The United States in the Cold War
1945 - 1960
1945 United Nations is established.

1947 Truman Doctrine and Marshall Plan are established.

1948 Harry S. Truman is elected president.

1949 United States joins NATO.

1952 Dwight D. Eisenhower is elected president. United States explodes first hydrogen bomb.

1953 The Rosenbergs are executed as spies.


1956 Highway Act is passed. Eisenhower is reelected president.

1960 John F. Kennedy is elected president.
1957 Soviets launch *Sputnik*.

1956 Soviets suppress Hungarian Revolution.

1953 Korean War cease-fire is agreed to.

1952 Mau Mau revolt shakes Kenya.

1950 Korean War begins.

1949 Germany is partitioned. China becomes Communist.

1948 Berlin Airlift begins.

1946 Churchill gives “Iron Curtain” speech.

1945 World War II ends.

1944 D-Day invasion begins.

1943 Battle of Stalingrad ends.

1942 Japanese surrender on Bougainville Island.

1941 Japanese bomb Pearl Harbor.

1940 Germany invades France.

1939 Germany invades Poland.

1938 Munich Conference.

1936 Berlin Olympics.

1935 Hitler's Law for the Protection of German Blood and German Honor.

1934 Stalin purges 1,300,000 people.

1933 Hitler becomes Chancellor of Germany.

1932 Rules for the Protection of German Blood and German Honor.

1931 Depression begins.
After the war, America faced the challenges of returning to a peacetime economy.

Defense industries had closed or scaled back.  

Millions of returned soldiers needed jobs.

Congress passed the GI Bill of Rights, giving veterans money for businesses, homes, and schooling.
Occupational Distribution, 1940–1960

In the postwar years, the size of the workforce increased considerably. In this graph, observe how all categories grew, particularly the number of clerical workers and service and sales workers in the decades after 1950.

Sources: U.S. Department of Labor and Historical Statistics of the United States.
During World War II, the US economy was geared to producing needed war supplies. Now that the country was at peace, factories switched to producing consumer goods. As a result most industries reduced their workforce.

At the same time more than 10 million returning veterans were looking for work. As a result female workers were laid off or fired.

Unions agreed to give up pay raises during the war. Now workers faced rising prices and demanded better pay. In 1946, more than one million workers in the automobile, steel, meatpacking, and electrical industries went on strike. When railroad workers and miners joined went on strike, President Truman feared they would cripple the nation.
Problems Facing the U.S.

Problem: Labor Strikes that threaten to Cripple the nation:

Solution offered: President Truman ended some strikes and threatened to draft strikers into the Armed Forces
Americans also faced high inflation after the war.

With the war over, Americans were eager to buy consumer goods.

The demand far exceeded the supply of goods, resulting in soaring inflation.
During the war years, few consumer goods were produced. After the war, people were starting families and buying new homes. They wanted cars, washing machines, toasters, and all the other goods they put off buying during wartime. The spending spree led to inflation – a rise in prices.

After the war the number of marriages increased. This caused a housing shortage and many newlyweds were forced to move in with relatives. Soon mass-produced suburban homes met the demand for housing.
Problems Facing the U.S.
Problem: Severe Housing shortage:

Solution offered: William Levitt – Mass production of houses using assembly line techniques
World War II raised the hopes of African Americans for greater equality. African American war veterans expected their service to be recognized. But, in fact, little had changed. In many Southern states, African Americans who attempted to vote were threatened, fired from their jobs, and even murdered.

President Truman created a commission on civil rights. In July 1948, Truman issued an executive order ending racial discrimination in the armed forces. He was the first president to make civil rights a national issue.
Problems Facing the U.S.

Problem: Discrimination and racial violence:

Solution offered: President Truman integrated the Armed Forces and arranged Freedom Train tours the U.S.
Truman gradually lost much of his popularity.

White Southern Democrats were angered by his support of civil rights.

Liberal Democrats were unhappy with his policy of challenging Soviet expansion.

The Republicans were sure they would win the election of 1948.

Truman campaigned tirelessly, attacking the “do-nothing” Republican Congress.
Truman’s chances for re-election seemed slim.

The *Chicago Tribune* printed an early headline declaring Truman’s loss.

