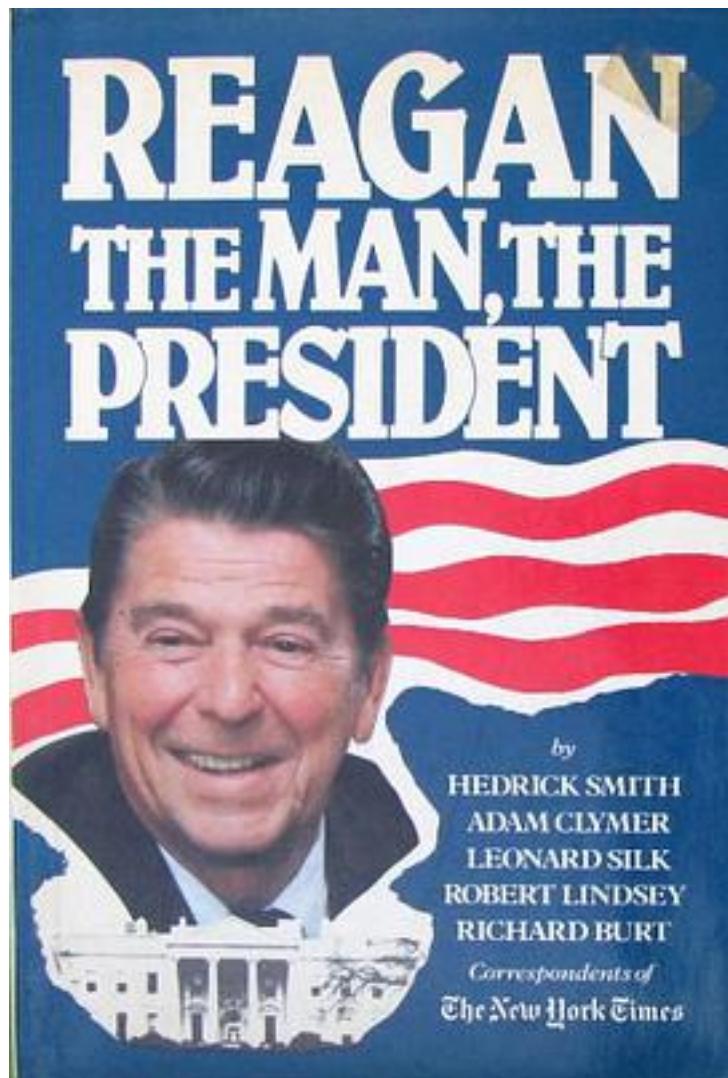


Reagan the Man the President



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A Star Is Born
 Adam Clymer
 raid Reagan set foot on the national political stage on October
1964^{1/4} when he made a half-hour televised speech for the Re-
liean presidential candidate^{1/4} Barry Goldwater. It did not draw
h critical attention. That was long before newspapers seri-
ky covered the role of television in politics^{1/4} and neither The
v York Times nor The Los Angeles Times mentioned the
~eh. Neither did Theodore H. White in his The Making of the
sident 1964. That collective inattention may hardly be surpris-
ij^{1/4} for in the politics of that year the speech was ineffective. It did
hing to avert electoral disaster for Goldwater^{1/4} a disaster that
his ideological allies on the defensive lbr many years.
But 27^{1/4}178^{1/4}188 Americans voted for Barry Goldwater in 1964^{1/4}
1 a sizable fraction of them heard and watched Reagan. His
~~h articulated and renewed the hopes that Goldwater s im-
lding defeat had dulled. So^{1/4} instead of despairing one week
~r on Election Day^{1/4} they stayed in the politics that many had
~ered only to help Goldwater. Twelve and sixteen years later^{1/4}

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