

★ 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



Wisconsin's Choice
NIXON

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 Tuyl. [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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