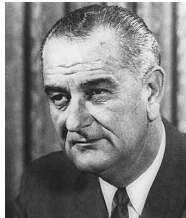


HANDOUT

1964 ELECTION



LYNDON B. JOHNSON
and Hubert Humphrey

POPULAR VOTE: 43,126,506
ELECTORAL VOTE: 486

DEMOCRAT

Johnson was the **incumbent President** after Kennedy was assassinated on Nov. 22, 1963.

Johnson **would not debate** Goldwater (having learned from Nixon that debates can do more to help the challenger).

Democrats used **fear** to persuade voters by suggesting that Goldwater would start a nuclear war.

The slogan **“In your guts you know he’s nuts”** was used against Goldwater. (Extremism was rejected by Johnson, but embraced by Goldwater.)

Johnson’s **“Great Society”** called for his administration’s new government programs to combat poverty and inequality.

The **Mississippi Freedom Democratic Party** was organized by African Americans to challenge the official, all-white Mississippi State delegation to the National Democratic Convention.

Democrats supported **civil rights**, including the Voting Rights Act that was ultimately passed in 1965.

White Southern Democratic leaders were angry about Johnson’s support for civil rights.



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BARRY GOLDWATER
and William Miller

POPULAR VOTE: 27,176,799
ELECTORAL VOTE: 52

REPUBLICAN

Goldwater was a U.S. **Senator from Arizona**.

Republicans pioneered the use of computerized **direct mail**.

Victory over Communism was Goldwater’s goal, suggesting possible use of aggressive force in Vietnam.

A **database** of campaign contributors was compiled by Goldwater supporter Richard Viguerie.

Goldwater used the slogan **“In your heart you know he’s right.”**

The new **conservative movement** started by Goldwater later saw wins with Reagan and George W. Bush.

Republicans called for returning **power to the states** while cutting federal programs and regulations.

Goldwater won **5 of 6 Southern states**, shifting control of that region from Democrats to Republicans.

**“Extremism in the defense of liberty is no vice!
Moderation in the pursuit of justice is no virtue!”**

- Barry Goldwater from his acceptance speech at the Republican National Convention