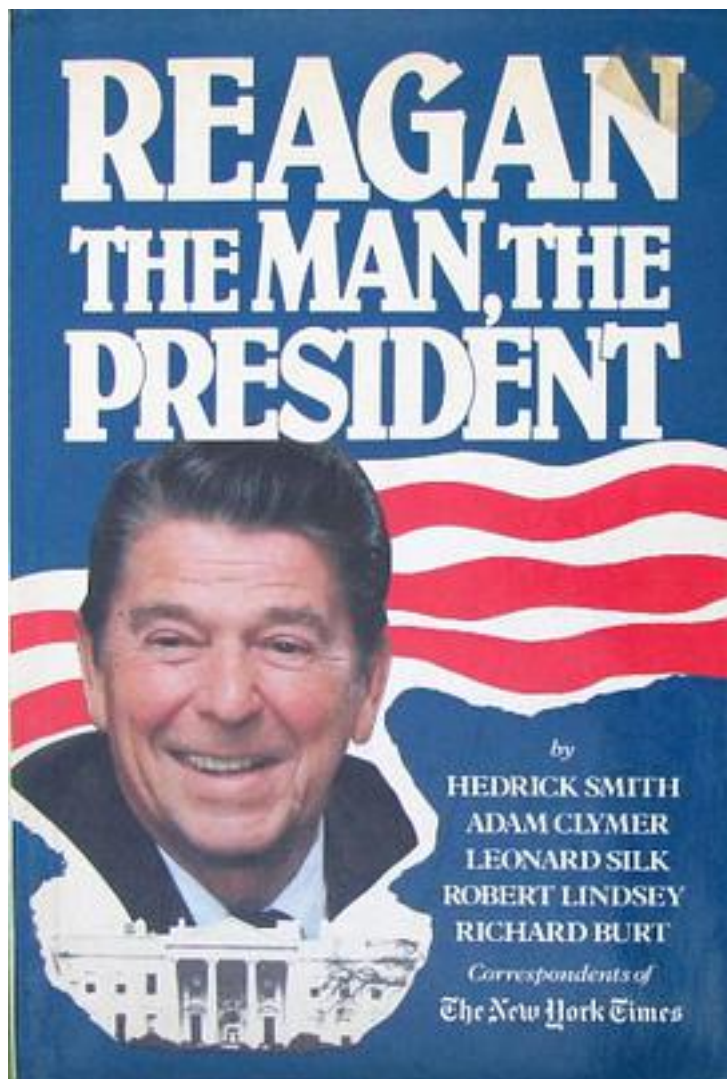


Reagan the Man the President



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A Star Is Born
 Adam Clymer
raid Reagan set foot on the national political stage on October
1964i¼Œ when he made a half-hour televised speech for the Re-
liean presidential candidatei¼Œ Barry Goldwater. It did not draw
;h critical attention. That was long before newspapers seri-
ky covered the role of television in politicsi¼Œ 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-
i¼Œ for in the politics of that year the speech was ineffective. It did
hing to avert electoral disaster for Goldwateri¼Œ a disaster that
his ideological allies on the defensive lbr many years.
But 27i¼Œ178i¼Œ188 Americans voted for Barry Goldwater in 1964i¼Œ
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. Soi¼Œ instead of despairing one week
~r on Election Dayi¼Œ they stayed in the politics that many had
;ered only to help Goldwater. Twelve and sixteen years lateri¼Œ

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