

## “Peace, Little Girl (a.k.a. Daisy),” September 7, 1964

The advertisement begins with a little girl (three-year-old Monique M. Corzilius) standing in a meadow with chirping birds, picking the petals of a daisy while counting each one—repeating some numbers and counting some in the wrong order.

**Little Girl:** “One. Two. Three. Four. Five. Seven. Six. Seven. Eight. Nine”

After she reaches "nine", she pauses, as if trying to remember the next number, and a male voice is then heard saying "ten", at the start of a missile launch countdown.

**Off-Screen Voiceover:** “Ten. Nine. Eight. Seven. Six. Five. Four. Three. Two. One. Zero.”

Seemingly in response to the countdown, the girl turns her head toward a point off-screen, and then the scene freezes.

As the countdown continues, a zoom of the video still focuses on the girl's right eye until her pupil fills the screen, eventually blacking it out as the countdown simultaneously reaches zero.

The blackness is instantly replaced by the bright flash and thunderous sound of a nuclear explosion, featuring video footage of a detonation.

The scene then cuts to footage of a mushroom cloud from a different nuclear explosion, and then to a final cut of a slowed close-up section of incandescence in yet another nuclear explosion.

A voiceover from Johnson plays over all three pieces of nuclear detonation footage.

**Johnson:** "These are the stakes. To make a world in which all of God's children can live, or to go into the dark. We must either love each other, or we must die."

At the end of the voiceover, the explosion footage is replaced by white letters on a black screen, with another voiceover.

**Off-Screen Voiceover:** "Vote for President Johnson on November 3rd", then adding, "The stakes are too high for you to stay home."