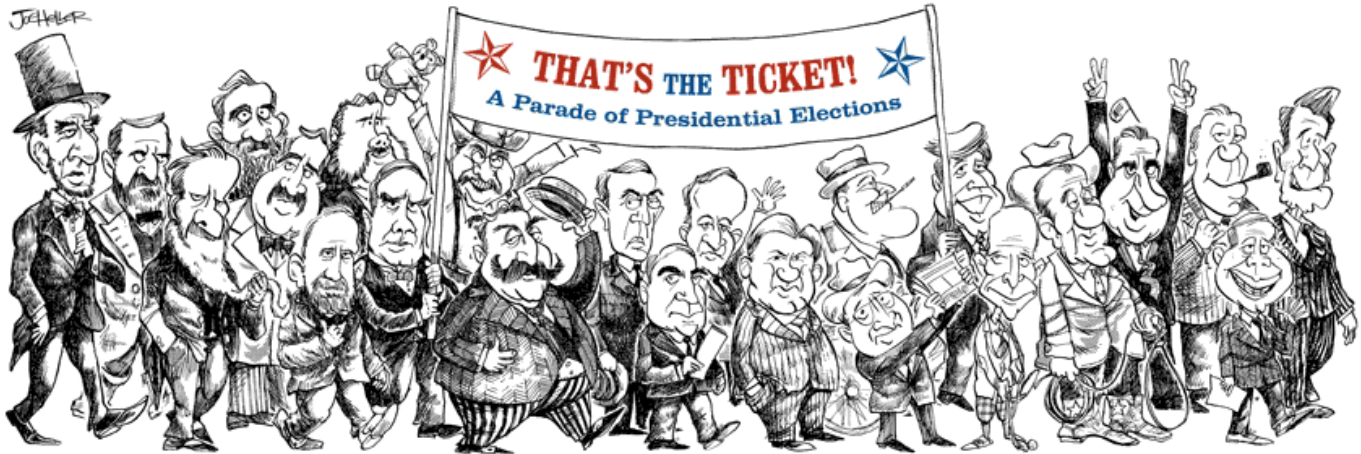


★ THAT'S THE TICKET! ★

A Parade of Presidential Elections



Cartoon created for "That's the Ticket!" by editorial cartoonist Joe Heller of Green Bay.

Every four years, America's political parties hope that their "ticket" -- the presidential and vice presidential candidates -- will capture enough electoral votes to win the presidency.

In *That's the Ticket: A Parade of Presidential Elections*, we highlight the leaders, issues, scandals and final outcomes of 39 presidential elections in an online exhibit.

The issues in our nation's political history such as war, taxes, recession, healthcare, immigration and the environment -- as well as judgments about the character and experience of candidates -- have played themselves out many times up to the present day.

How the exhibit is organized

The exhibit starts with the 1856 presidential election and proceeds chronologically through 2008. We start in the year 1856 because it was the first year the Democratic Party faced off against the newly formed Republican Party, which was founded in Ripon, Wisconsin, in 1854.

Slate of Candidates: Each party's presidential and vice presidential candidates (tickets) are listed along with election results in both popular and electoral votes. Only tickets that won electoral votes are listed.

Election Facts: Campaign and election facts summarize some of the economic, social and political issues that affected the course of the election.

Electoral Map: A full color map of the United States gives a visual representation of how America voted. You can see which states voted for which tickets.

Wisconsin's Choice: A special map of Wisconsin documents how our citizens voted.

Historic Photos: Images feature the national candidates. Many were taken during campaign stops in Wisconsin, demonstrating a unique Wisconsin perspective. Others document the campaign conventions and inaugurations. Photos were selected from the rich collections of the Wisconsin Historical Society. Modern photographs were provided in partnership with the *Wisconsin State Journal* and *The Capital Times*.

That's the Ticket! A Parade of Presidential Elections was first presented as a physical exhibit at the Wisconsin Historical Museum during the 2008 presidential campaign. If you have questions or comments about this online exhibit, please contact [Paul Bourcier](#).

Suggested Reading

[*Voices and Votes: How Democracy Works in Wisconsin*](#). Available through the Wisconsin Historical Society Press. Images and graphics from this book were used in the Museum field trip curriculum for the physical exhibit.



THAT'S THE TICKET!



A Parade of Presidential Elections

DEMOCRATIC TICKET ✓

Presidential candidate: **JAMES BUCHANAN**, Minister to Great Britain

VP candidate: **JOHN BRECKINRIDGE**, former Kentucky Congressman

Popular votes: **1,836,072 (45.3%)**

Electoral votes: **174**

REPUBLICAN TICKET

Presidential candidate: **John Fremont**, former California Senator

VP candidate: **William Dayton**, former New Jersey Senator

Popular votes: **1,342,345 (33.1%)**

Electoral votes: **114**

AMERICAN PARTY ("KNOW-NOTHING") TICKET

Presidential candidate: **Millard Fillmore**, former President

VP candidate: **Andrew Jackson Donelson**, former Minister to Germany

Popular votes: **873,053 (21.5%)**

Electoral votes: **8**

1856

ELECTORAL MAP
How each state voted



Wisconsin's Choice
FREMONT

Election Facts

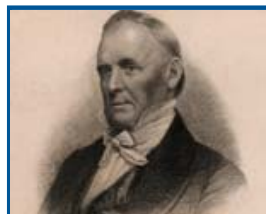
- The extension of slavery into the West was the hot-button issue of this election and illuminated the division between North and South.
- This election reflected the political firestorm that followed the passage of the Kansas-Nebraska Act in 1854.
- The act repealed the anti-slavery provisions of the 1820 Missouri Compromise and allowed the citizens of the new Kansas and Nebraska territories to decide for themselves whether to make slavery legal.
- Protests to the act led to the formation of the anti-slavery Republican Party in 1854 in Ripon, Wisconsin.
- The Whig Party dissolved over the slavery issue. Its "Know Nothing" remnants sought to curb immigration and naturalization.



Pro-Fremont political cartoon, 1856. [WHi-56907](#)



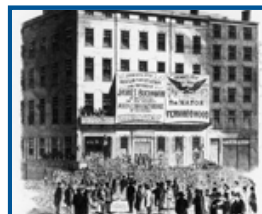
John C. Fremont. Frank Leslie's *Popular Monthly*. [WHi-56981](#)



James Buchanan. [WHi-27793](#)



Millard Fillmore. [WHi-27777](#)



New York's Tammany Hall bedecked with a Buchanan campaign banner. Frank Leslie's *Illustrated Newspaper*, November 8, 1856. [WHi-56911](#)



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THAT'S THE TICKET!



A Parade of Presidential Elections

REPUBLICAN TICKET ✓

Presidential candidate: **ABRAHAM LINCOLN**, former Illinois Congressman

VP candidate: **HANNIBAL HAMLIN**, Maine Senator

Popular votes: **1,865,908 (39.9%)**

Electoral votes: **180**

SOUTHERN DEMOCRATIC TICKET

Presidential candidate: **John Breckinridge**, Vice President

VP candidate: **Joseph Lane**, Oregon Senator

Popular votes: **848,019 (18.1%)**

Electoral votes: **72**

CONSTITUTIONAL UNIONIST TICKET

Presidential candidate: **John Bell**, former Tennessee Senator

VP candidate: **Edward Everett**, former Massachusetts Senator

Popular votes: **590,901 (12.6%)**

Electoral votes: **39**

DEMOCRATIC TICKET

Presidential candidate: **Stephen Douglas**, Illinois Senator

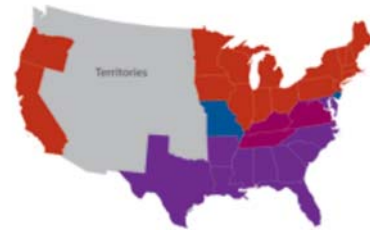
VP candidate: **Herschel Johnson**, former Georgia Governor

Popular votes: **1,380,202 (29.5%)**

Electoral votes: **12**

1860

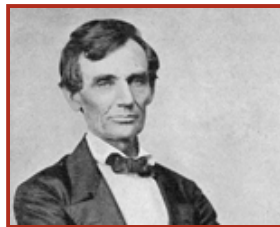
ELECTORAL MAP
How each state voted



Wisconsin's Choice
LINCOLN

Election Facts

- This election had several viable candidates and parties. All had various stands on slavery and secession.
- Lincoln was opposed to slavery in the territories. Douglas advocated the right of citizens to decide on slavery. Breckinridge wanted the federal government to protect slavery in the territories. Bell championed the preservation of a united nation.
- Republicans gathered a diverse coalition to win the election.
- Lincoln's victory caused seven Southern states to secede from the Union.



