

TEACHER GUIDE

1956 DOC. #1: Republican Comic Book

BACKGROUND INFORMATION

Appeals to women voters became important in the 1950s since women now made up half of the electorate. The Republican Party Women’s Division developed materials specifically targeting women voters. From pamphlets to potholders and from silk stockings to scrub pails, Republican campaign items showed Eisenhower and Nixon, and their wives, Mamie and Pat, reaching out to female voters.

Three major Republican themes of 1956 were a balanced budget, corruption, and Eisenhower’s role in ending the Korean War. Polls showed that ending the war was of particular concern to women voters and Eisenhower promised to bring the boys home. Republicans encouraged local women’s groups to organize tea parties, meetings, and phone banks to get the vote out for “Ike and Dick.”

This excerpt is from a comic book entitled “Forward with Eisenhower-Nixon 1956.” It was produced by the Republican National Committee. Comics had become extremely popular in the United States since the arrival of *Superman* in 1938.

> **Project** 1956 doc.1a (both pages).

QUESTION **Who is the target audience for this comic?**

SUGGESTED ANSWER **White middle-class women.**

EVIDENCE central characters are women; everyone pictured is white; clothing, shopping, and scrap-books suggest middle class

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PowerPoint Slide

