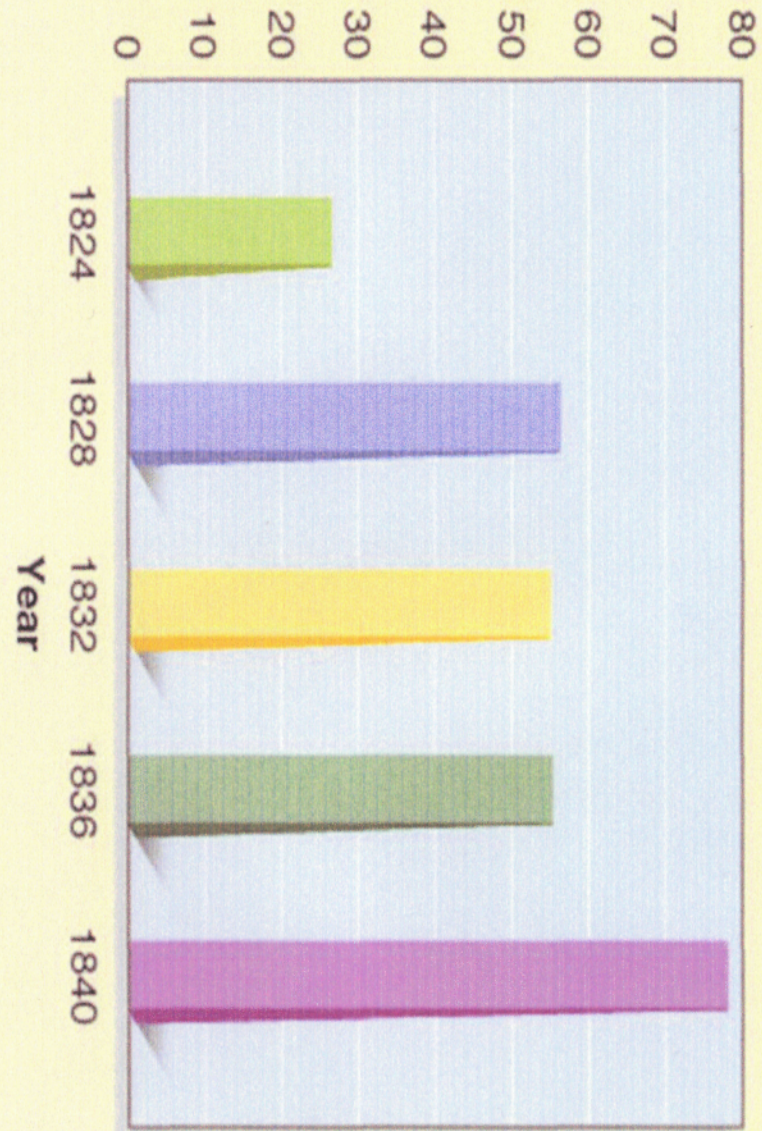




MAP 9.1 The Expansion of Voting Rights for White Men, 1800–1830

Between 1800 and 1830 the United States moved steadily toward political democracy for white men. Many existing states revised their constitutions, replacing property ownership with taxpaying or militia service as a qualification for voting. Some new states in the West extended the suffrage to all adult white men. As parties sought votes from a broader electorate, the tone of politics became more open and competitive—swayed by the interests and values of ordinary people.

Percentage of Adult White Males Voting



Jackson Campaign of 1828



First to appeal directly to voters through Political Organizations

Printed by J. Wood, Engraved & Sold by C. C. & Co. Philadelphia.

GEN. ANDREW JACKSON.

1828



Marketing Jackson's Popularity

The New Democratic Party Organization



- Created an image – War Hero
Common man
Born in a log cabin



- Organized mass rallies, barbecues, parades
- Distributed thousand of buttons and hats
- Courted newspaper editors
- Utilized public opinion polls



Jackson Forever!
The Hero of Two Wars and of Orleans!
The Man of the People!
HE WHO COULD NOT HAYTER NOR BARGAIN FOR THE
PRESIDENCY!

Who, although — *A Military Chieftain* — valued the purity of Elections and of the Electors, **MORE** than the Office of **PRESIDENT** itself! Although the greatest in the gift of his countrymen, and the highest in point of dignity of any in the world.

BECAUSE
It should be derived from the
PEOPLE!

No Gag Laws! No Black Cockades! No Reign of Terror! No Standing Army or Navy Officers, when under the pay of Government, to be content, or

KNOCK DOWN

Old Revolutionary Characters, or our Representatives while in the discharge of their duty. To the Polls then, is at once for those who will not

OLD HICKORY
AND THE ELECTORAL LAW.