Abraham Lincoln, August 13, 1860. [WHI-23659](#)



Democratic National Convention, Charleston, SC, April 23, 1860. *Harper's Weekly*, April 28, 1860. [WHI-57009](#)



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THAT'S THE TICKET!

A Parade of Presidential Elections



REPUBLICAN TICKET ✓

Presidential candidate: **ABRAHAM LINCOLN**, President
VP candidate: **ANDREW JOHNSON**, Tennessee Governor
Popular votes: **2,220,846 (55.1%)**
Electoral votes: **212**

DEMOCRATIC TICKET

Presidential candidate: **George McClellan**, Union Army General
VP candidate: **George Pendleton**, Ohio Congressman
Popular votes: **1,809,445 (44.9%)**
Electoral votes: **21**

1864

ELECTORAL MAP How each state voted



**Wisconsin's Choice
LINCOLN**

Election Facts

- This election rode on the fate of the Civil War.
- Confederate victories in early 1864 eroded Lincoln's chances of reelection.
- War-weary Democrats adopted a peace platform and criticized Lincoln's inability to restore the Union.



Abraham Lincoln, February 9, 1864. [WHI-23605](#)



George McClellan. [WHI-56937](#)



Lincoln's second inauguration, Washington, DC, 1865. [WHI-56936](#)



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★ THAT'S THE TICKET! ★

A Parade of Presidential Elections

REPUBLICAN TICKET ✓

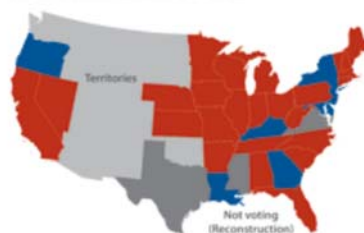
Presidential candidate: **ULYSSES S. GRANT**, U.S. Army General
VP candidate: **SCHUYLER COLFAX**, Indiana Congressman
Popular votes: **3,013,650 (52.7%)**
Electoral votes: **214**

DEMOCRATIC TICKET

Presidential candidate: **Horatio Seymour**, New York Governor
VP candidate: **Francis Blair**, former Missouri Congressman
Popular votes: **2,708,744 (47.3%)**
Electoral votes: **80**

1868

ELECTORAL MAP
How each state voted



Wisconsin's Choice
GRANT

Election Facts

- Feuds over postwar Reconstruction in the South torpedoed Andrew Johnson's Republican administration.
- Democrats criticized military occupation of the South and new legal rights for freed slaves.
- Republicans ran as the party that won the war.
- Grant's status as a war hero helped him win support among new black voters and win the election.



Ulysses S. Grant.
[WHi-24121](#)



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THAT'S THE TICKET!

A Parade of Presidential Elections



REPUBLICAN TICKET ✓

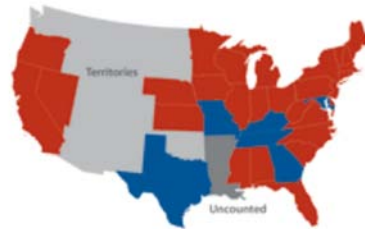
Presidential candidate: **ULYSSES S. GRANT**, President
 VP candidate: **HENRY WILSON**, Massachusetts Senator
 Popular votes: **3,598,468 (55.6%)**
 Electoral votes: **286**

DEMOCRATIC TICKET

Presidential candidate: **Horace Greeley**, Newspaper Editor
 VP candidate: **Henry Gratz Brown**, Missouri Governor
 Popular votes: **2,835,315 (43.8%)**
 Electoral votes: **63**

1872

ELECTORAL MAP
How each state voted



Wisconsin's Choice
GRANT

Election Facts

- This election reflected a split in the Republican Party. Grant's Radical Republicans championed Reconstruction in the South.
- The Democratic ticket consisted of Liberal Republicans discontent with Grant's performance as president. They called for an end to Reconstruction and to corruption in government.
- Democrats could not, however, gather enough support from interest groups to topple the incumbent.
- Greeley died before the electoral votes were cast.



Ulysses S. Grant.
[WHI-24120](#)



Horace Greeley with the Union Army. Photo by Matthew Brady. [WHI-10830](#)



Pro-Grant window display, Whitewater, WI, 1872.
[WHI-56969](#)



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THAT'S THE TICKET!

A Parade of Presidential Elections



REPUBLICAN TICKET ✓

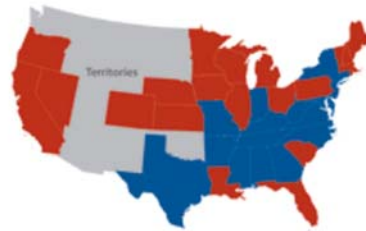
Presidential candidate: **RUTHERFORD B. HAYES**, Ohio Governor
VP candidate: **WILLIAM WHEELER**, New York Congressman
Popular votes: **4,033,497 (48.0%)**
Electoral votes: **185**

DEMOCRATIC TICKET

Presidential candidate: **Samuel J. Tilden**, New York Governor
VP candidate: **Thomas Hendricks**, Indiana Governor
Popular votes: **4,288,191 (51.0%)**
Electoral votes: **184**

1876

ELECTORAL MAP
How each state voted



Wisconsin's Choice
HAYES

Election Facts

- A bipartisan Congressional Committee decided this election following disputes over vote tallies in four states.
- Hayes, who lost the popular vote, was granted the presidency in exchange for Southern political independence.
- This deal established a political system in which Northern Republican industrial interests dominated the executive branch while Southern Democratic agricultural interests controlled their own affairs.
- This led to racial segregation in the South.



Rutherford B. Hayes.
[WHI-27953](#)



Samuel J. Tilden.
[WHI-56979](#)



Cartoon for Republican presidential candidates.
Harper's Weekly, July 8, 1876.
[WHI-56945](#)



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THAT'S THE TICKET!

A Parade of Presidential Elections

REPUBLICAN TICKET

Presidential candidate: **JAMES GARFIELD**, Ohio Congressman
 VP candidate: **CHESTER A. ARTHUR**, former New York Port Collector
 Popular votes: **4,453,611 (48.3%)**
 Electoral votes: **214**

DEMOCRATIC TICKET

Presidential candidate: **Winfield Hancock**, U.S. Army General
 VP candidate: **William English**, former Indiana Congressman
 Popular votes: **4,445,256 (48.2%)**
 Electoral votes: **155**

1880

ELECTORAL MAP
 How each state voted



Election Facts

- Tariffs and civil service reform were among the issues of this election.
- Garfield became a compromise dark-horse candidate after a stalemate among Republican factions.
- Just months after his inauguration, Garfield was assassinated by a supporter of a rival Republican faction. The assassin was upset that Garfield didn't appoint him to a diplomatic post.



