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GENERAL 'LY SPEAKING

Week of October 31, 2016

Dispatches From
The Eisenhower Memorial Commission

Salute to Ike's Supporters!



National Federation of Republican Women
Engaging and Empowering Women Since 1938

The Commission recently received several donations from various chapters of the [National Federation of Republican Women](#) (NFRW). Founded in 1938 as a grassroots political organization, the NFRW has continually empowered women from across the country to mobilize and lead in the arenas of political, government, and civic life. Headquartered in Alexandria, Virginia, the organization is comprised of state federations and local chapters.

As part of its Americanism Committee's public outreach program, the NFRW has challenged its local chapters to raise money for the National Eisenhower Memorial. We appreciate the support and salute their continued dedication to grassroots engagement with the American political process!



Follow Us



We extend our deepest appreciation to all of our donors for their generous contributions in support of Ike's memorial. Donations from our supporters make it possible for us to move ever closer to groundbreaking on the National Eisenhower Memorial in the heart of our nation's capital.

Donate now at [Pay.Gov](https://www.pay.gov) to make an online contribution and join the many patriotic Americans, multi-national corporations, foreign nations and elementary school students in honoring this great American, Dwight D. Eisenhower.

All donors are prominently recognized on our [Virtual Donor Wall](#).

Honoring Those Who Served



In November 1919, President Woodrow Wilson proclaimed the 11th of the month to be Armistice Day, exactly one year after hostilities ceased between Allied nations and Germany at “the eleventh hour of the eleventh day of the eleventh month.”

Understanding the immeasurable sacrifices of American soldiers during World War II and the Korean War, President Eisenhower signed legislation on June 1, 1954, replacing the word “Armistice” with “Veterans,” thereby signaling the day as an honor to American veterans of all wars.

In the first Veterans Day Proclamation, Eisenhower stated, “On that day let us solemnly remember the sacrifices of all those who fought so valiantly, on the seas, in the air, and on foreign shores, to preserve our heritage of freedom.”

Learn more about Eisenhower’s role in the designation of Veterans Day [here](#).

We encourage you to [donate](#) today to help us break ground on the National Memorial to General and President Eisenhower and the troops who fought under his command, so our World War II and



Website



Email Us

Make a Contribution

Join us in honoring and celebrating Ike's life and legacy by memorializing him in our Nation's capital.

Donate at Pay.Gov



DWIGHT D. EISENHOWER
MEMORIAL COMMISSION

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- Sen. Ted Stevens (R-AK)
- Sen. Bob Bennett (R-UT)
- Sen. Jack Reed (D-RI)

Korean War veterans can visit in their lifetimes.



We Like Ike! - Election Special

It's hard to imagine an era before political ads on television. Take a trip down memory lane to the 1952 election, when the campaign of Dwight Eisenhower forever altered the nature of elections. The campaign pioneered the use of one-minute "spot" television ads, strategically aired during popular programming such as *I Love Lucy* and even featured the candidate himself. With more Americans owning televisions at home, the Eisenhower campaign's prescient approach to connecting with voters enabled Eisenhower to personally convey his primary platform stances to a wider audience. His opponent, Illinois Governor Adlai Stevenson, would be the first and last candidate to refuse to appear in television ads, relying rather on lengthy televised speeches.



[VIDEO] Eisenhower Campaign Spots, 1952 Presidential Campaign, courtesy of [The Living Room Candidate](#)

In a series of ads titled "Eisenhower Answers America," Ike was depicted fielding questions from ordinary citizens, which proved effective in portraying him as in touch with everyday Americans.

Learn more about Eisenhower's path to the presidency through the E-Memorial Pivotal Moment film [Winning the Presidency](#).

Sen. Jerry Moran (R-KS)
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Rep. Leonard Boswell (D-IA)
David Eisenhower

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[VIDEO] [Winning the Presidency, 1952: Daring All For Our Country](#)

Get Your Classroom Ready for Election Day

For educators, the E-Memorial also features a [Teacher Resources](#) section, complete with lesson plans designed for grades 7-12. Download and utilize the lesson plans on Eisenhower's elections [here](#), where students can analyze the campaign ads of 1952 and even develop their own campaign media strategy! An enriching exercise for all our young aspiring politicians.

