

Wallace, who mounted concerted challenges to favorite son candidates in Wisconsin, Indiana and Maryland. Wallace, of national fame for his segregationist stance at the University of Alabama, fared better in Maryland than anywhere else gathering 42.7 percent of the votes against the favorite son candidacy of Senator Daniel B. Brewster.<sup>20</sup> Not only did Wallace benefit from public apprehension over the events of the Civil Rights Movement<sup>21</sup> but his states' rights campaign rhetoric was not unlike the views of popular Maryland politicians of earlier eras—Gorman, Ritchie and Tydings. Nevertheless, Johnson's nomination was a foregone conclusion and the Atlantic City convention was a well managed meeting without a single roll call vote. Johnson and his vice presidential choice, Senator Hubert H. Humphrey, were nominated by acclamation. The only significant convention dissent involved the Mississippi and Alabama delegations which centered around minority representation and loyalty pledges to the national ticket.<sup>22</sup>

As the party out of power, the Republicans fell into quarrelling factions. Conservative Senator Barry Goldwater of Arizona had led the contenders in the various primary contests and was even further ahead in the amassing of delegates. In the Maryland primary on May 19, 1964 the Goldwater stand-in, John W. Steffey, carried only Anne Arundel County with Maryland Republicans otherwise favoring an uninstructed delegations to the San Francisco convention. The republican moderates last challenge was from Pennsylvania Governor William Scranton but there was no practical way of denying Goldwater the nomination which he won on the first ballot with 883 of the 1,308 votes. The Maryland delegation favored Governor Scranton who was nominated by Dr. Milton S. Eisenhower, the President of Johns Hopkins University and brother of former President Eisenhower. The Republicans neither had unity prior to convention nor sought it after the nomination was secured. Efforts by eastern and midwestern Republicans to soften the platform language on civil rights, extremism and nuclear weapons were all defeated. The presidential candidate himself exacerbated the rift by declaring in his acceptance speech:

Anyone who joins us in all sincerity we welcome. Those who do not care for our cause, we don't expect to enter our ranks in any case. . . . And let our Republicanism so focused and so dedicated not be made fuzzy and futile by unthinking and stupid labels. I would remind you that extremism in the defense of liberty is no vice! I would remind you also that moderation in the pursuit of justice is not virtue.<sup>23</sup>

The rhetoric of the Republican nominee may have pleased his followers but it did not comfort the American electorate nor was he able to convince important Republican office holders and contributors in key states that he was attuned to their needs and constituents.<sup>24</sup> The Republican campaign was full of attack—against unwarranted civil rights legislation; against immorality in Washington and against “a regimented society.” In contrast, the Democratic ticket offered the goal of a “Great Society” and a positive theme of prosperity, justice and peace. Rarely has the American electorate had such a clear choice in images and Johnson steamrolled over the Goldwater campaign on November 3, 1964. The electoral vote favored the Democrats 486 to 52 and Johnson garnered over 61 percent of the popular vote while Goldwater fell to a Republican low of