James A. Garfield.
[WHI-34216](#)



Democratic National Convention, Cincinnati.
Harper's Weekly, July 10, 1880. [WHI-56886](#)



Garfield victory cartoon.
Harper's Weekly, November 20, 1880. [WHI-56894](#)



George F. Hoar addresses the delegates at the Republican National Convention, Chicago. Frank Leslie's *Illustrated Newspaper*, June 1880. [WHI-56997](#)



Delegates arrive at the Republican National Convention, Chicago. Frank Leslie's *Illustrated Newspaper*, June 1880. [WHI-56995](#)



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THAT'S THE TICKET!



A Parade of Presidential Elections

DEMOCRATIC TICKET ✓

Presidential candidate: **GROVER CLEVELAND**, New York Governor
VP candidate: **THOMAS HENDRICKS**, former Indiana Governor
Popular votes: **4,915,586 (48.9%)**
Electoral votes: **219**

REPUBLICAN TICKET

Presidential candidate: **James G. Blaine**, former Secretary of State
VP candidate: **John Logan**, Illinois Senator
Popular votes: **4,852,916 (48.2%)**
Electoral votes: **182**

1884

ELECTORAL MAP How each state voted



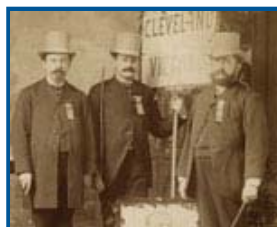
Wisconsin's Choice
BLAINE

Election Facts

- Cleveland launched a campaign that educated voters about party positions through pamphlets and meetings.
- Blaine launched a negative campaign to fuel a fear of Democrats and make a scandal of Cleveland's fathering an illegitimate child.
- Blaine made political blunders that cost him votes.



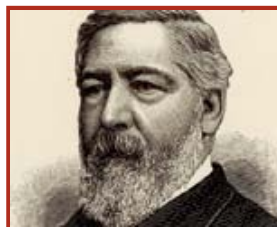
Grover Cleveland. [WHI-8104](#)



Milwaukee delegates to the Democratic National Convention, Chicago, July 10, 1884. [WHI-56914](#)



The Blaine headquarters at the Republican National Convention, Chicago, 1884. [WHI-56916](#)



James G. Blaine, 1884. [WHI-56935](#)



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A Parade of Presidential Elections

REPUBLICAN TICKET ✓

Presidential candidate: **BENJAMIN HARRISON**, former Indiana Senator

VP candidate: **LEVI P. MORTON**, former Minister to France

Popular votes: **5,449,825 (47.8%)**

Electoral votes: **233**

DEMOCRATIC TICKET

Presidential candidate: **Grover Cleveland**, President

VP candidate: **Allen Thurman**, former Ohio Senator

Popular votes: **5,539,118 (48.6%)**

Electoral votes: **168**

1888

ELECTORAL MAP
How each state voted



Wisconsin's Choice
HARRISON

Election Facts

- Tariff policy was a major divisive issue of this election.
- Republicans favored high tariffs to protect domestic industry.
- Democrats advocated low tariffs to benefit consumers and prevent monopolies.
- Harrison lost the popular vote but secured the electoral vote by winning Northern and Western states, some by narrow margins.



Grover Cleveland.
[WHI-23780.](#)



Campaigning for Benjamin Harrison and Levi Morton, possibly Madison, 1888.
[WHI-56915.](#)



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★ **THAT'S THE TICKET!** ★

A Parade of Presidential Elections

DEMOCRATIC TICKET ✓

Presidential candidate: **GROVER CLEVELAND**, former President
 VP candidate: **ADLAI E. STEVENSON**, former Illinois Congressman
 Popular votes: **5,554,617 (46.0%)**
 Electoral votes: **277**

REPUBLICAN TICKET

Presidential candidate: **Benjamin Harrison**, President
 VP candidate: **Whitelaw Reid**, Minister to France
 Popular votes: **5,186,793 (43.0%)**
 Electoral votes: **145**

POPULIST TICKET

Presidential candidate: **James B. Weaver**, former Iowa Congressman
 VP candidate: **James G. Field**, former Virginia Attorney General
 Popular votes: **1,024,280 (8.5%)**
 Electoral votes: **22**

1892

ELECTORAL MAP
How each state voted



Wisconsin's Choice
CLEVELAND

Election Facts

- This election was a rehash of the 1888 election with the same two presidential candidates clashing over tariff policy. The outcome, though, was different.
- Cleveland won with the support of voters upset about the inflation caused by high tariffs, especially in the farm belt.
- Cleveland became the only president to return to office after an absence.



Pro-Harrison political cartoon. Frank Leslie's *Illustrated Weekly*, August 11, 1892. [WHI-56959](#)



Benjamin Harrison.
[WHI-28265](#)



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★ THAT'S THE TICKET! ★

A Parade of Presidential Elections

REPUBLICAN TICKET ✓

Presidential candidate: **WILLIAM MCKINLEY**, President
 VP candidate: **THEODORE ROOSEVELT**, New York Governor
 Popular votes: **7,219,193 (51.7%)**
 Electoral votes: **292**

DEMOCRATIC TICKET

Presidential candidate: **William Jennings Bryan**, former Nebraska Congressman
 VP candidate: **Adlai E. Stevenson**, former Illinois Congressman
 Popular votes: **6,357,698 (45.5%)**
 Electoral votes: **155**

1900

ELECTORAL MAP
How each state voted



Wisconsin's Choice
MCKINLEY

Election Facts

- Bryan fared worse in this rematch against McKinley than he experienced in the 1896 election.
- Bryan's "free coinage of silver" platform appeared irrelevant as the economy improved and gold reserves increased.
- Bryan failed to win popular support when he railed against American imperialism that followed the Spanish-American War.
- Backed by prosperity, Republicans urged voters to maintain the status quo.



William Jennings Bryan addresses a crowd in Columbus, WI, October 3, 1900. [WHI-32826](#)



William McKinley, as illustrated on a campaign poster, 1900. [WHI-9474](#)



Anti-Bryan political cartoon, 1900. [WHI-52827](#)



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★ **THAT'S THE TICKET!** ★

A Parade of Presidential Elections

REPUBLICAN TICKET ✓

Presidential candidate: **THEODORE ROOSEVELT**, President
VP candidate: **CHARLES W. FAIRBANKS**, Indiana Senator
Popular votes: **7,625,599 (56.4%)**
Electoral votes: **336**

DEMOCRATIC TICKET

Presidential candidate: **Alton B. Parker**, New York Judge
VP candidate: **Henry G. Davis**, Pan American Railway Committee Chair
Popular votes: **5,083,501 (37.6%)**
Electoral votes: **140**

1904

ELECTORAL MAP
How each state voted



Election Facts

- Roosevelt represented a new generation of Republicans. They adopted progressive ideas to deal with contemporary social and economic problems.
- Roosevelt's platform of trust-busting and environmental conservation broadened his party's support, especially in Western states.
- Roosevelt was more liberal than the Democratic Parker, who carried the South.



Theodore Roosevelt.
[WHI-23773](#)



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THAT'S THE TICKET!



A Parade of Presidential Elections

REPUBLICAN TICKET ✓

Presidential candidate: **WILLIAM H. TAFT**, Secretary of War
VP candidate: **JAMES S. SHERMAN**, New York Congressman
Popular votes: **7,676,598 (51.6%)**
Electoral votes: **321**

DEMOCRATIC TICKET

Presidential candidate: **William Jennings Bryan**, former Nebraska Congressman
VP candidate: **John W. Kern**, Indianan
Popular votes: **6,406,874 (43.0%)**
Electoral votes: **162**

1908

ELECTORAL MAP How each state voted



**Wisconsin's Choice
TAFT**

Election Facts

- Theodore Roosevelt tapped Taft as his successor and promoted his nomination.
- Taft positioned his campaign on Roosevelt's progressive policies and record of success.
- Having failed with a conservative candidate four years earlier, Democrats called the liberal Bryan back, but the progressive Republican platform diluted Bryan's message.



