1928 was an election year. President Coolidge, a Republican, was running for re-election. The Democratic Party nominated Alfred E. Smith, a Catholic, for the presidency.

The economy was recovering from the Great Depression. Unemployment was on the decline, and many people were looking forward to a brighter future. However, the country was still recovering from the devastation of World War I, and many issues remained unresolved, including the treatment of veterans and the need for social reform.

The news media was expanding, with more newspapers and radio stations than ever before. People could now stay informed about events in real time, which helped shape public opinion.

In this same period, the United States entered a period of isolationism, as President Coolidge took a hands-off approach to international affairs. This would change in the 1930s, with the onset of the Great Depression and the rise of totalitarian regimes in Europe.

Despite these challenges, the country was moving forward, and people were hopeful for the future. The 1928 election was seen as a crucial moment in American history, as it would set the stage for the coming years.