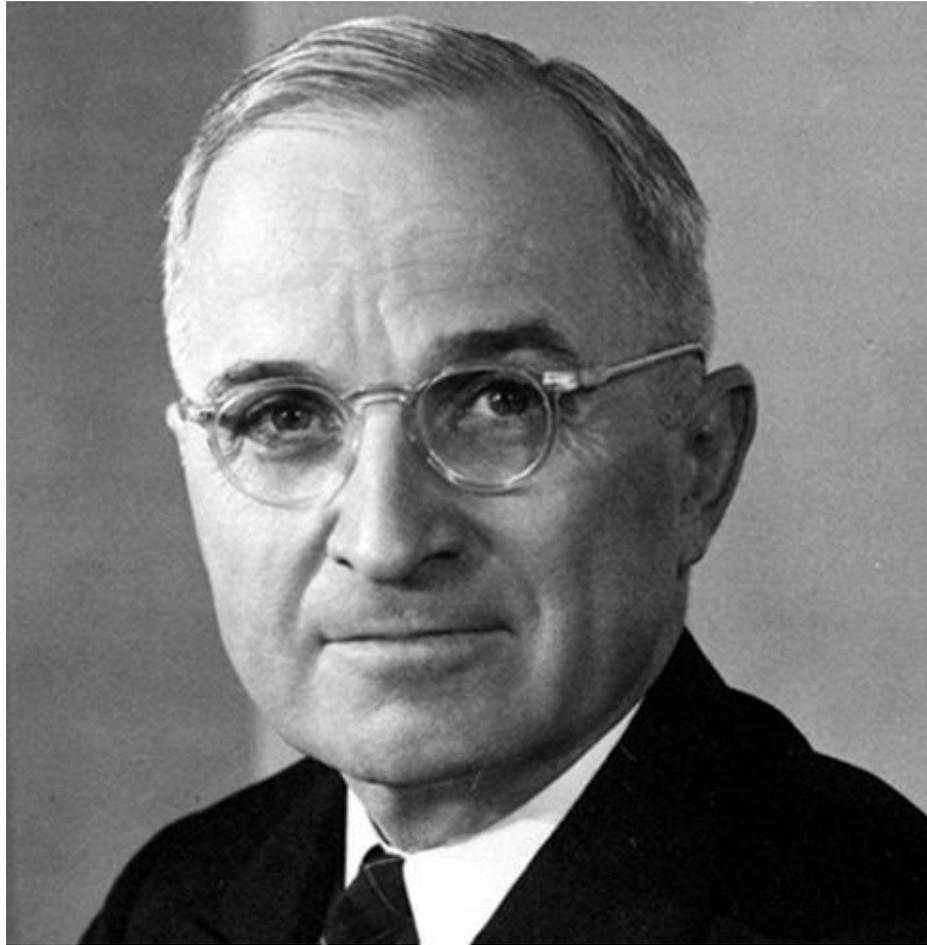


The Cold War heats up

THE 1950'S

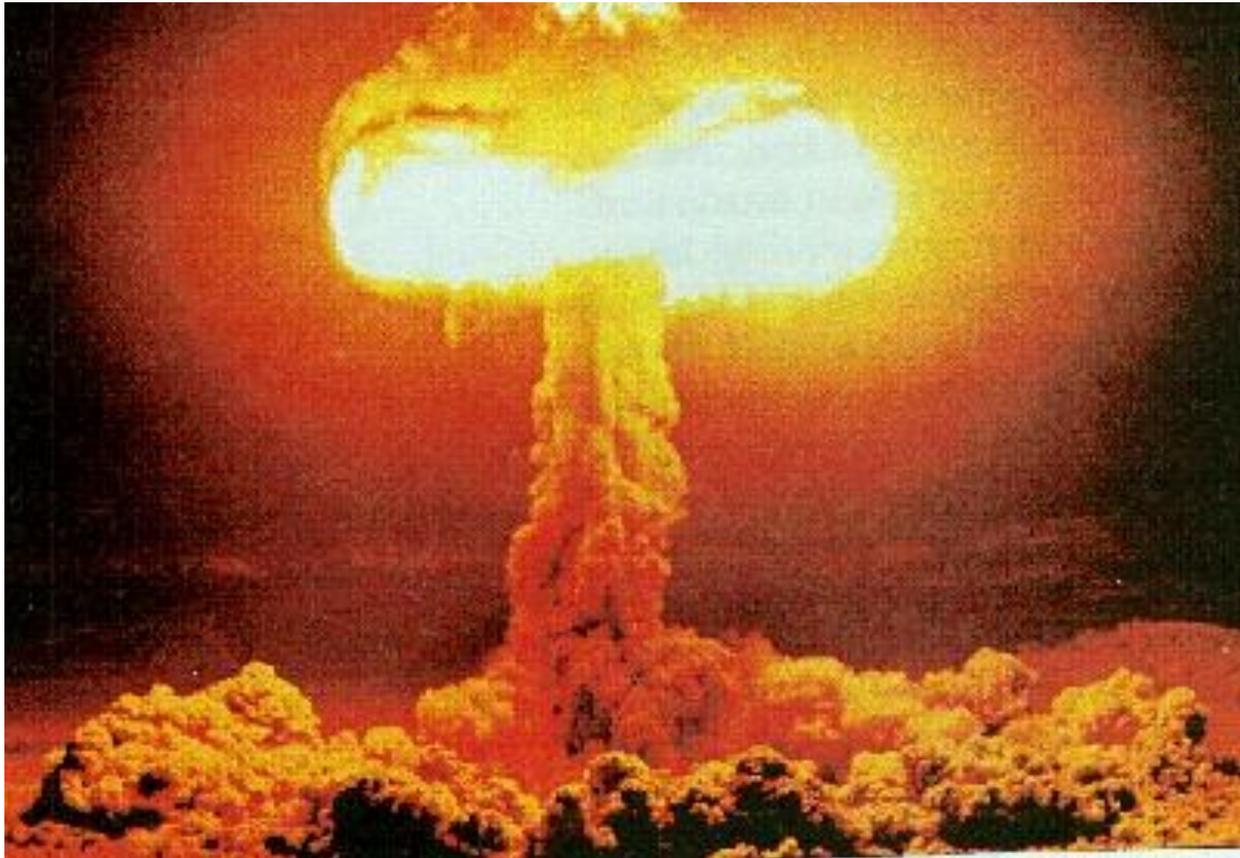
Aim: How did Truman set the stage for American Cold War policy?

Truman's



Think and Write:

- 1) How did the fact that Truman dropped the Atomic Bomb on Japan affect his ability to set Cold War policy?
