

★ THAT'S THE TICKET! ★

A Parade of Presidential Elections

REPUBLICAN TICKET ✓

Presidential candidate: **WILLIAM MCKINLEY**, Ohio Governor
VP candidate: **GARRET A. HOBART**, Republican National Committee Member
Popular votes: **7,105,144 (51.1%)**
Electoral votes: **271**

DEMOCRATIC TICKET

Presidential candidate: **William Jennings Bryan**, former Nebraska Congressman
VP candidate: **Arthur Sewall**, Democratic National Committee Member
Popular votes: **6,370,897 (45.8%)**
Electoral votes: **176**

1896

ELECTORAL MAP
How each state voted



Wisconsin's Choice
MCKINLEY

Election Facts

- Rising Populist activism found a voice in this election.
- Bryan claimed to speak for discontented farmers and factory workers whose problems stemmed from westward expansion, urbanization, and explosive economic growth.
- Bryan's campaign centered on the "free coinage of silver." Silver would be made into coins, which would expand the money supply and benefit people who were in debt.
- Many Easterners considered Bryan too radical. They did not add to the support he received from the agrarian West and South.



Pro-McKinley political cartoon. *Harper's Weekly*, August 29, 1896. [WHI-9056](#)



Pro-McKinley political poster, 1896. [WHI-57004](#)