William H. Taft, 1908.
[WHI-22950](#)



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THAT'S THE TICKET!



A Parade of Presidential Elections

DEMOCRATIC TICKET



Presidential candidate: **WOODROW WILSON**, New Jersey Governor

VP candidate: **THOMAS R. MARSHALL**, Indiana Governor

Popular votes: **6,294,326 (41.8%)**

Electoral votes: **435**

PROGRESSIVE TICKET

Presidential candidate: **Theodore Roosevelt**, former President

VP candidate: **Hiram W. Johnson**, California Governor

Popular votes: **4,120,207 (27.4%)**

Electoral votes: **88**

REPUBLICAN TICKET

Presidential candidate: **William H. Taft**, President

VP candidate: **James S. Sherman**, Vice President*

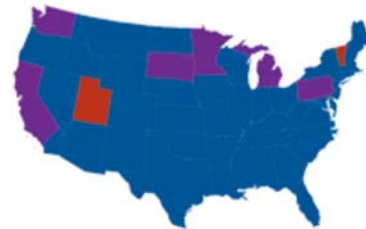
*replaced by Nicholas Murray Butler, Columbia University President

Popular votes: **3,486,343 (23.2%)**

Electoral votes: **8**

1912

ELECTORAL MAP
How each state voted



Wisconsin's Choice
WILSON

Election Facts

- A rift between Roosevelt and Taft divided the Republican Party. It forced Roosevelt supporters to mount a Progressive ticket third-party campaign.
- The split enabled Wilson to win the election.
- Wilson's platform called for banking and campaign finance reforms, anti-monopoly legislation, and greater public participation in the election process.



William H. Taft. [WHI-9740](#)



Woodrow Wilson.
[WHI-23976](#)



William Taft visits Green Bay, October 26, 1911.
[WHI-56912](#)



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★ THAT'S THE TICKET! ★

A Parade of Presidential Elections

DEMOCRATIC TICKET ✓

Presidential candidate: **WOODROW WILSON**, President
 VP candidate: **THOMAS R. MARSHALL**, Vice President
 Popular votes: **9,126,063 (49.2%)**
 Electoral votes: **277**

REPUBLICAN TICKET

Presidential candidate: **Charles E. Hughes**, Supreme Court Justice
 VP candidate: **Charles W. Fairbanks**, former Vice President
 Popular votes: **8,547,039 (46.1%)**
 Electoral votes: **254**

1916

ELECTORAL MAP
 How each state voted



Wisconsin's Choice
HUGHES

Election Facts

- American foreign policy took center stage in this election as people became concerned about the war in Europe.
- Wilson's campaign touted that Wilson kept the nation out of war.
- The Republicans spread doubt that Wilson would continue his neutral stand.
- Wilson declared his support of universal woman suffrage. This helped him in states where women could already vote.



Campaign train for Charles Hughes, 1916. [WHI-56989](#)



Woodrow Wilson campaigns in New Jersey, October 28, 1916. [WHI-9675](#)



Anti-Wilson political cartoon. *Punch*, October 18, 1916. [WHI-56962](#)



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★ **THAT'S THE TICKET!** ★

A Parade of Presidential Elections

REPUBLICAN TICKET ✓

Presidential candidate: **WARREN G. HARDING**, Ohio Senator
 VP candidate: **CALVIN COOLIDGE**, Massachusetts Governor
 Popular votes: **16,151,916 (60.3%)**
 Electoral votes: **404**

DEMOCRATIC TICKET

Presidential candidate: **James M. Cox**, Ohio Governor
 VP candidate: **Franklin D. Roosevelt**, Assistant Secretary of the Navy
 Popular votes: **9,134,074 (34.1%)**
 Electoral votes: **127**

1920

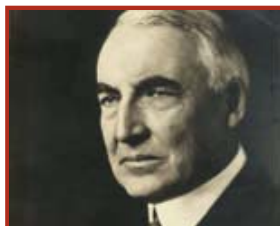
ELECTORAL MAP
How each state voted



Wisconsin's Choice
HARDING

Election Facts

- Republican victory in this "election by disgust" resulted from Wilson's unpopularity following World War I.
- Both parties were internally divided about such issues as Prohibition, agricultural policies, and the League of Nations.
- This was the first election after the 19th Amendment was enacted, which granted women the right to vote.



Warren G. Harding, 1920.
[WHI-23790](#)



Republican National Convention, Chicago, June 1920. Chicago Historical Society. [WHI-56908](#)



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THAT'S THE TICKET!

A Parade of Presidential Elections

REPUBLICAN TICKET

Presidential candidate: **CALVIN COOLIDGE**, President
 VP candidate: **CHARLES G. DAWES**, former Budget Bureau Director
 Popular votes: **15,724,310 (54.0%)**
 Electoral votes: **382**

DEMOCRATIC TICKET

Presidential candidate: **John W. Davis**, former Ambassador to Great Britain
 VP candidate: **Charles Bryan**, Nebraska Governor
 Popular votes: **8,386,532 (28.8%)**
 Electoral votes: **136**

PROGRESSIVE TICKET

Presidential candidate: **Robert M. La Follette**, Wisconsin Senator
 VP candidate: **Burton K. Wheeler**, Montana Senator
 Popular votes: **4,827,184 (16.6%)**
 Electoral votes: **13**

1924

ELECTORAL MAP
 How each state voted



Wisconsin's Choice
LA FOLLETTE

Election Facts

- Issues such as Prohibition and the Ku Klux Klan caused rifts between the North and South in the Democratic Party. These crippled Davis' campaign.
- La Follette's Progressive's platform included disarmament, government ownership of railroads, farm relief, and labor legislation. This helped him draw liberal votes.
- Coolidge benefited from these developments. He also distanced himself from the scandals that rocked the Harding administration.



La Follette/Wheeler campaign headquarters, 1924. [WHI-56992](#)



Robert M. La Follette addresses a crowd at the Wisconsin State Capitol, November 1924. [WHI-1907](#)



Robert M. La Follette casts his vote, Maple Bluff, WI, November 4, 1924. [WHI-25348](#)



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★ THAT'S THE TICKET! ★

A Parade of Presidential Elections

REPUBLICAN TICKET ✓

Presidential candidate: **HERBERT HOOVER**, Secretary of Commerce

VP candidate: **CHARLES CURTIS**, Kansas Senator

Popular votes: **21,432,823 (58.2%)**

Electoral votes: **444**

DEMOCRATIC TICKET

Presidential candidate: **Alfred E. Smith**, New York Governor

VP candidate: **Joseph Robinson**, Arkansas Senator

Popular votes: **15,004,336 (40.8%)**

Electoral votes: **87**

1928

ELECTORAL MAP
How each state voted



Wisconsin's Choice
HOOVER

Election Facts

- This was the first election to have extensive radio coverage.
- Smith was the first Catholic presidential candidate of a major party.
- Smith's urban background and liberal platform alienated many Southerners but attracted the first significant immigrant vote.
- Smith also shifted allegiance away from the Republicans in some Northern cities.



Herbert Hoover. [WHI-23792](#)



Al Smith and Democratic National Committee Chairman John Raskob, October 28, 1928. [WHI-3471](#)



THAT'S THE TICKET!