- 2) Do you think his policy of Containment was a wise policy for the Cold War? Explain.



Truman Doctrine

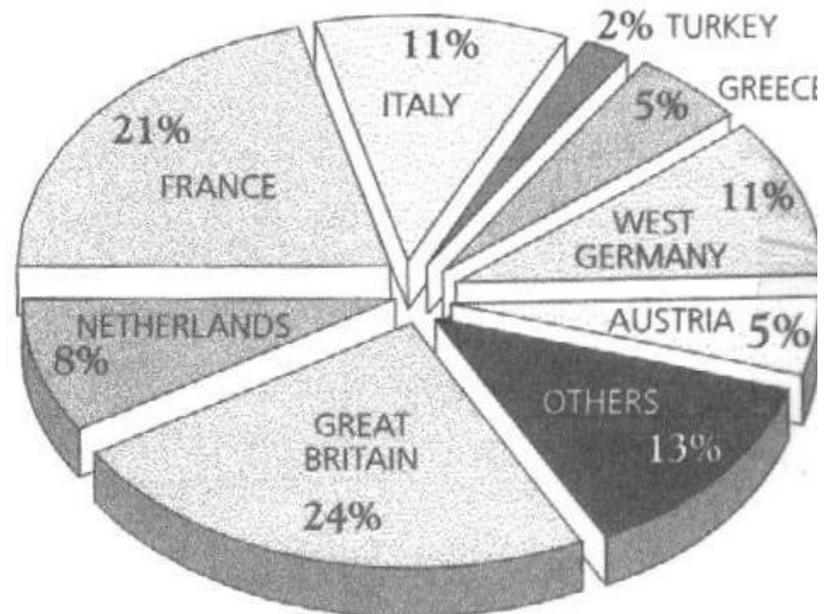
“I believe that it must be the policy of the United States to support free people who are resisting attempted subjugation by armed minorities or by outside pressures... The free peoples of the world look to us for support in maintaining their freedoms.”

