

1928

President Coolidge announced on August 2, 1927 that he would not run for re-election. However, rather than a stampede of candidates the Republicans had coalesced around Commerce Secretary Herbert Hoover of California by the time of their national convention. Hoover had been the most successful candidate in the various primaries and had secured the key backing of party officials and Congressmen. In Maryland, Hoover obtained 83.3 percent of the votes against unpledged delegate opposition in the primary on May 7, 1928.

The Democrats took their convention to the south (Houston, Texas) where the 1924 Smith/McAdoo battle was to have its final round. In 1928 it was Governor Smith rather than McAdoo that participated in the most primary elections winning in nine of the contests where his name was entered. McAdoo withdrew from consideration in the interest of party unity prior to the balloting which paved the way for Smith's nomination. The Democratic platform manifested signs of its new coalition which would alter national politics by proposing Federal aid for agriculture, unemployment and education.

Notwithstanding Democratic party unity in 1928, the Republican national ticket proved to be even stronger than its predecessors of 1920 and 1924. The Hoover candidacy made significant inroads in the south leaving only the bible belt to the Democrats.⁵³ The electoral vote was heavily Republican, 444 to 87, and Hoover attracted over 58 percent of the popular vote. However, Smith made gains in the northeast for the Democrats capturing Massachusetts and Rhode Island. More importantly, the Democratic ticket led in several major cities across the country and closed the gap on the Republicans generally around the urban centers of population.⁵⁴

In Maryland the Hoover candidacy was even more successful than the previous two Republican efforts in the counties as only Queen Anne's and St. Mary's voted in favor of the Democrat Smith. The margin in Queen Anne's was only 34 votes and the Catholic vote in St. Mary's undoubtedly favored Smith. The Democrats urban appeal which was felt nationally was also reflected in Baltimore City where the Republican margin narrowed to 3.45 percent. The Republican successes and their party jubilation of the "Roaring Twenties" would, however, soon come crashing down.

1928 ELECTION SUMMARY

Candidate (Party)	Popular Vote		Electoral Vote	
	Md.	U.S.	Md.	U.S.
Wm. Z. Foster (C)	636	48,170		
Herbert H. Hoover (R)	301,479	21,411,991	8	444
Verne L. Reynolds (L)	906	21,608		
Alfred E. Smith (D)	223,626	15,000,185		87
Norman M. Thomas (S)	1,701	266,453		