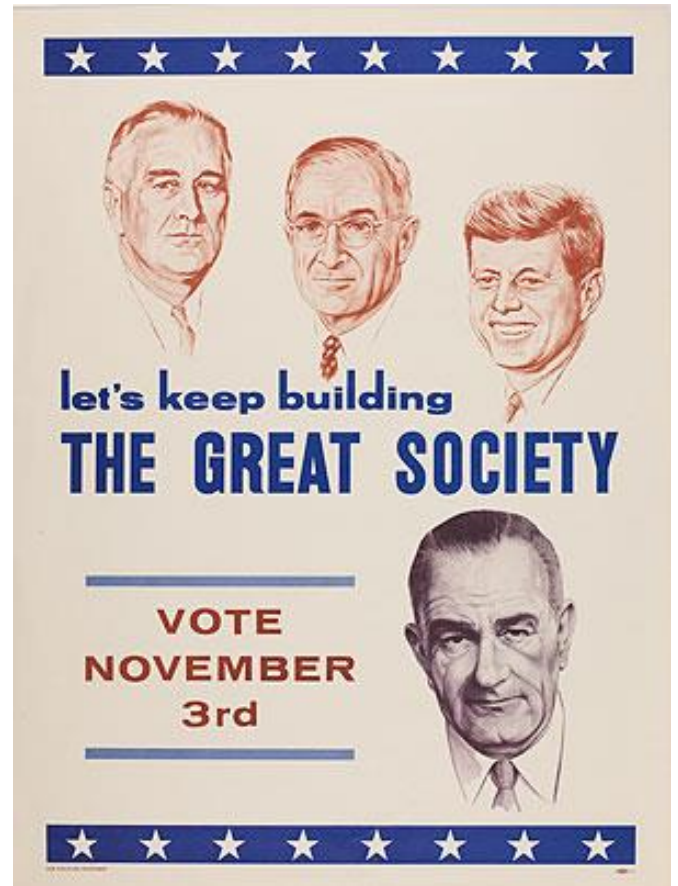


Warm-Up: Election of 1964

The United States presidential election of 1964 was the sixth-most lopsided presidential election in the history of the United States behind the elections of 1936, 1984, 1972, 1864, and 1980 (in terms of electoral votes; in terms of popular vote, it was the fifth-most). President Lyndon B. Johnson had come to office less than a year earlier following the assassination of his predecessor, John F. Kennedy, and Johnson had successfully associated himself with Kennedy's popularity. Johnson also successfully painted his opponent, Republican Senator Barry Goldwater of Arizona, as a right-wing legislator who wanted to abolish the social welfare programs created in the 1930s (such as Social Security). LBJ advocated more such programs, and after 1965, instituted three: Medicare, Medicaid, and the War on Poverty.



1. According to the poster, how did Lyndon Johnson hope to gain votes in the election of 1964?
2. Why do you think that Johnson painted Goldwater as a “right-wing legislator who wanted to abolish social welfare programs (such as social security)?”
3. What did Johnson do as president to continue the work of FDR’s New Deal?