CONTAINMENT

Marshall Plan

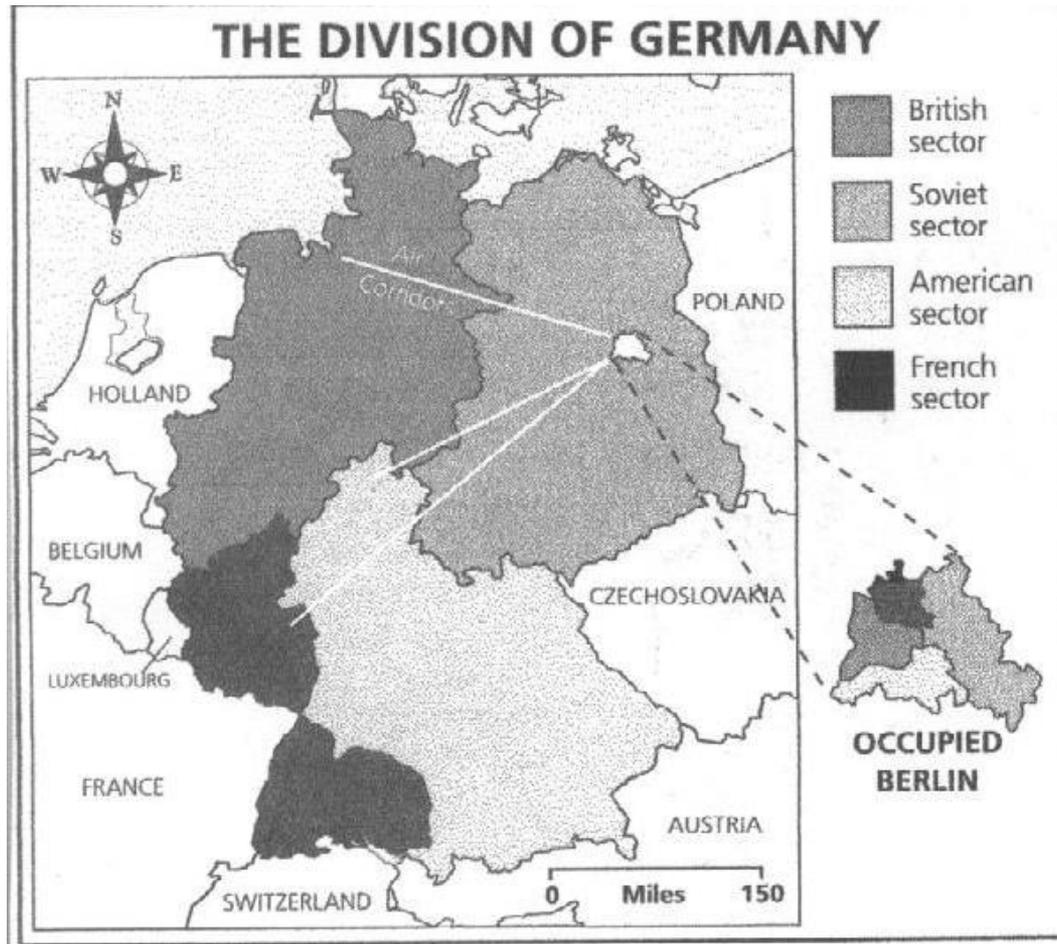
Marshall Plan. Under the Marshall Plan, the United States gave Western European nations billions of dollars to help them rebuild their war-torn economies in order to resist Communism.

**DISTRIBUTION OF AID
UNDER THE MARSHALL PLAN**



Berlin Airlift

(24 June 1948 – 11 May 1949)



