

# 1960 Presidential Election



**Democratic :** John F. Kennedy  
from Massachusetts  
**V.P. Candidate:** Lyndon B. Johnson

**Experience:**  
-Served as Lieutenant in United States Navy (1941-1945)  
-Congressman in House of Representatives (1947-1953)  
-U.S. Senator (1953-1960)

**Platform:**  
-Focused on foreign policy and strong military  
-New frontier  
-Supported civil rights

**Republican:** Richard M. Nixon  
from California  
**V.P. Candidate:** Henry C. Lodge, Jr.

**Experience:**  
-Served as Lieutenant Commander in U.S. Navy (1942-1946)  
-Congressman in House of Representatives (1947-1950)  
-U.S. Senator (1950-1953)  
-Vice-President (1953-1961)

**Platform:**  
-Focused foreign policy experience on strong military  
-Supported laissez-faire  
-Supported civil rights

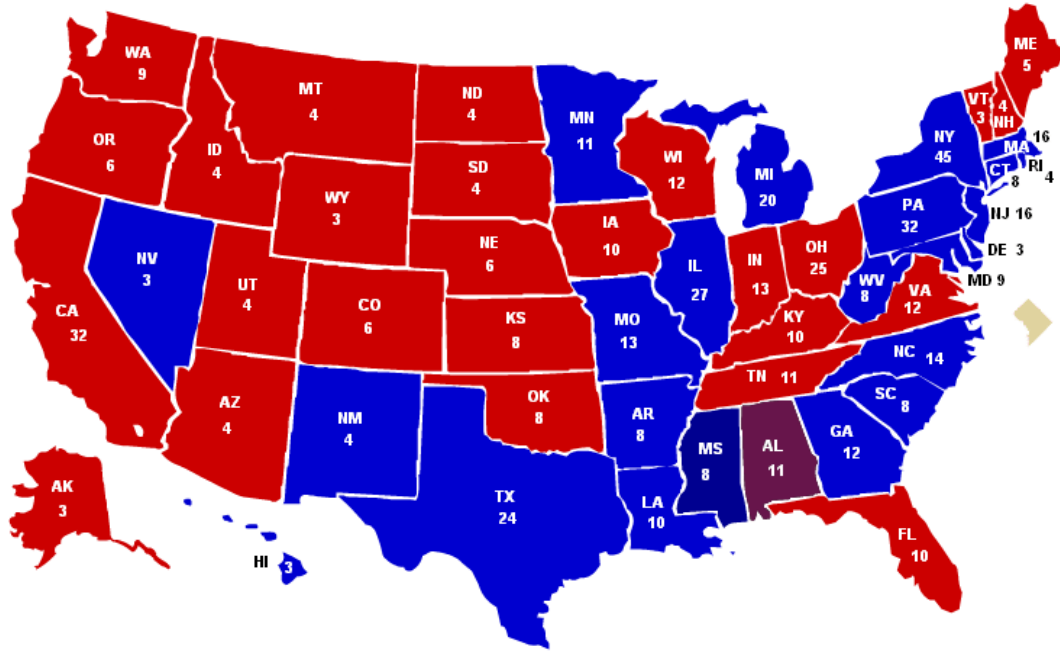
**States' Rights:** Harry F. Byrd  
from Virginia  
**V.P. Candidate:** Barry Goldwater and James Strom Thurmond

**Experience:**  
-Governor of Virginia (1926-1930)  
-U.S. Senator (1933-1965)

**Platform:**  
-Against civil rights and desegregation  
-Pay-as-you-Go policies

**Notable Issues and Facts:**

- 22<sup>nd</sup> Amendment being passed.
- Kennedy accused of having numerous affairs.
- Some questions were brought up about Kennedy's faith and youth.
- Vietnam War going on.
- Martin Luther King, Jr. was arrested and while Nixon chose to do nothing Kennedy lobbied for King's release. Once released, King stated that he owed "a great debt of gratitude to Senator Kennedy and his family," which most likely yielded the support of black voters for the Democratic party which in turn allowed Kennedy to win certain swing states and the election.
- Sputnik launched into orbit by U.S.S.R. and a U-2 spy plane shot down and pilot was captured which added to the general tension revolving around the cold war.
- JFK and Nixon were the first pair of candidates to have a live televised debate.
- Nixon was favored heading into the election but after the debates public opinion favored Kennedy.



### 1960 Election Results

Candidate	Party	Electoral Votes	Popular Votes
John F. Kennedy	Democratic	303	34,227,096
Richard M. Nixon	Republican	219	34,107,646
Harry F. Byrd	Democratic	15	116,248

Year	Total V.A.P.	Total REG*	% REG of V.A.P *	Turnout	% TO of V.A.P.
1960	109,672,000	63,854,789 *	58.22%	68,838,204	62.77%

### Key information

-JFK's pursuit of the presidency started earlier than other presidential campaigns had.

-JFK was one of the youngest presidents ever elected and the first catholic.

-JFK and LBJ were the first set of sitting U.S. Senators to be elected to the office of the President and the Vice-President. The next two to accomplish this feat were Barack Obama and Joe Biden in 2008.

### Impacts

-Introduced world to the next three presidents (Kennedy, Johnson and Nixon).

-Ushered in the age of political television.

-Failed Bay of Pigs invasion.

-Increased involvement in Vietnam.

-Kennedy was assassinated by Lee Harvey Oswald in 1963 who was then assassinated by Jack Ruby. Kennedy was succeeded by LBJ.

-“Ask not what your country can do for you - ask what you can do for your country.”