Secretaries of State

Henry Kissinger
 George Shultz
 James Baker, III
 Madeleine Albright
 General Colin Powell, USA (Ret.)
 Condoleezza Rice

Secretaries of Defense

Donald Rumsfeld
 Frank Carlucci
 Bob Gates
 Leon Panetta
 Chuck Hagel

Governors

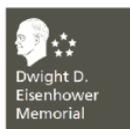
Sam Brownback
 Dirk Kempthorne
 Paul Laxalt
 Frank Murkowski

Senate Majority Leaders

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 Bill Frist
 Trent Lott
 George Mitchell

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Nancy Kassebaum Baker
 Beverly Butcher Byron
 Bob Bennett (1933 - 2016)
 Tom Downey
 Newt Gingrich
 Paul Laxalt
 Joe Lieberman
 Blanche L. Lincoln



NATIONAL EISENHOWER MEMORIAL
EDUCATIONAL MATERIALS

LESSON

**The 1952 Election:
 A New Kind of Campaign**



Duration
 One 45-minute period

Grades
 7-12

Cross-curriculum Application
 U.S. History, Media Arts, English

Get out and vote!



*We want democracy to survive
 for all generations to come.*

- President Dwight D. Eisenhower,
 Farewell Address, January 17, 1961

Special Ike'lection Trivia!

Ray McGrath
 Frank Murkowski
 Jim Slattery
 Todd Tiaht

Senior Presidential Officials

David Abshire (1926 - 2014)
 Erskine Bowles
 Nicholas F. Brady
 William Coleman
 C. Boyden Gray
 Alan Greenspan
 Ed Meese
 William Webster

Military Leaders

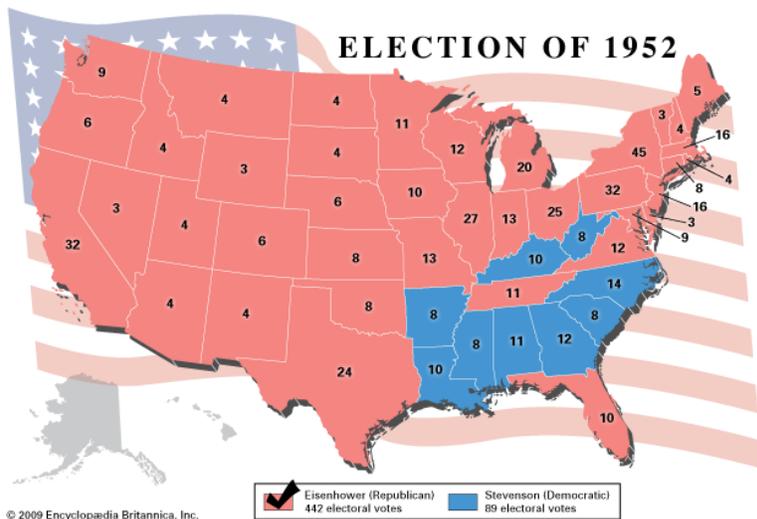
Lt. Gen. Tom McInerney, USAF (Ret.)
 Gen. Richard Myers, USAF (Ret.)
 VAdm. Ann E. Rondeau, USN (Ret.)
 Lt. Gen. Brent Scowcroft, USAF (Ret.)
 Lt. Gen. Richard Trefry, USA (Ret.)

Leaders of Industry

Hank Greenberg
 Fred Malek
 T. Boone Pickens, Jr.
 Frederick W. Smith
 John Whitehead (1922 - 2015)

Leaders of Arts & Culture

Tom Brokaw
 Harold Burson
 Barbaralee Diamonstein-Spielvogel
 Tom Hanks



Question: Eisenhower won the 1952 election in a landslide over Adlai Stevenson. Which state liked Ike the most? (See answer below)

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Tim McGivern

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Paul O'Day

Roswell B. Perkins

Donald Putnam

Gil Robinson

Matt Schlapp

John Shlaes (1942 - 2015)

Jill Sommers

C. Langhorne Washburn (1918 - 2011)

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U.S. Sugar Corporation

To view the full list of donors,
visit our [virtual donor wall](#).

Trivia Answer: Vermont (71.45% of the vote)

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