Truman’s narrow victory was one of the biggest upsets in American political history.
The Fair Deal:

President Truman’s program that called for new jobs, public housing, & end to racial discrimination in hiring.
In his second term, Truman proposed his **Fair Deal program**. Congress passed some of his proposals.

<table>
<thead>
<tr>
<th>Passed</th>
<th>Not Passed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase in the minimum wage</td>
<td>Funds for education</td>
</tr>
<tr>
<td>Funds for flood control</td>
<td>National health insurance</td>
</tr>
<tr>
<td>Funds for low-income housing</td>
<td>Reducing racial discrimination</td>
</tr>
</tbody>
</table>
The Cold War:

A state of hostility, without direct military conflict, that developed between the U.S. & the Soviet Union after WW II.
Differences arose among the WWII Allies even before the war had ended.

Josef Stalin had promised to hold free elections in the parts of Eastern Europe under his control.

Instead, he set up Communist governments in these nations.
Stalin wanted to protect the Soviet Union by surrounding it with a ring of friendly countries. Winston Churchill referred to this threat as the iron curtain.
Delivered in 1946, Winston Churchill’s “Iron Curtain” address eloquently outlined Soviet communism’s threat to the free world and called for firm and principled resistance. Like his warning a decade earlier about Nazi Germany, his words that day were roundly criticized. On both sides of the Atlantic, Churchill was called a fear-monger for his efforts.
The Iron Curtain, 1949

In a famous speech, Winston Churchill described a Communist "iron curtain" descending on Europe. 

Geography Skills: Interpreting Maps

1. Location  What countries were on the eastern side of the iron curtain?
2. Place  How were Germany and Berlin divided?
# US Goals During the Cold War

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>GOAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Containment policy</td>
<td>Stop the Spread of Communism.</td>
</tr>
<tr>
<td>Truman Doctrine</td>
<td>Help people Fight for Democracy.</td>
</tr>
<tr>
<td>Marshall Plan</td>
<td>Help Western Europe Rebuild.</td>
</tr>
<tr>
<td>NATO</td>
<td>Form a Military Alliance to Defend Western Europe.</td>
</tr>
</tbody>
</table>
The **United Nations** was founded in 1945 after World War II to replace the League of Nations, to stop wars between countries, and to provide a platform for dialogue.
U.S. – Soviet Cold War Relations

**Cause:** Soviet Action

Soviet Leader Joseph Stalin refused free elections in Eastern Europe & set up pro-Soviet governments.

**Effect:** U.S. Action

- **Containment Policy:** US blocks Soviet expansion.
- **Truman Doctrine:** US supports countries resisting the Soviet Union.
President Truman soon faced several Cold War challenges.

A Communist-led revolt in Greece

Soviet threats to Turkey and Iran

Truman declared that the U.S. would block the spread of Communism, a principle known as the Truman Doctrine.
The Marshall Plan:

U.S Plan to help war torn Europe, offered $13 billion in aid to western & southern Europe.
U.S. – Soviet Cold War Relations

Cause: Soviet Action

Soviets Blockade Berlin for almost a year

Effect: U.S. Action

Berlin Airlift – U.S. flies food & supplies into West Berlin
The Berlin Airlift

Soviet leader Joseph Stalin closed all roads and railways into the Western sections of Berlin, cutting off supplies of food and fuel. All flights were streamed along one of three 20-mile wide air corridors.
NATO vs. The Warsaw Pact

The North Atlantic Treaty Organization was established on April 4, 1949. NATO was originally a political association. However, during the Korean War and an integrated military structure was built up.

The **Warsaw Pact** is the informal name for the mutual defense Treaty of Friendship, Cooperation and Mutual Assistance subscribed by eight communist states in Eastern Europe, which was established on May 14, 1955.
**Contrasting Economic Systems**

<table>
<thead>
<tr>
<th>Command Economies (such as the Soviet Union)</th>
<th>Market Economies (such as the United States)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The government makes all economic decisions.</td>
<td>The government has minimal involvement in the economy.</td>
</tr>
<tr>
<td>The government decides what goods and products to make and how much to produce.</td>
<td>Market forces such as supply and demand determine the type and quantity of goods and products.</td>
</tr>
<tr>
<td>The government decides what wages to pay and what prices to charge for goods.</td>
<td>Wages and prices are set largely by market forces.</td>
</tr>
<tr>
<td>The government owns most property.</td>
<td>Private citizens and businesses own most property.</td>
</tr>
</tbody>
</table>

**Communism**

Join the party!