A Parade of Presidential Elections

DEMOCRATIC TICKET ✓

Presidential candidate: **FRANKLIN D. ROOSEVELT**, New York Governor

VP candidate: **JOHN N. GARNER**, Texas Congressman

Popular votes: **22,818,740 (57.4%)**

Electoral votes: **472**

REPUBLICAN TICKET

Presidential candidate: **Herbert Hoover**, President

VP candidate: **Charles Curtis**, Vice President

Popular votes: **15,760,425 (39.6%)**

Electoral votes: **59**

1932

ELECTORAL MAP
How each state voted



Wisconsin's Choice
ROOSEVELT

Election Facts

- The economic crisis of the Great Depression embittered many voters toward the dour Hoover.
- The charismatic Roosevelt promised the nation a "New Deal" and gathered support from a coalition of farmers, city dwellers, immigrants, Catholics, Jews, blacks, Southern whites, financiers, and labor unions.



Franklin D. Roosevelt in a Milwaukee parade, October 1, 1932. [WHI-54380](#)



Herbert Hoover (right) with former Wisconsin Governor Walter J. Kohler on a campaign visit to Madison, November 5, 1932. [WHI-35034](#)



Franklin D. Roosevelt campaigns in Milwaukee, 1932. [WHI-56977](#)



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★ THAT'S THE TICKET! ★

A Parade of Presidential Elections

DEMOCRATIC TICKET ✓

Presidential candidate: **FRANKLIN D. ROOSEVELT**, President

VP candidate: **JOHN N. GARNER**, Vice President

Popular votes: **27,750,866 (60.8%)**

Electoral votes: **523**

REPUBLICAN TICKET

Presidential candidate: **Alfred M. Landon**, Kansas Governor

VP candidate: **Frank Knox**, Illinoisan

Popular votes: **16,679,683 (36.5%)**

Electoral votes: **8**

1936

ELECTORAL MAP
How each state voted



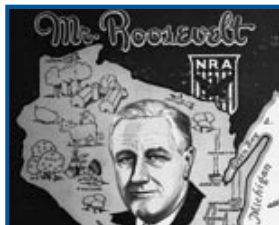
Wisconsin's Choice
ROOSEVELT

Election Facts

- This election underscored the division between classes, which widened during the Great Depression.
- Roosevelt's New Deal programs and policies offered benefits for the interest groups that formed the new Democratic coalition.
- Republican opposition argued that the federal government under FDR had grown too big, too intrusive, and too expensive.



Franklin D. Roosevelt speaks in Green Bay, August 9, 1934. [WHI-56982](#)



Sheet music, 1934.
[WHI-48776](#)



Franklin D. Roosevelt signs the Social Security Bill, August 14, 1935.
[WHI-54438](#)



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★ THAT'S THE TICKET! ★

A Parade of Presidential Elections

DEMOCRATIC TICKET ✓

Presidential candidate: **FRANKLIN D. ROOSEVELT**, President
VP candidate: **HENRY A. WALLACE**, Secretary of Agriculture
Popular votes: **27,343,218 (54.7%)**
Electoral votes: **449**

REPUBLICAN TICKET

Presidential candidate: **Wendell Willkie**, New York Utility Executive
VP candidate: **Charles L. McNary**, Oregon Senator
Popular votes: **22,334,940 (44.8%)**
Electoral votes: **82**

1940

ELECTORAL MAP
How each state voted



Wisconsin's Choice
ROOSEVELT

Election Facts

- When the Democrats nominated Roosevelt for an unprecedented third term, Republicans accused him of being a dictator.
- Willkie gave hundreds of speeches across the country charging FDR with warmongering for advocating military preparedness and supporting Great Britain in World War II.
- It was difficult for the Republican newcomer to compete against Roosevelt's experience at a time when the future appeared uncertain.



Franklin D. Roosevelt makes a speech in Savannah, GA.

[WHI-9471](#)



Wendell Willkie speaks in Richland Center, WI, during a bid for the presidency,

March 18, 1944. [WHI-25802](#)



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★ THAT'S THE TICKET! ★

A Parade of Presidential Elections

DEMOCRATIC TICKET ✓

Presidential candidate: **FRANKLIN D. ROOSEVELT**, President

VP candidate: **HARRY TRUMAN**, Missouri Senator

Popular votes: **25,612,610 (53.4%)**

Electoral votes: **432**

REPUBLICAN TICKET

Presidential candidate: **Thomas Dewey**, New York Governor

VP candidate: **John Bricker**, Ohio Governor

Popular votes: **22,021,053 (45.9%)**

Electoral votes: **99**

1944

ELECTORAL MAP
How each state voted



**Wisconsin's Choice
DEWEY**

Election Facts

- World War II dominated the course of this election.
- Allied victories gave people hope. Many voters did not want to risk changing leaders until the war was over.
- War had brought the nation out of the Great Depression. Democrats took credit, urging voters not to steer the country back to Hoover's time.
- Dewey found it difficult to counter voters' desire to stay the course.



Franklin D. Roosevelt, 1944.
[WHI-23747](#)



Thomas Dewey aboard his campaign train in Baraboo, WI, 1944. [WHI-42565](#)



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THAT'S THE TICKET!



A Parade of Presidential Elections

DEMOCRATIC TICKET ✓

Presidential candidate: **HARRY TRUMAN**, President
 VP candidate: **ALBEN BARKLEY**, Kentucky Senator
 Popular votes: **24,105,810 (49.5%)**
 Electoral votes: **303**

REPUBLICAN TICKET

Presidential candidate: **Thomas Dewey**, New York Governor
 VP candidate: **Earl Warren**, California Governor
 Popular votes: **21,970,064 (45.1%)**
 Electoral votes: **189**

STATES' RIGHTS DEMOCRATIC (DIXIECRATIC) TICKET

Presidential candidate: **Strom Thurmond**, South Carolina Governor
 VP candidate: **Fielding Wright**, Mississippi Governor
 Popular votes: **1,169,114 (2.4%)**
 Electoral votes: **39**

1948

ELECTORAL MAP
How each state voted



Wisconsin's Choice
TRUMAN

Election Facts

- The Democratic coalition splintered in this election.
- Southern segregationists opposed Truman over civil rights and supported Thurmond.
- Democratic progressives bolted over Truman's postwar foreign policy.
- Republicans rallied around Dewey, who accepted the New Deal and the nation's new global role.
- With predictions of his defeat, Truman fought a hard campaign to win the election.



A carload of Truman supporters in Pennsylvania, 1948. [WHI-22948](#)



Republican National Convention, Philadelphia, June 1948. [WHI-56888](#)



A victorious Harry Truman shows off an incorrect newspaper, November 3, 1948. [WHI-56976](#)



Harry Truman rides with Wisconsin Governor Oscar Rennebohm and Senator Carl Thompson during a visit to Madison, October 14, 1948. Photo by James Roy Miller, *Capital Times*. [WHI-34029](#)



Harry S. Truman in Madison, September, 1947. Photo by John Newhouse. [WHI-8276](#)



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THAT'S THE TICKET!

A Parade of Presidential Elections

REPUBLICAN TICKET ✓

Presidential candidate: **DWIGHT D. EISENHOWER**, U.S. Army General
 VP candidate: **RICHARD NIXON**, California Senator
 Popular votes: **33,777,945 (54.9%)**
 Electoral votes: **442**

DEMOCRATIC TICKET

Presidential candidate: **Adlai E. Stevenson II**, Illinois Governor
 VP candidate: **John Sparkman**, Alabama Senator
 Popular votes: **27,314,992 (44.4%)**
 Electoral votes: **89**

1952

ELECTORAL MAP
 How each state voted



Election Facts

- This election was a reaction to the problems that beset Truman's second term.
- The nation was weary of the stalemated Korean War.
- White House conflict-of-interest scandals and alleged Communist infiltrations in government prompted the Republicans to vow to clean up Washington.
- War hero Eisenhower proved a popular candidate.
- Nixon's folksy "Checkers" speech countered a Democratic charge of impropriety.
- The vote underscored a desire for new leadership.