Communist Revolution in China



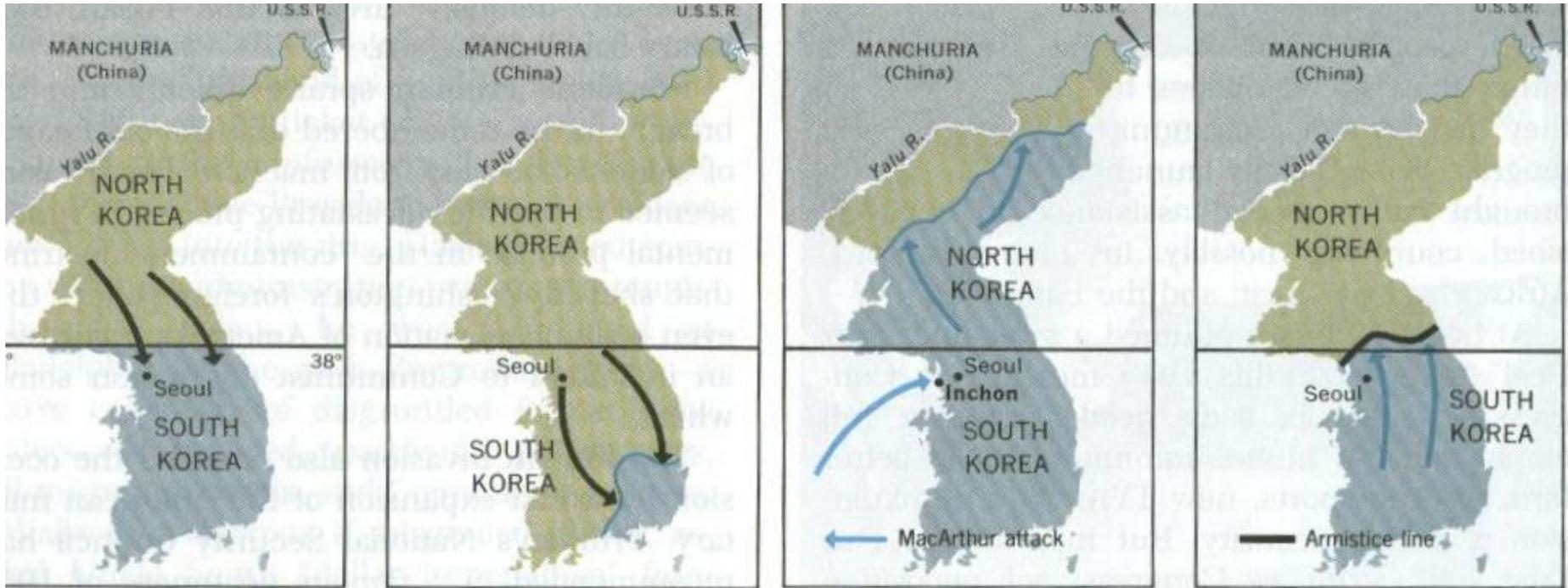
Mao Zedong



1948 Election



Korean War (1950-1954)



June 25, 1950

Sept. 14, 1950

Nov. 25, 1950

July 27, 1953

Shifting Front in Korea

Cost 54,000 lives and \$22 billion

MacArthur pushes his weight

General MacArthur wants to invade inland China. Truman says

“wrong war, , at the wrong place, at the wrong time, and with the wrong enemy.”

“Mr Prima Donna, Brass Hat, Five Star MacArthur.”

MacArthur addresses Congress... "And like the old soldier of that ballad, I now close my military career and just fade away — an old soldier who tried to do his duty as God gave him the light to see that duty. Good-bye."

Truman Takes the Heat (Courtesy, Buffalo Courier Express; photo by Barry Donahue.)



Conclusion:

- 1) Was Truman's policy of containment wise?
 - Should he have done something different?
Did it always work?
- 2) Was he an effective president?

The Cold War at Home

Aim: How did fear of Communism change America?



Think and Write: Analyze the cartoon below. How could fear of communism threaten our country?