**Capitalism**

Bringing you lower quality and fewer choices since the 16th Century.
The Korean War
Korea was controlled by Japan prior to the end of World War II. After Japan surrendered, the peninsula was divided along the **38th parallel**, with United States troops occupying the southern part and Soviet troops occupying the northern part.

In 1948, the North established a Communist government and the 38th Parallel became a political border between the two Koreas.

The situation escalated into open warfare when **North Korean forces invaded South Korea on June 25, 1950**. The United Nations, particularly the United States, came to the aid of the South Korea. An **armistice (cease-fire) was signed on July 27, 1953**.

The Korean War produced over 2 million military casualties and over 2.5 million civilian.
1. In a surprise attack, North Korean troops invade the South.

2. UN forces land at Inchon, attacking behind North Korean lines.

3. UN forces quickly push north from Pusan and Inchon.

4. China enters the war on the side of North Korea.

**Movement** Describe North Korean movements during the war.
The Korean War had an enormous impact on Korea, America, and other UN nations. Tensions between North and South Korea continue today.

### Korean War’s Impact on America

<table>
<thead>
<tr>
<th>Immediate Effects</th>
<th>Long-Term Effects</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 37,000 Americans killed</td>
<td>• Military spending increases</td>
</tr>
<tr>
<td>• 103,000 Americans wounded</td>
<td>• Military commitments increase worldwide</td>
</tr>
<tr>
<td>• Relations with China worsen</td>
<td>• Relations with Japan improve</td>
</tr>
<tr>
<td>• Armed forces racially integrated</td>
<td>• Future presidents send military into combat without Congressional approval</td>
</tr>
</tbody>
</table>
The failure to win a decisive victory in Korea added to Americans’ fears about Communism.

Will the United States ever defeat communism?

Are Communist spies secretly working to overthrow the U.S. government?
The **Second Red Scare** occurred after World War II. Soviet control of Eastern Europe, the Berlin Blockade, the Chinese Civil War, confessions of spying for the Soviet Union given by several high-ranking US government officials, and the Korean War, all added to a **climate of fear**.

In March 1947, President Truman established **political-loyalty review boards** that determined the “Americanism” of Federal Government employees, and recommended termination of those who had confessed to spying for the Soviet Union, as well as some suspected of being Un-American.

The **House Committee on Un-American Activities** (HUAC) conducted character investigations of “American communists” (actual and alleged), and their roles in (real and imaginary) espionage and propaganda for the USSR.
Fear of Communism at Home

Julius and Ethel Rosenbergs, executed in 1953 for conspiracy to commit espionage, were the first civilians executed for espionage in United States history.
**McCarthyism** is the political action of making accusations of disloyalty, subversion, or treason without proper regard for evidence.

Joseph McCarthy's involvement with the cultural phenomenon that would bear his name began when he produced a piece of paper which he claimed contained a list of known Communists working for the State Department.

It is difficult to estimate the number of victims of McCarthyism. In many cases simply being subpoenaed by HUAC or one of the other committees was sufficient cause to be fired. Leonard Bernstein, Charlie Chaplin, W.E.B. Du Bois, Langston Hughes, Burgess Meredith, Arthur Miller, Pete Seeger, and Orson Welles are some notable people accused of communist activities.

By 1954, public opinion had shifted against Senator McCarthy.
McCarthyism

Hollywood stars on trial
The House Un-American Activities Committee led investigations to find Communists.

Cartoons like this one criticized the committee’s methods.

The car is a symbol for the committee.

