



Johnson Builds a Great Society in 1964



THE CANDIDATES

Lyndon B. Johnson, the incumbent Democratic President, had been an effective advocate of Kennedy's programs with his skillful direction of Congress. **Hubert H. Humphrey**, Democratic senator from Minnesota, represented the liberal wing of the Democratic party.

Barry Goldwater, Republican senator from Arizona, revived the conservative wing of the Republican party. **William E. Miller**, a New York congressman, was not well-known, and his conservative views did little to balance the Republican ticket.

THE CAMPAIGN

1. Goldwater's philosophy and comments renewed interest in conservative politics.
2. Johnson won in a landslide with 61 percent of the total vote cast. In addition, Democrats increased their majorities in Congress.

THE ISSUES

	Johnson (Democrat)	Goldwater (Republican)
Foreign	For restraint in Vietnam War	Against disarmament; for military decisions to use nuclear weapons
Economic	Declared a War on Poverty	For massive cuts in social spending; against "big government"
Social	For strong Civil Rights Act	Believed that civil rights were subject to states' rights

QUOTES & CUSTOMS

Being President "Ain't near as bad as being Vice-President. Not being able to do anything will wear you down sooner than hard work."

On Vietnam "We are not about to send American boys nine to ten thousand miles away from home to do what Asian boys ought to be doing for themselves."

Great Society Johnson led Congress to approve aid to education, Medicare, strong civil-rights bills, and new cabinet departments—HUD and Transportation.

THE LESSONS

1. Party divisions which are aggravated in the national convention will doom a national election.
2. Johnson, in 1968, followed the unwritten rule that no "accidental" President has ever been twice elected to the Presidency.



Nixon Wins the White House in 1968



THE CANDIDATES

Richard M. Nixon, former Republican Vice-President under Eisenhower, made a comeback after losing elections in 1960 and 1962. **Spiro T. Agnew**, Republican governor of Maryland was chosen to win votes in the South.

Hubert H. Humphrey, Johnson's Vice-President, was the Democratic choice for President. **Edmund S. Muskie**, Democratic senator from Maine, was the Vice-Presidential candidate.

George C. Wallace, former governor of Alabama, ran as the strongest third-party candidate in forty-four years for the American Independent party.

THE CAMPAIGN

1. President Johnson sacrificed his political career to end the war in Vietnam when he refused to run again.
2. When the front-runner candidate, Bobby Kennedy, was assassinated, the Democratic party was bitterly divided.
3. Not since 1800, when Jefferson defeated Adams, had a former (Nixon) and an incumbent (Humphrey) Vice-President run against each other.

THE ISSUES

	Nixon (Republican)	Humphrey (Democrat)
Foreign	For "just peace" in Vietnam	Against the Vietnam War
Economic	For less governmental interference	For Great Society programs
Social	For return to law and order	For advances in civil rights and education
Personal	Humphrey called Nixon "Richard the Chickenhearted" for avoiding a debate	Nixon blamed Humphrey for the policies of the Johnson administration

QUOTES & CUSTOMS

Salary A week before Nixon's inauguration, Congress doubled the Presidential salary from \$100,000 to \$200,000.

Moon Walk Nixon telephoned the first astronauts on the moon, saying, "For one priceless moment in the whole history of man all the people on this earth are truly one—one in their pride in what you have done, and one in our prayers that you will return safely to Earth."

Open Door Sixty million Americans watched Nixon's unprecedented visit to mainland China in televised ceremonies.

THE LESSONS

1. Nixon was only the fourth Vice-President in our history to be elected President. Eight others became President upon the death of their predecessors.
2. George Wallace's success in getting on all fifty ballots showed that the obstacles to third-party candidates were not as large as previously thought.