

HANDOUT

1956 ELECTION



DWIGHT EISENHOWER
and Richard Nixon

POPULAR VOTE: 35,575,420
ELECTORAL VOTE: 457

REPUBLICAN

Eisenhower was the **incumbent President**.

Republicans spent **\$5 million on TV commercials**.

Eisenhower ran on a campaign platform of "**Peace, Prosperity and Unity**."

The **women's vote** was actively sought by both parties, but **Republicans** got the majority.

The **balanced budget** was a plus for Eisenhower.



ADLAI STEVENSON
and Estes Kefauver

POPULAR VOTE: 26,033,066
ELECTORAL VOTE: 73

DEMOCRAT

Stevenson was the **1952 Democratic presidential candidate**.

The Democrats spent **\$100,000 on TV commercials**.

Stevenson's "**New America**" campaign called for freedom for all and an end to poverty and war.

Stevenson attacked Eisenhower as a "part-time President," accusing him of going on golfing and hunting vacations in times of world crisis.

- The **Soviet Union invaded Hungary** just days before the election.
- **Organized labor** was at the height of its power after the 1955 merger of the AFL and CIO.
- **Civil rights** was becoming an increasingly important issue with the Montgomery bus boycott and school desegregation.
- The **censure of Senator McCarthy** in 1954 lessened anti-communist hysteria, but **Cold War** fears continued to dominate U.S. politics.

"Politics is show business." - Republican National Chairman Leonard Wood Hall