

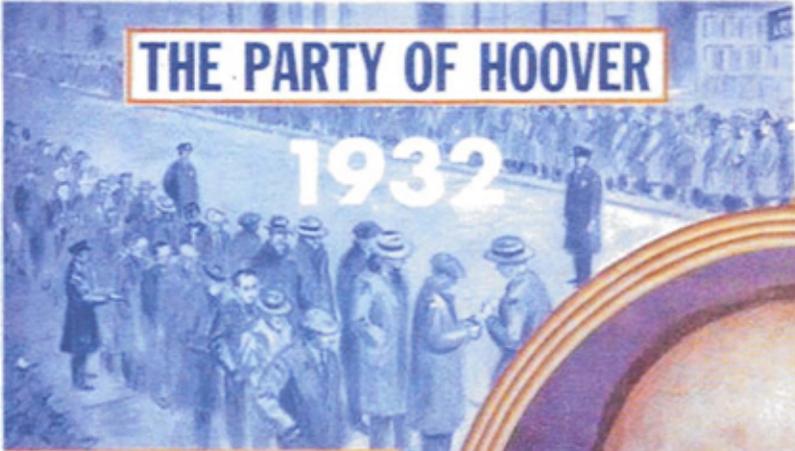
WHICH will be SAFER for YOU?

