about 15 of those commercials, including the (famous or infamous) depending on your political persuasion "DAISY" commercial. Stan Lee and I conceived this spot because we were trying to show the irresponsibility of some of Goldwater's statements such as we should use tactical nuclear weapons in Viet Nam.

Tony Schwartz had nothing to do with the concept of doing this commercial, nothing to do with the visualization of this commercial and nothing to do with the writing of this commercial. He was at the time a very talented sound engineer who had the sounds of the little girl counting to 10 among many sounds of children at play. In addition to this he also had sounds of countdowns to atomic bomb explosions and missile launches. Tony Schwartz has latched onto this spot and has taken credit for it in its entirety for more than 35 years and I would like to set the record straight.

You can check these facts with Maxwell Dane who at the time was one of the partners in the agency, Bill Moyers and Lloyd Wright who were our clients and headed up Johnsons' advertising task force.

Thank you for your time,

Sid Myers