Dane County Democratic Club hostesses of a luncheon for Adlai Stevenson, October 1, 1952. Photo by Arthur M. Vinje. [WHI-34530](#)



Adlai Stevenson campaigns in Madison, 1952. Photo by John Newhouse. [WHI-47999](#)



Adlai Stevenson (left) shakes hands at a campaign banquet, 1952. Photo by John Newhouse. [WHI-56941](#)



Dwight D. Eisenhower. [WHI-47993](#)



Dwight Eisenhower campaigns in Owatonna, MN, 1952. *United Press* photo. [WHI-57001](#)



Wisconsin Senator Joe McCarthy congratulates Dwight Eisenhower after his nomination at the Republican National Convention, July 12, 1952. [WHI-47491](#)



Madison supporters for Eisenhower and Nixon, 1952. Photo by John Newhouse. [WHI-48022](#)



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THAT'S THE TICKET!



A Parade of Presidential Elections

REPUBLICAN TICKET ✓

Presidential candidate: **DWIGHT D. EISENHOWER**, President

VP candidate: **RICHARD NIXON**, Vice President

Popular votes: **35,590,472 (57.4%)**

Electoral votes: **457**

DEMOCRATIC TICKET

Presidential candidate: **Adlai E. Stevenson II**, former Illinois Governor

VP candidate: **Estes Kefauver**, Tennessee Senator

Popular votes: **26,022,752 (42.0%)**

Electoral votes: **73**

1956

ELECTORAL MAP
How each state voted



Wisconsin's Choice
EISENHOWER

Election Facts

- Stevenson called for an end to the peacetime draft and a ban on nuclear testing, but many deferred to Eisenhower as the better judge of America's position in global affairs.
- This election showed a desire for the status quo.
- The economy was booming and many voters seemed content and complacent.
- Divisive issues were downplayed and little conflict emerged.



Wisconsin delegation to the Republican National Convention, San Francisco, August 1956. [WHI-56968](#)



Dwight Eisenhower on a fishing trip in northern Wisconsin, 1956. [WHI-2095](#)



Stevenson backer John Shaat pays off a bet by towing Eisenhower supporter Edwin Warner, Milwaukee, November 10, 1956. Photo by Foster C. Stanfield. [WHI-22947](#)



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THAT'S THE TICKET!

A Parade of Presidential Elections

DEMOCRATIC TICKET

Presidential candidate: **JOHN F. KENNEDY**, Massachusetts Senator
 VP candidate: **LYNDON B. JOHNSON**, Texas Senator
 Popular votes: **34,226,731 (49.7%)**
 Electoral votes: **303**

REPUBLICAN TICKET

Presidential candidate: **Richard Nixon**, Vice President
 VP candidate: **Henry Cabot Lodge**, United Nations Ambassador
 Popular votes: **34,108,157 (49.5%)**
 Electoral votes: **219**

INDEPENDENT DEMOCRATIC TICKET

Presidential candidate: **Henry Byrd**, Virginia Senator
 Popular votes: **116,248 (0.2%)***
 Electoral votes: **15**

*For Byrd electors in Mississippi

1960

ELECTORAL MAP
How each state voted



Election Facts

- This election featured the first televised debate between presidential contenders. It gave Kennedy the edge in personal image.
- Kennedy's campaign appealed to a new generation and called for meeting the challenges of the future.
- Kennedy promised to lead the nation out of recession and proposed an increase in defense spending.
- Kennedy won by a narrow victory and became the first Catholic president.
- Nixon considered a recount but decided against it.



Nixon/Lodge supporters, 1960. [WHI-8850](#)



Richard Nixon speaks in Janesville, WI, 1960. Photo by Harry Van Tuyt. [WHI-56970](#)



Richard Nixon is introduced at a campaign stop in Milwaukee, October 8, 1960. Photo by Fred Stanger. [WHI-47510](#)



John F. Kennedy campaigns in Gays Mills, WI, 1960. Photo by Fritz Albert. [WHI-27843](#)



John F. Kennedy speaks in Ohio. [WHI-56980](#)



Young Kennedy supporters in Madison, 1960. Courtesy of the Wisconsin State Journal.



Rally for John F. Kennedy, Madison, October 23, 1960. [WHI-8619](#)



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1964

Electoral votes: **486**Electoral votes: **52**

Goldwater supporters and opponents face one another at a Madison rally, September 1964. Photo by Ed Stein, courtesy of the *Wisconsin State Journal*.





THAT'S THE TICKET!



A Parade of Presidential Elections

REPUBLICAN TICKET ✓

Presidential candidate: **RICHARD NIXON**, former Vice President

VP candidate: **SPIRO AGNEW**, Maryland Governor

Popular votes: **31,785,480 (43.4%)**

Electoral votes: **301**

DEMOCRATIC TICKET

Presidential candidate: **Hubert Humphrey**, Vice President

VP candidate: **Edmund Muskie**, Maine Senator

Popular votes: **31,275,166 (42.7%)**

Electoral votes: **191**

AMERICAN INDEPENDENT TICKET

Presidential candidate: **George Wallace**, former Alabama Governor

VP candidate: **Curtis LeMay**, former Air Force Chief of Staff

Popular votes: **9,906,473 (13.5%)**

Electoral votes: **46**

1968

ELECTORAL MAP
How each state voted



Wisconsin's Choice
NIXON

Election Facts

- The politics of discontent dominated this election.
- Nixon's campaign called for new strategies to address the unrest wrought by the escalation of the Vietnam War, rising crime, urban riots, inflation, and political assassinations.
- Humphrey tried to distance himself from Johnson's policies.
- Wallace ran one of the strongest third-party campaigns in history as a conservative who opposed Johnson's domestic programs but supported the war.



Richard Nixon campaigns in Madison, March 31, 1968.
Photo by J.D. Patrick, courtesy of the *Wisconsin State Journal*.



Hubert Humphrey visits Madison. Photo by Ed Stein, courtesy of the *Wisconsin State Journal*.



Volunteers at Nixon campaign headquarters, Eau Claire, March 29, 1968.
[WHI-56993](#)



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THAT'S THE TICKET!



A Parade of Presidential Elections

REPUBLICAN TICKET ✓

Presidential candidate: **RICHARD NIXON**, President
VP candidate: **SPIRO AGNEW**, Vice President
Popular votes: **47,169,911 (60.7%)**
Electoral votes: **520**

DEMOCRATIC TICKET

Presidential candidate: **George McGovern**, South Dakota Senator
VP candidate: **Sargent Shriver**, former Ambassador to France
Popular votes: **29,170,383 (37.5%)**
Electoral votes: **17**

1972

ELECTORAL MAP
How each state voted



Election Facts

- Nixon emphasized his accomplishments in foreign policy and domestic initiatives.
- McGovern criticized Nixon's failure to end the Vietnam War.
- McGovern's campaign was harmed when his original running mate, Thomas Eagleton, was replaced following reports of Eagleton's previous treatments for nervous exhaustion.



George McGovern campaigns in Madison, May 31, 1972. Photo by Mark Perlstein, courtesy of the *Wisconsin State Journal*.



George McGovern at his Madison campaign headquarters, April 4, 1972. Photo by David Sandell, courtesy of the *Capital Times*.



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THAT'S THE TICKET!



A Parade of Presidential Elections

DEMOCRATIC TICKET



Presidential candidate: **JIMMY CARTER**, former Georgia Governor

VP candidate: **WALTER MONDALE**, Minnesota Senator

Popular votes: **40,830,763 (50.1%)**

Electoral votes: **297**

REPUBLICAN TICKET

Presidential candidate: **Gerald Ford**, President

VP candidate: **Bob Dole**, Kansas Senator

Popular votes: **39,147,793 (48.0%)**

Electoral votes: **240**

1976

ELECTORAL MAP
How each state voted



Wisconsin's Choice
CARTER

Election Facts

- Carter's message of honesty and decency appealed to voters disillusioned by the Watergate scandal, although a *Playboy* interview undermined his moral standard.
- Ford gained support from his restoration of order in government. His pardon of Nixon hurt him politically, as did a contentious battle with Ronald Reagan for the Republican nomination and a gaffe in a televised debate with Carter.
- Carter benefited by drawing support from a diverse coalition of southerners, urbanites, blacks, and labor.



