



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](#)