Duck and cover exercises

government film showed to school children

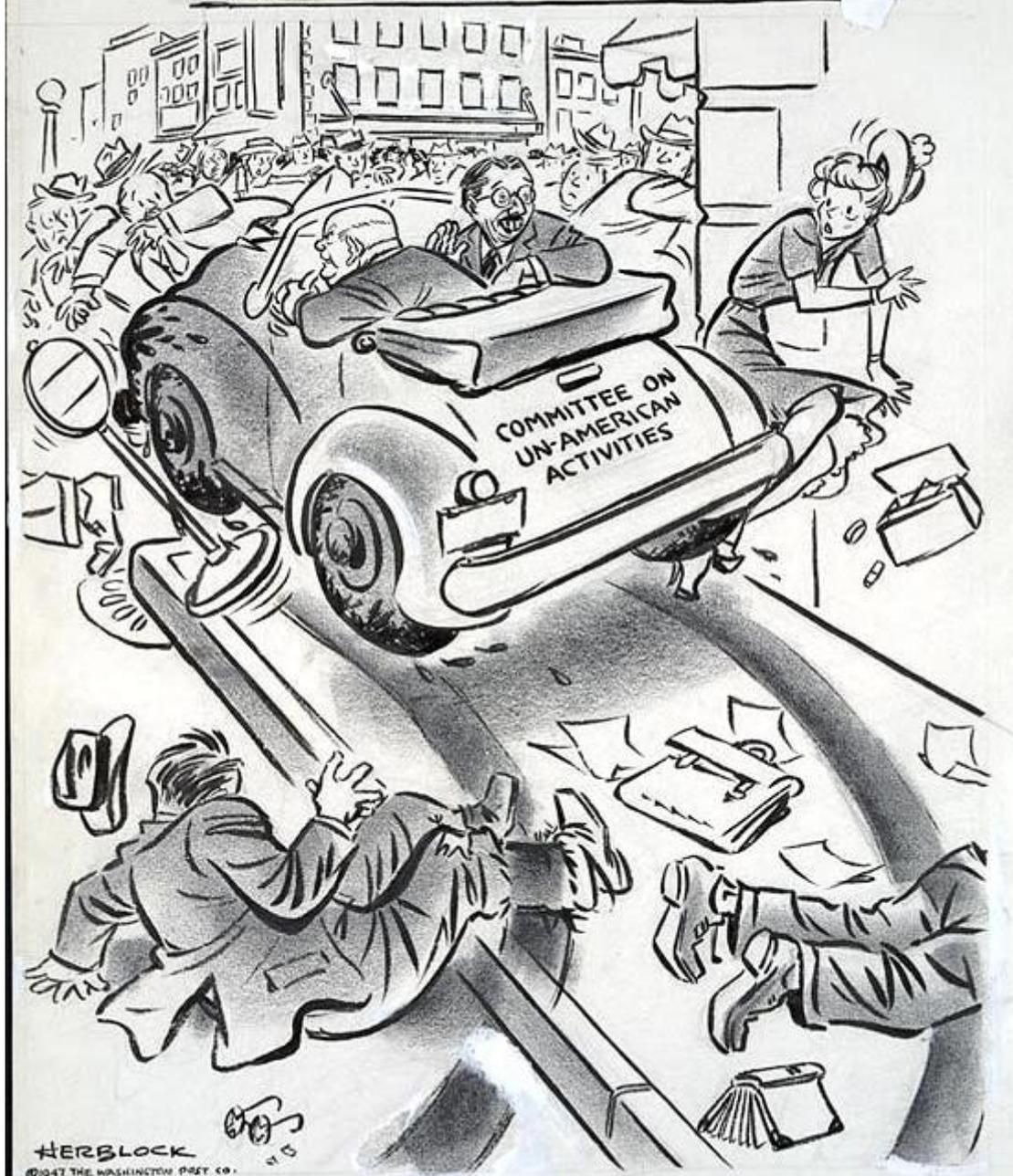
Family fallout shelters

- Truman sets up loyalty and Security Program
- HUAC- search out disloyal people
- Hollywood Ten and blacklists
- McCarran Act- unlawful to plan any action that might lead to establishment of totalitarian dictatorship in US

In a free country, we punish men for the crimes they commit, but never for the opinions they hold.

-Truman

"IT'S OKAY --- WE'RE HUNTING COMMUNISTS"