Jimmy Carter campaigns in Madison, March 26, 1976.
Photo by L. Roger Turner, courtesy of the *Wisconsin State Journal*.



Gerald Ford campaigns in Green Bay, April 4, 1976.
Photo by L. Roger Turner, courtesy of the *Wisconsin State Journal*.



Jimmy Carter and wife Rosalynn during a visit to Madison, April 8, 1976.
Photo by J.D. Patrick, courtesy of the *Wisconsin State Journal*.



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THAT'S THE TICKET!



A Parade of Presidential Elections

REPUBLICAN TICKET ✓

Presidential candidate: **RONALD REAGAN**, former California Governor

VP candidate: **GEORGE H.W. BUSH**, former CIA Director

Popular votes: **43,904,153 (50.7%)**

Electoral votes: **489**

DEMOCRATIC TICKET

Presidential candidate: **Jimmy Carter**, President

VP candidate: **Walter Mondale**, Vice President

Popular votes: **35,483,883 (41.0%)**

Electoral votes: **49**

1980

ELECTORAL MAP
How each state voted



Election Facts

- This election reflected a "crisis in confidence" brought about by inflation, unemployment, an energy crisis, and an eroding national image overseas.
- Reagan attacked Carter's leadership as the Iran hostage crisis dragged on.
- Carter warned that a nuclear arms race and national polarization would result from a Reagan presidency.
- Reagan asked voters if they were better off than they were four years earlier. The answer for many was "no."



Ronald Reagan gives his acceptance speech at the Republican National Convention, Detroit, July 17, 1980. Courtesy of the Ronald Reagan Library.



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THAT'S THE TICKET!



A Parade of Presidential Elections

REPUBLICAN TICKET ✓

Presidential candidate: **RONALD REAGAN**, President
 VP candidate: **GEORGE H. W. BUSH**, Vice President
 Popular votes: **54,455,075 (58.8%)**
 Electoral votes: **525**

DEMOCRATIC TICKET

Presidential candidate: **Walter Mondale**, former Vice President
 VP candidate: **Geraldine Ferraro**, New York Congresswoman
 Popular votes: **37,577,185 (40.6%)**
 Electoral votes: **13**

1984

ELECTORAL MAP
How each state voted



Election Facts

- This election demonstrated Reagan's immense popularity during a time of economic recovery.
- Reagan's campaign emphasized optimism and national pride.
- Mondale criticized the federal budget deficit and the arms race. He attacked Reagan's cuts in social programs and characterized his administration as a "government of the rich."
- Mondale failed to articulate a vision.
- Ferraro was the first female to be nominated for national office by a major party.
- Ferraro's husband's finances and her stand on abortion brought controversy to the campaign.



Wisconsin campaign rally for Reagan/Bush, October 10, 1984. Photo by Ned Vespa, *Milwaukee Journal*.



Milwaukee barber Guy Marty displays campaign material from both parties, 1984. Photo by Erwin Gebhard, *Milwaukee Journal*.
[WHI-56999](#)



Walter Mondale campaigns in Milwaukee, October 24, 1984. Photo by Dale Guldán.
[WHI-11960](#)



Walter Mondale and Geraldine Ferraro campaign at the Wisconsin State Capitol, October 1984. Photo by Henry A. Kosholek, courtesy of the *Capital Times*.



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THAT'S THE TICKET!



A Parade of Presidential Elections

REPUBLICAN TICKET ✓

Presidential candidate: **GEORGE H. W. BUSH**, Vice President

VP candidate: **DAN QUAYLE**, Indiana Senator

Popular votes: **48,886,097 (53.4%)**

Electoral votes: **426**

DEMOCRATIC TICKET

Presidential candidate: **Michael Dukakis**, Massachusetts Governor

VP candidate: **Lloyd Bentsen**, Texas Senator

Popular votes: **41,809,074 (45.6%)**

Electoral votes: **112**

1988

ELECTORAL MAP
How each state voted



Election Facts

- This election centered on symbolic issues that showed the conservative mood of the nation.
- Bush defined Dukakis as a liberal who was out of touch with American values.
- Bush painted Dukakis as unpatriotic and soft on crime.
- Dukakis responded by characterizing Bush as unresponsive to middle-class concerns about jobs, housing, health care, and the environment. The strategy proved too little too late.



George Bush with members of the UW hockey team, Madison, March 31, 1988. Photo courtesy of the *Wisconsin State Journal*.



Comedian and political activist Al Franken presents a Wisconsin Badger T-shirt to Michael Dukakis at the UW Memorial Union, April 7, 1988. Photo by Henry A. Koshollek, courtesy of the *Capital Times*.



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★ THAT'S THE TICKET! ★

A Parade of Presidential Elections

DEMOCRATIC TICKET ✓

Presidential candidate: **BILL CLINTON**, Arkansas Governor

VP candidate: **AL GORE**, Tennessee Senator

Popular votes: **44,909,326 (43.0%)**

Electoral votes: **370**

REPUBLICAN TICKET

Presidential candidate: **George H. W. Bush**, President

VP candidate: **Dan Quayle**, Vice President

Popular votes: **39,103,882 (37.4%)**

Electoral votes: **168**

1992

ELECTORAL MAP
How each state voted



Election Facts

- While Bush took credit for the fall of the Soviet Union, he could no longer use hawkish Cold War policies as a counter to the Democrats.
- Bush reneged on his promise of no new taxes. His popularity after his Iraq War victory plummeted as national attention focused on domestic issues.
- Third-party candidate Ross Perot stoked voter dissatisfaction with Bush.
- Clinton directed his campaign toward women and the "forgotten" middle class. He reached voters through non-traditional media.
- Bush criticized Clinton's character but his own credibility was questioned.



George Bush campaigns in Burlington, WI, October 31, 1992. Photo by Meg Theno, courtesy of the *Wisconsin State Journal*.



George Bush speaks in Burlington, WI, on October 31, 1992, as Wisconsin Governor Tommy Thompson and Senator Robert Kasten look on. Photo by Meg Theno, courtesy of the *Wisconsin State Journal*.



Al Gore and Bill Clinton with Congressional candidate Ada Deer and U.S. Senate candidate Russ Feingold, Madison, October 2, 1992. Photo by Meg Theno, courtesy of the *Wisconsin State Journal*.



Clinton/Gore supporters at a Madison campaign rally, October 2, 1992. Photo by Mike DeVries, courtesy of the *Capital Times*.



Bill Clinton and Al Gore mingle with the audience during a campaign stop in Madison, October 2, 1992. Photo by Henry A. Koshollek, courtesy of the *Capital Times*.



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THAT'S THE TICKET!



A Parade of Presidential Elections

DEMOCRATIC TICKET ✓

Presidential candidate: **BILL CLINTON**, President

VP candidate: **AL GORE**, Vice President

Popular votes: **47,402,357 (49.2%)**

Electoral votes: **379**

REPUBLICAN TICKET

Presidential candidate: **Bob Dole**, Kansas Senator

VP candidate: **Jack Kemp**, former HUD Secretary

Popular votes: **39,198,755 (40.7%)**

Electoral votes: **159**

1996

ELECTORAL MAP
How each state voted



Election Facts

- Character issues dogged Clinton again but his personality, his record of moderate policy initiatives, and a strong economy worked to his benefit.
- Clinton adopted conservative approaches to welfare reform, deficit reduction, and family values while holding to Democratic stances on the environment, health care, and education.
- Clinton made the Republicans' adoption of a conservative platform look extreme by comparison.
- Clinton's support by women and minorities helped him win re-election.



