

★ THAT'S THE TICKET! ★

A Parade of Presidential Elections

DEMOCRATIC TICKET ✓

Presidential candidate: **LYNDON B. JOHNSON**, President
VP candidate: **HUBERT HUMPHREY**, Minnesota Senator
Popular votes: **43,129,566 (61.1%)**
Electoral votes: **486**

REPUBLICAN TICKET

Presidential candidate: **Barry Goldwater**, Arizona Senator
VP candidate: **William Miller**, New York Congressman
Popular votes: **27,178,188 (38.5%)**
Electoral votes: **52**

1964

ELECTORAL MAP
How each state voted



Election Facts

- This election was an ideological contest between the conservative Goldwater and the liberal Johnson.
- Goldwater attacked big government and appealed to fears about the direction the nation was taking.
- Johnson advocated the "Great Society," a package of domestic programs concerned with welfare, housing, education, jobs, and civil rights.
- Painting Goldwater as reckless, Johnson presented himself as a peace candidate in the face of the looming conflict in Vietnam.
- Economic prosperity worked to Johnson's advantage.



Lyndon B. Johnson.
[WHI-27956](#)



Young Goldwater supporters in Wauwatosa, WI, September 22, 1964. Photo by *Milwaukee Journal*.
[WHI-56910](#)



Representatives of Democrats for Goldwater from central Wisconsin, October 28, 1964. Photo by Robert Schmidt. [WHI-9345](#)



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



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