

HANDOUT

1952 ELECTION



DWIGHT EISENHOWER
and Richard Nixon

POPULAR VOTE: 33,936,252
ELECTORAL VOTE: 442

REPUBLICAN

Eisenhower was a retired **General** and leader of **Allied Forces in Europe** during WW II.

Eisenhower aired the **first political TV commercials**.

The Republican convention became the **first televised convention** (Chicago).

"**I Like Ike**" was a ubiquitous campaign slogan.

Nixon responded to charges of campaign fraud in his televised "**Checkers**" speech.

A Wall Street **ad agency** was hired by Republicans.

Republicans courted the **women's vote**, using Mamie Eisenhower's appearances to accent family togetherness.

Nixon was included on the ticket as a leading **anti-communist** Senator.

The Democrats' historic hold on Southern votes since the Civil War, known as the **Solid South**, was broken by Ike winning Florida, Virginia, and Texas.



ADLAI STEVENSON
and John Sparkman

POPULAR VOTE: 27,314,992
ELECTORAL VOTE: 89

DEMOCRAT

Stevenson was **Governor of Illinois**.

Stevenson made **long, improvised speeches** on TV that often lost viewers' interest.

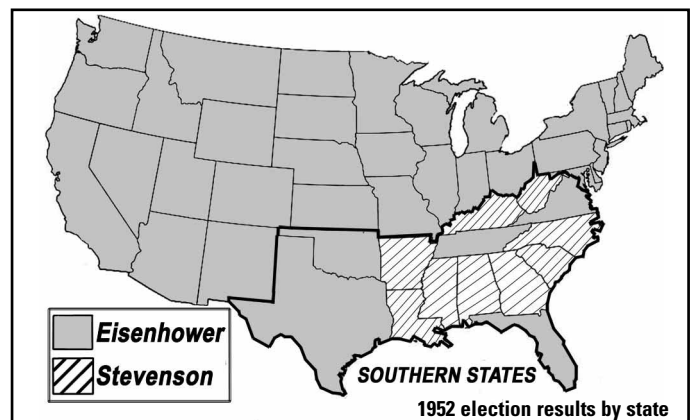
Stevenson was labeled an "**egghead**" by columnists.

Democrats opposed using nuclear weapons to end the **Korean War**.

Stevenson was accused of "**coddling**" **Communists**.

Civil rights for African Americans became part of the Democratic platform.

Democrats took a loyalty pledge at their convention to keep Southern "**Dixiecrats**" from leaving.



"The idea that you can merchandise candidates for high office like breakfast cereal is the ultimate indignity to the democratic process." - Adlai Stevenson