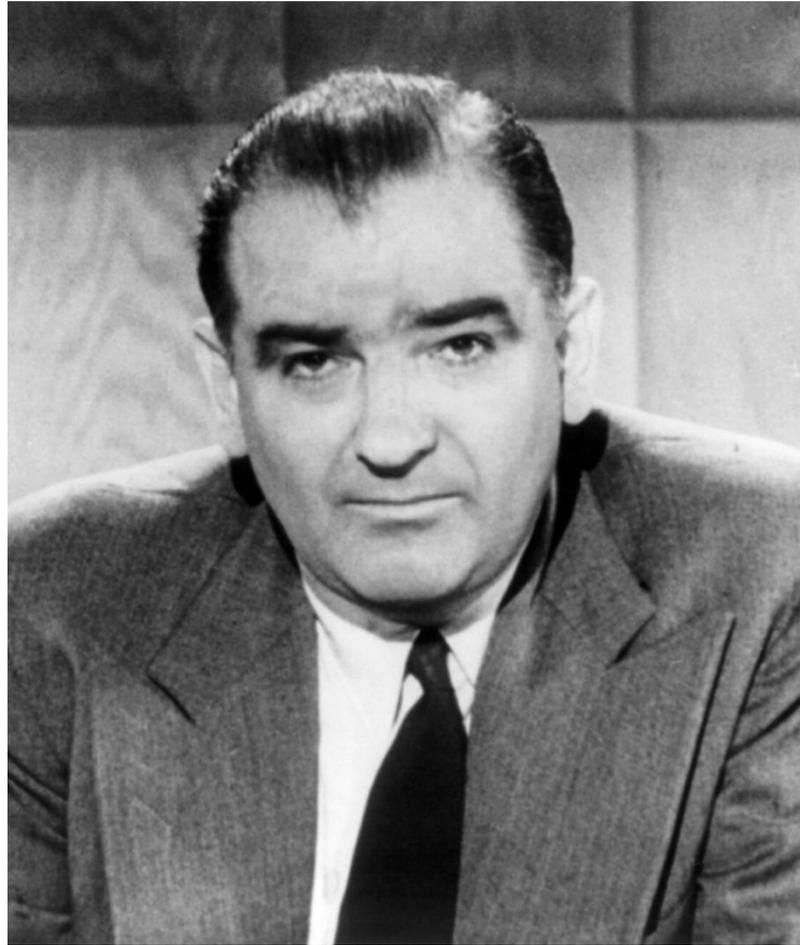


Spy Cases

Alger Hiss and Julius and Ethel Rosenberg



McCarthyism

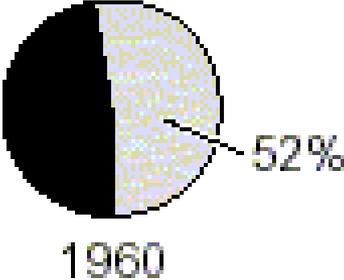
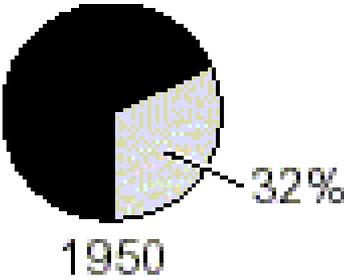


“Say, What Ever Happened To ‘Freedom-From-Fear’?”