THE PARTY OF HOOVER

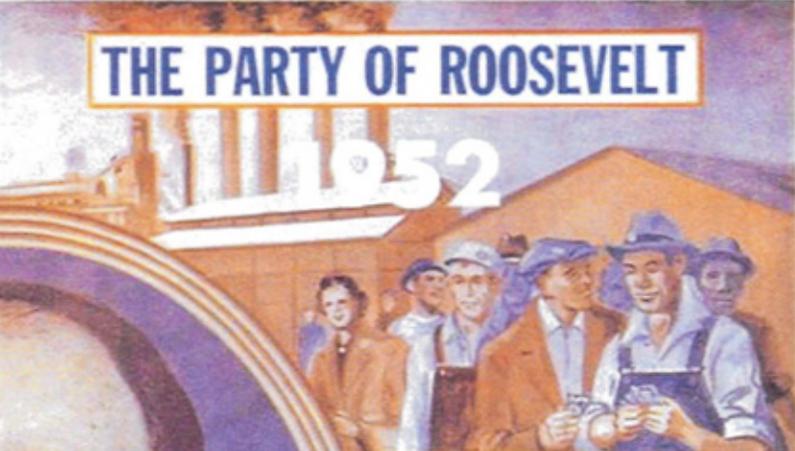
THE PARTY OF ROOSEVELT

1932

1952



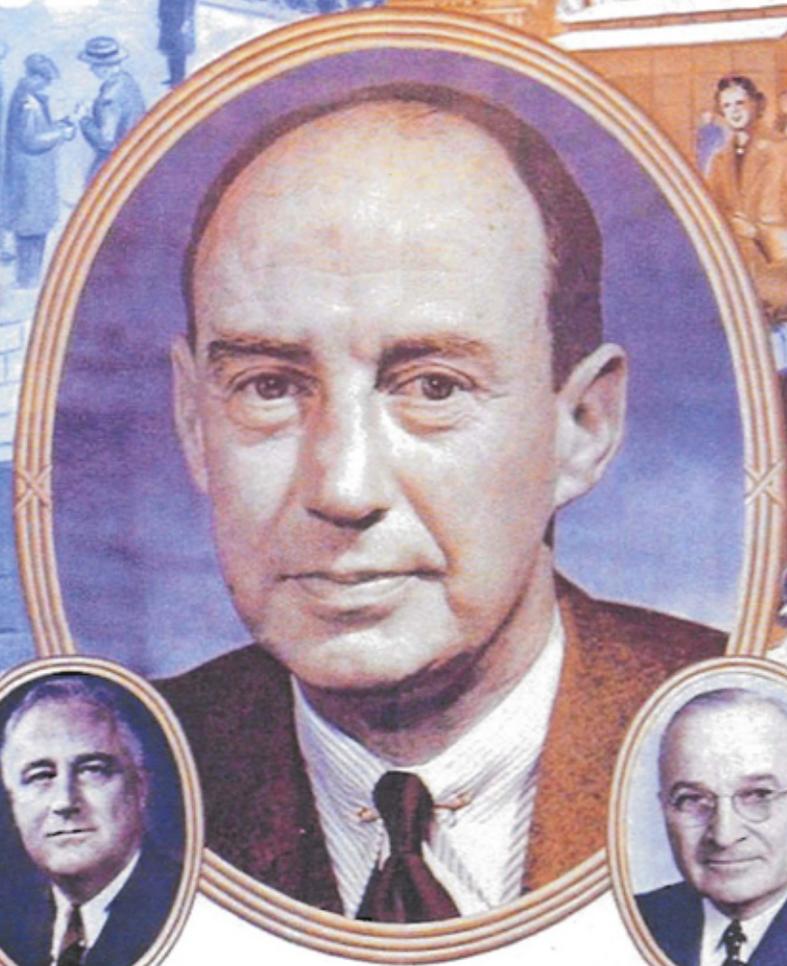
BREAD LINES



HIGHER WAGES



HOMELESS



BETTER HOMES



BANKS CLOSED



SOCIAL SECURITY

Vote

STEVENSON

Labor's Committee for Stevenson and Sparkman

GEORGE M. HARRISON, *Chairman* E. L. OLIVER, *Secretary-Treasurer*

1621 K Street, N.W., Washington 5, D.C.

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1952

Dwight D. Eisenhower (Republican) v. Adlai E. Stevenson (Democrat)

*"I have no ambition to be president.
I have no desire for the office, mentally,
temperamentally, or physically."*

—Adlai Stevenson

Electoral Votes	Popular Votes
Eisenhower 442	Eisenhower 33,936,234
Stevenson 89	Stevenson 27,314,992



Crowd greets presidential nominee Stevenson, photograph, 1952. Sign-toting Stevenson supporters gather to meet their candidate at an airport in San Mateo County, California.

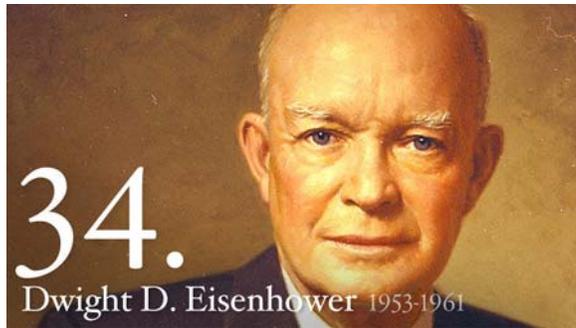
In 1952 the Democrats chose a candidate whose reluctance to run was matched only by his wit. It would be hard to blame Adlai Stevenson for not wanting to enter the fray. He was pitted against an exceptionally popular opponent, the celebrated general Dwight D. Eisenhower, and his own party had a lot to answer for: a stalemate in war-torn Korea, charges of corruption at home, and an uneasy feeling among many voters that Democrats were soft on communism.

Eisenhower's campaign got off to a lackluster start, however. After the general met with conservative Republican senator Robert Taft and the two issued a statement that the main issue was "liberty against creeping socialism," Stevenson pounced, noting drily that Eisenhower's "Great Crusade" had turned into a great surrender. Where Eisenhower offered bland pronouncements, Stevenson was a reporter's dream, throwing off such pithy sound bites as, "If the Republicans will stop telling lies about us, we will stop telling the truth about them." When Eisenhower expressed annoyance at Stevenson's wit, his rival countered with more of the same: "My opponent has been worrying about my funny bone; I'm worried about his backbone."

