

Election of 1952

The Set Up

- 22nd Amendment passed, thought Truman was still eligible to run
- Truman's approval ratings were plummeting: The Cold War was escalating and Senator Joseph McCarthy (WI-R) was now a household name after he chaired the congressional investigations into the possibility of Communist spies. The Korean War was in a stalemate. The Communist Revolution was occurring in China. The Soviet Union acquired nuclear weapons in 1949. And to top it off, the US was experiencing a recession in the early 1950s.
- Truman's original opponent was Tennessee Senator Estes Kefauver, who made it clear that only 36% of Democrats wanted to reelect Truman, which is when Truman decided not to run for reelection.

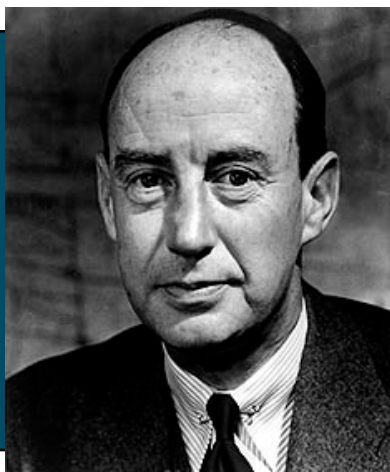
The Democratic Convention

- Tennessee Senator Estes Kefauver, Minnesota Senator Hubert Humphrey, Georgia Senator Richard Russell and US Diplomat Averell Harriman all won delegates
- None of these were acceptable and Illinois Governor Adlai Stevenson was approached. He declined, wanting to continue his governorship, but since the convention was in Chicago, agreed to make the opening speech.
- His speech was so great that it stirred support, he caved under pressure and agreed to put his name in for nomination. He was nominated on the third ballot.

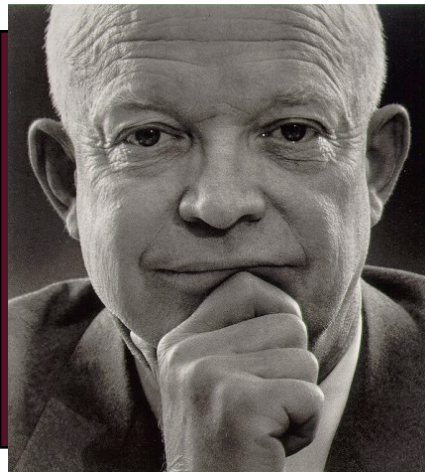
The Republican Convention

- When the convention opened, Taft and Eisenhower were still neck-and-neck
- The mood was the most bitter in American history. Fistfights and brawls even broke out on the floor between Eisenhower and Taft supporters.
- Eisenhower won narrowly

Adlai Stevenson
VP John Sparkman
Illinois



Dwight D. Eisenhower
VP Richard Nixon
New York



Warned against going back to the party of Herbert Hoover.

Stevenson also used television but refused to appear in the advertisements himself. He liked longer televised speeches, and when he was forced to have an advertisement, they were generally too long and were animated.

“Korea, Communism and Corruption”

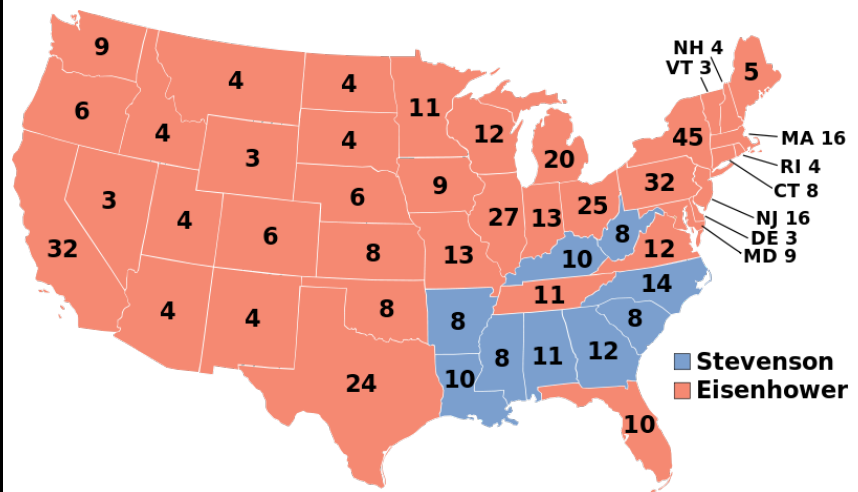
The Eisenhower campaign focused heavily on appealing to female voters, even relying heavily on female campaign workers. Eisenhower pioneered the first ad campaign called, “Eisenhower Answers America,” which focused on the Korean War, corruption in government, and the high cost of living.

Huge victory

- Ended 20 years of consecutive Democratic control of the presidency
- Republican Party also won slight majorities in both the House and Senate
- Eisenhower attracted votes from the south and from Catholics, which were areas/groups previously held by the Democratic Party

Post-election

- Aim for taking the middle ground in domestic issues
- Known for sending army in to make sure desegregation occurred in Little Rock in compliance with court orders
- Signed a truce to bring about an armed peace along South Korea’s border
- Reduced some tensions with USSR



Election of 1952 Candidates	Party	Electoral Vote	Popular Vote
Dwight D. Eisenhower (NY) Richard M. Nixon (CA)	Republican	442	33778963
Adlai E. Stevenson (IL) John J. Sparkman (AL)	Democratic	89	27314992