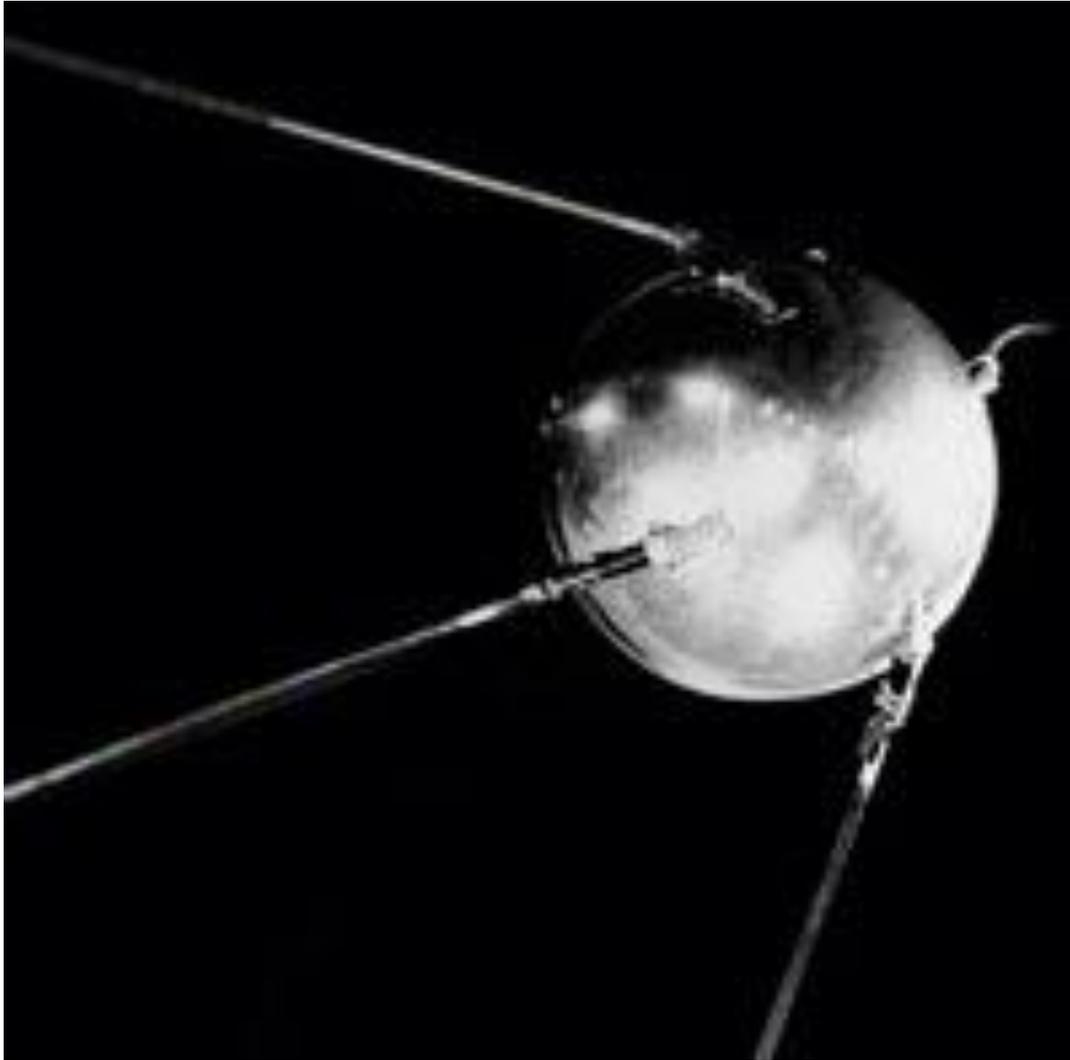
US Defense Budget 1940-1990

U.S. Defense Budget
(percent of total federal budget)



Source: *Historical Tables: Budget of the U.S. Government, Fiscal Year 1997*

1957, Sputnik launches space race





AWAKE AT LAST?

1941
4-13

The Greatest Generation

Aim: How does America emerge out of WWII to become the “greatest generation?”

Think and Write:

- 1) When soldiers return from war- there is often a vacuum for jobs. What could the govt do to alleviate that problem?
- 2) Why do you think they were called the Greatest Generation?

**Happy
Days of
the 1950's**

Read the poem: How does suburban life encourage conformity?

And they all play on the golf course
And drink their martinis dry,
And they all have pretty children
And the children go to school,
And the children go to summer camp
And then to the university,
Where they are put in boxes
And they come out all the same.

Malvina Reynolds, "Little Boxes"

**TRUMAN'S
DOMESTIC
POLICY**





The GI Bill of Rights, of course, had more to do with thrusting us into a new era than anything else. Millions of people whose parents or grandparents had never dreamed of going to college saw that they could go... Essentially I think it made us a far more democratic people. -Nelson Poynter, Former GI



EXTRA — By Executive Order

PRESIDENT TRUMAN WIPES OUT SEGREGATION IN ARMED FORCES

2nd Order Sets Up FEPC In All Government Jobs

The executive order, which is effective immediately, is the first of two orders that President Truman issued today to wipe out racial segregation in the armed forces and in all government jobs.

NATIONAL Edition

Chicago Defender

10¢ PAY NO MORE

Executive Order No. 1

SAVE This PAPER & MARK HISTORY

Aubrey Williams Bids Dixie Demos Farewell: 'Get Out And Stay Out'

By JACK LINDSAY

WASHINGTON, June 10 (AP)—Aubrey Williams, leader of the Dixie Democratic Club, today bid the club's activities farewell with a speech in which he urged Negroes to "get out and stay out" of the Democratic Party.

Williams, who has been active in the Dixie Democratic Club since its formation in 1944, said he was leaving the party because of its "policy of segregation."

Williams said he was leaving the party because of its "policy of segregation."

6 Killed, 79 Hurt As Trucks Collide On Memphis Highway

MEMPHIS, June 10 (AP)—Six people were killed and 79 others injured today in a head-on collision between two trucks on a highway near Memphis.

Under 'States' Rights'

Posse, Bent On Lynching, Searches Woods For Prey

Come Back And Do A Job Is Truman Edict

WASH., June 10 (AP)—President Truman today issued an executive order directing the federal government to hire Negroes in all government jobs.



Posse searches for prey in woods.

Rumor Negroes Would Resist Scatters Mob

WASH., June 10 (AP)—A rumor that Negroes would resist a lynch mob scattered the mob today in a town in the South.

Wallace Says He'll Stay In Race, But Won't Predict Victory In '48

By HAROLD H. HARRIS

WASHINGTON, June 10 (AP)—Senator Strom Thurmond today said he would stay in the race for the White House in 1948, but would not predict whether he would win.