The Democrats' main strategy was to remind voters that the party of Herbert Hoover had famously led the country into the Great Depression, but by 1952 that era was already a generation removed and fading from the collective memory. Eisenhower and the Republicans made better use of the new medium of television, running ads that served to sway the electorate. Stevenson, by contrast, looked stiff during on-air appearances and sometimes ran out of time before finishing his speeches. The death knell for his campaign came on October 24, when Gen. Eisenhower announced his plan to end the war in Korea, saying he would travel there if he won the election. "For all practical purposes," wrote one reporter, "the contest ended that night."

To ensure the loyalty of Southern voters, Democrats nominated Sen. John Sparkman of Alabama for vice president. And indeed, on Election Day, the South was the only region in which Stevenson won electoral votes, though he did lose Virginia, Texas, Florida, and Tennessee. Eisenhower's landslide gave Stevenson one last chance for humor. He summoned Abraham Lincoln's reaction to his own early-career election loss, saying that he felt like the little boy who had stubbed his toe in the dark: he was too old to cry, but it hurt too much to laugh.

Presidentes de los Estados Unidos



Trigésimo cuarto presidente de Estados Unidos de América. El tercero entre 7 hijos, Eisenhower nació en Texas en 1890, pero se crió en Abilene, Kansas.

En su temprana carrera militar, sobresalía en tareas de grupo. Sirvió bajo el mando de los generales John J. Pershing, Douglas MacArthur y Walter Krueger. Luego de Pearl Harbor, el general George C. Marshall lo convocó para llevar a cabo el planeamiento de la guerra. Bajo su mando, en noviembre de 1942, las

fuerzas aliadas aterrizaron en el norte de África y ya en 1944 era el Comandante Supremo de las tropas que invadían Francia para combatir a los nazis.

Después de la guerra, ocupó el cargo de presidente de la Universidad de Columbia, el cual dejó cuando asumió como Comandante Supremo de las fuerzas de la OTAN recientemente agrupadas en 1951.

Los nuevos líderes de la Unión Soviética consintieron un tratado de paz, mediante el cual se neutralizaba a Austria. Mientras tanto Rusia como los Estados Unidos habían desarrollado bombas de hidrógeno.

Eisenhower propuso que los Estados Unidos y Rusia intercambiaran planos de sus bases militares así como obtener fotografías aéreas de los territorios del otro país. Los rusos aceptaron la propuesta en silencio, pero fueron tan cordiales durante los encuentros que las tensiones se relajaron.

De repente, en septiembre de 1955, Eisenhower sufrió un ataque cardíaco en Denver, Colorado. En noviembre, fue electo para su segundo periodo.

En cuestiones de política interna, el Presidente mantuvo una postura de consenso, continuando con las medidas de los programas New Deal (nuevo tratado) y Fair Deal (Tratado justo), y haciendo énfasis en un presupuesto balanceado.

Eisenhower se concentró en mantener la paz mundial. Vigiló el desarrollo del programa llamado "átomos por la paz", que consistía en el préstamo de uranio procedente de Estados Unidos para naciones desprovistas del mismo, con fines pacíficos.

Antes de retirarse a su granja en Gettysburg, en enero de 1961, aconsejó sobre la necesidad de mantener un adecuada fuerza militar, pero advirtió que intensos y continuados gastos militares podrían crear peligros potenciales a nuestra forma de vida. Finalmente murió el 28 de marzo de 1969.

Créditos

Presidentes de los Estados Unidos de América

Centro de Recursos Informativos (CRI) - Centro Eleanor Roosevelt & Centro Lincoln - Oficina de Prensa y Cultura - Sección de Intereses de los EEUU en la Habana, Cuba - <http://havana.usinterestsection.gov/>

Imágenes de los Presidentes

Website de la Casa Blanca - <http://www.whitehouse.gov/about/presidents>

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Imágenes de los Carteles de las Campañas Presidenciales

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