Bob Dole speaks at a campaign rally in Madison, September 5, 1996. Photo by Joseph W. Jackson III, courtesy of the *Wisconsin State Journal*.



Wisconsin Governor Tommy Thompson greets Bob Dole at a campaign rally in Madison, March 17, 1996. Photo by Joseph W. Jackson III, courtesy of the *Wisconsin State Journal*.



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★ **THAT'S THE TICKET!** ★

A Parade of Presidential Elections

REPUBLICAN TICKET ✓

Presidential candidate: **GEORGE W. BUSH**, Texas Governor
 VP candidate: **DICK CHENEY**, former Secretary of Defense
 Popular votes: **50,455,156 (47.9%)**
 Electoral votes: **271**

DEMOCRATIC TICKET

Presidential candidate: **Al Gore**, Vice President
 VP candidate: **Joe Lieberman**, Connecticut Senator
 Popular votes: **50,992,335 (48.4%)**
 Electoral votes: **266**

2000

ELECTORAL MAP
 How each state voted



Election Facts

- This election was characterized as a popularity contest between the experienced, liberal Gore and the "compassionate conservative" Bush.
- The race touched on gun control, abortion rights, education, welfare, Social Security, and the legacies - good and bad - of the Clinton administration.
- Gore won the popular vote but the electoral victory depended on contested Florida ballots.
- It was the first time a presidential election was contested in the courts. The nation came close to a constitutional crisis.
- The Supreme Court halted a recount. The election went to Bush 36 days after the votes were cast.



George W. Bush greets a crowd during a campaign stop in Eau Claire, May 24, 2000. Photo by Craig Schreiner, courtesy of the *Wisconsin State Journal*.



Al Gore campaigns in Madison, October 26, 2000. Photo by Sarah B. Tews, courtesy of the *Wisconsin State Journal*.



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THAT'S THE TICKET!



A Parade of Presidential Elections

REPUBLICAN TICKET ✓

Presidential candidate: **GEORGE W. BUSH**, President

VP candidate: **DICK CHENEY**, Vice President

Popular votes: **62,040,287 (51.2%)**

Electoral votes: **286**

DEMOCRATIC TICKET

Presidential candidate: **John Kerry**, Massachusetts Senator

VP candidate: **John Edwards**, North Carolina Senator

Popular votes: **59,027,612 (48.8%)**

Electoral votes: **251**

2004

ELECTORAL MAP
How each state voted



Election Facts

- The war on terrorism that followed the September 11, 2001, attacks on the United States took center stage in this election.
- Bush presented himself as a decisive leader and described Kerry as a "flip-flopper."
- Bush supporters valued national security and moral values.
- Kerry appealed to opponents of the war in Iraq and those concerned with jobs, health care, and other domestic issues.
- The electoral victory again was decided by one state - this time, Ohio.



George W. Bush greets a crowd during a campaign stop in La Crosse, May 7, 2004. Photo by David J. Marcou. [WHI-52577](http://www.wisconsinhistory.org/museum/exhibits/elections/WHI-52577)



George W. Bush campaigns in Richland Center, WI, October 26, 2004. Photo by Joseph W. Jackson III, courtesy of the *Wisconsin State Journal*.



John Kerry greets supporters at a campaign rally in Madison, October 28, 2004. Photo by Steve Apps, courtesy of the *Wisconsin State Journal*.



John Kerry and musician and political activist Bruce Springsteen at a campaign rally in Madison, October 28, 2004. Photo by Mike DeVries, courtesy of the *Capital Times*.



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THAT'S THE TICKET!



A Parade of Presidential Elections

DEMOCRATIC TICKET



Presidential candidate: **BARACK OBAMA**, Illinois Senator

VP candidate: **JOE BIDEN**, Delaware Senator

Popular votes: **66,882,230 (53.0%)**

Electoral votes: **365**

REPUBLICAN TICKET

Presidential candidate: **John McCain**, Arizona Senator

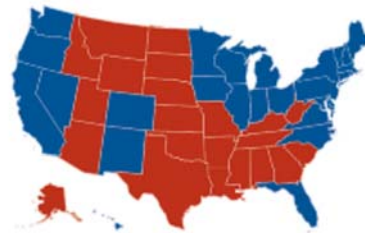
VP candidate: **Sarah Palin**, Alaska Governor

Popular votes: **58,343,671 (46.0%)**

Electoral votes: **173**

2008

ELECTORAL MAP
How each state voted



Wisconsin's Choice
OBAMA

Election Facts

- The overall theme for this election was "change." Both major party candidates strived to distance themselves from the unpopular President George W. Bush.
- Both McCain and Obama aimed to identify themselves with ordinary Americans. The "Average Joe" became a political icon.
- Palin was the first female vice presidential candidate on a Republican ticket. She injected excitement into the McCain campaign but undermined McCain's emphasis on experience.
- American foreign policy, the wars in Iraq and Afghanistan, energy independence, and the environment were important issues. Cultural values took a back seat.
- McCain emphasized his bipartisan experience and maverick image. He portrayed Obama as a tax-and-spend liberal.
- Obama and his campaign theme of "hope" appealed to many new voters.
- America's faltering economy, worsened by a major financial crisis just before the election, helped Obama win the election.
- Obama was the first African American to be elected President of the United States.



John McCain waves to supporters at a La Crosse campaign rally, October 10, 2008. Photo by Peter Thomson, courtesy of the *Wisconsin State Journal*.



Barack Obama speaks at a Madison campaign rally, October 16, 2007. Photo by Henry A. Kosholek, courtesy of the *Capital Times*.



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THAT'S THE TICKET!



A Parade of Presidential Elections

DEMOCRATIC TICKET ✓

Presidential candidate: **BARACK OBAMA**, President

VP Candidate: **JOE BIDEN**, Vice President

Popular votes: **65,915,796 (51.1%)**

Electoral votes: **332**

REPUBLICAN TICKET

Presidential candidate: **Mitt Romney**, former Massachusetts Governor

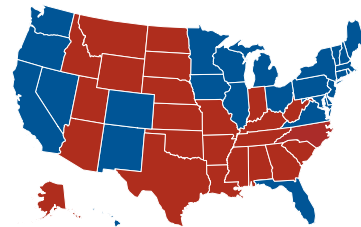
VP candidate: **Paul Ryan**, Wisconsin Congressman

Popular votes: **60,933,500 (47.2%)**

Electoral votes: **206**

2012

ELECTORAL MAP How each state voted



Wisconsin's Choice
OBAMA

Election Facts

Major debate issues included job creation and economic recovery following the Great Recession of 2007-2009, and modest economic growth worked in Obama's favor.

Republicans promoted laissez-faire government and sought to repeal the Affordable Care Act ("Obamacare"), a sweeping health care initiative signed into law by President Obama in 2010.

Counter-terrorism, U.S. withdrawal from Iraq, and the prospect of Iran as a nuclear power were foreign policy concerns raised during the campaign season.

For the first time, Super PACs, operating without legal limits to political spending, played a major role in presidential politics. The involvement of Super PACs contributed to unprecedented levels of fundraising and negative ads.

Paul Ryan of Janesville became the first Wisconsinite to appear on a major party presidential ticket.



Joe Biden speaks at a Democratic Election rally at the University of Wisconsin-La Crosse, October 12, 2012
Photo by David J. Marcou
WHI 110034



Romney supporters at a Paul Ryan Rally Event in La Crosse, October 30, 2012
Photo by David J. Marcou
WHI 110370



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