Scrub Truman's Wife, Friends Are Too Dark

WASH., June 10 (AP)—A group of white supremacists today announced that they had scrubbed the names of President Truman's wife and friends from their list of people to be lynched.

WRITE YOUR CONGRESSMAN—TODAY
—AND DEMAND THE PASSAGE OF
PRESIDENT TRUMAN'S
CIVIL RIGHTS LEGISLATION
Call your Congressman or Representative
Human Rights Foundation
WRITE YOUR
Congressman in Washington
TODAY!



Senator Thurmond.

Judge Moore's Employment Must Bar That

WASH., June 10 (AP)—A federal judge today ruled that the employment of a person who has been convicted of a crime must be barred.

Leaders To Help Raise Funds For Dixie Campaign

WASH., June 10 (AP)—Leaders of the Dixie Democratic Club today announced that they would help raise funds for a campaign in the South.

Klan Increases Members To Scare Negroes From Voting

WASH., June 10 (AP)—The Ku Klux Klan today announced that it had increased its membership in order to scare Negroes from voting.

WASH., June 10 (AP)—A group of white supremacists today announced that they had scrubbed the names of President Truman's wife and friends from their list of people to be lynched.

Eisenhower elected 1952



Interstate Highway Act (1954)

A network of interstates



The amount of concrete poured to form these roadways would build... six sidewalks to the moon... More than any single action by the government since the end of the war, this one would change the face of America.

-President Eisenhower



The Suburbanization of America After World War II, Americans by the millions moved to suburban housing developments like this one at Levittown, New York. Though criticized for their architectural monotony and cultural barrenness, the suburbs provided inexpensive and spacious housing for growing families seeking to escape the crowded confines of the cities. (Elliot Erwitt/Magnum Photos.)



The only problem is getting both drivers to get going. It's two Fords to stand still.

Seven good reasons for two FORDS

To give some family more car-carrying capacity, that's because you need two Fords: a Country Squire and a Thunderbird. The car that transports the riding and performance of all 56 Fords.

Why not the need for a second car even before you first? The first children just made two Fords more necessary. I need a car for business. My wife needs one for ferrying the family.

"Why get two Fords? In the first place, you can't beat Ford's looks and style. You get extra zip in a Ford V-8 too. That's why it's the world's best seller. It's a good investment. And, nothing at the price has its value like a Ford. And, of course, you don't need children to appreciate the extra safety of Ford's standard Design," says Mr. Lincoln.

SEE YOUR IDEAL FORD DEALER



The Country Squire is the most popular Ford station wagon.

The Ford Thunderbird carries the prestige of Ford's most exclusive line.

The Affluent Society Growing families in the 1950s nourished a lusty demand for consumer goods like automobiles. This advertisement also underscores the sexual division of labor typical of families in the 1950s. It states that the husband needs a car for business, while the wife must have an automobile for "ferrying the family." (The Ford Motor Company from the J. Walter Thompson Company Archives.)

Household skills take her into the garment trades; neat and personable, she becomes the office workers and sales lady, patient and dexterous, she does well on competitive, detailed factory work; compassionate, she becomes teacher and nurse.

Life, 1956

The problem lay buried, unspoken, for many years in the minds of American women. It was a strange stirring, a sense of dissatisfaction, a yearning that women suffered in the middle of the twentieth century in the United States. Each suburban wife struggled with it alone. As she made the beds, shopped for the groceries, matched slipcover material, ate peanut butter sandwiches with her children, chauffeured Cub Scouts and Brownies... she was afraid to ask even of herself the silent question- "Is this all?"

-Betty Friedan, *The Feminine Mystique*, 1963

The Corporate World

These Motivational analysts... are adding depth to the selling of ideas and products. They are learning, for example to offer us considerably more than the actual item involved. A Milwaukee advertising executive commented to colleagues in print on the fact that women will pay two dollars and a half for skin cream but no more than twenty five cents for a cake of soap. Why? Soap, he explained, only promises to make them clean. The Cream promises to make them beautiful.

Vance Packard, *The Hidden Persuaders*, 1957

Large corporations encouraged conformity and offered training programs- some critics considered them schools of indoctrination- that helped develop the “corporate image.” At some large companies, holding the proper beliefs was just as important as wearing a necktie.

The Civil Rights Problem



Civil Rights?????