The committee “ran over” anyone in its way.
## Truman & Eisenhower

<table>
<thead>
<tr>
<th>DOMESTIC ISSUES</th>
<th>TRUMAN</th>
<th>EISENHOWER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Labor Unions and Big Business</td>
<td>Fair Deal</td>
<td>Middle-of-the road Policies</td>
</tr>
<tr>
<td>Communist Threat at Home</td>
<td>Loyalty Review Board</td>
<td>Opposed McCarthy’s Attack on the Army</td>
</tr>
</tbody>
</table>

### FOREIGN ISSUES

<table>
<thead>
<tr>
<th>Korea</th>
<th>Called on UN to Help Defend South Korea</th>
<th>Went to Korea; Armistice Signed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communism in Europe</td>
<td>NATO; Marshall Plan; Truman Doctrine</td>
<td>Brinksmanship</td>
</tr>
</tbody>
</table>
How was the Red Scare of the 1950s like the Salem Witchcraft hysteria of the 1690s?

Did our country learn anything from the Red Scare?
Arms Race

In August 1949, the US learned that the USSR produced an atomic bomb. The two superpowers immediately began developing weapons with more destructive power – such as the Hydrogen bomb.
Space Race

The superpowers also competed in space.

In 1957, the Soviets launched *Sputnik*, the first human-made satellite.

Americans feared that the Soviets could now launch a nuclear attack on the U.S.

Congress acted quickly to compete technologically with the Soviet Union.
Congress created the National Aeronautics and Space Administration (NASA).

In 1962, John Glenn became the first American to orbit Earth.

Congress also passed the National Defense Education Act to fund more scientists and teachers.
On May 1, 1960, a United States U-2 spy plane was shot down over Soviet airspace. The United States government at first denied the plane's purpose and mission, but then was forced to admit its role as a covert surveillance aircraft when the Soviet government produced its remains and pilot, Francis Gary Powers.

Coming just over two weeks before the scheduled opening of an East–West summit in Paris, the incident was a great embarrassment to the U.S. and caused a worsening of relations with the USSR.
Brinksmanship

President Eisenhower’s policy of going to the “brink of war” in order to combat communism.
The H-bomb

CIVIL DEFENSE TRAINING
—helps you and your community

JOIN
CIVIL DEFENSE

It can happen Here

RED NIGHTMARE
The threat of “the bomb” became a part of everyday life. Civil defense officials talked confidently of group shelters for 50 million people, but in the new suburban communities the nervous were taking survival into their own hands. **Bomb shelters** costing from $100 to as much as $5,000 for an underground suite with phone and toilet were selling like hotcakes.
A committee of the National Academy of Sciences, in a recent study of national preparedness, concluded:

"Adequate sheltering is the only effective means of preventing radiation casualties."
'Turtle' Cartoon Teaches Tots A-Bomb Defense

Original film character, "Bert the Turtle," is now being used by the Federal Civil Defense Administration to demonstrate to school kids how to protect themselves should enemy A-bombs hit our cities.

Film, titled "Duck and Cover," was produced by Archer Productions, Inc., a NY outfit, in cooperation with the FCDA and the National Education Association. Running 10 minutes, to be released this month, it will be distributed by Castle Films Division of United World Films, Inc. Cartoon character is also featured in a 16-page booklet. A transcribed radio program, featuring "Bert," also is being distributed to State Civil Defense directors.
If your parents were considering the purchase of a bomb shelter and they asked for your opinion, what would you tell them?
American Life During the 1950s

- Suburban Living
- Population Shifts
- Entertainment
- Minorities
- Economic Changes

1950s American Life
Truman did not run again in 1952. War hero Dwight D. Eisenhower was elected by a landslide and served two terms as President.

His achievements include:

- Increasing the number of people who could receive Social Security benefits.
- The Interstate Highway Act of 1956, which funded a national freeway system.
Throughout the 1950s, the American **standard of living** rose steadily.

New jobs put money in consumers’ pockets.

Home and car ownership rose.
As more Americans purchased cars, they began to live further away from work.

Suburbs grew quickly as people left the cities behind.

Suburbs around cities in the West grew the most quickly, and their political power grew as well.
Building Levittown

Levittown, New York was a large community that eventually included more than 17,000 mass-produced homes. Levittown became a symbol for the many similar suburban towns that sprang up during the postwar years.

The houses were fairly inexpensive. Many American families could afford to buy a new, single-family home with little or no down payment.

Although all the houses were similar, builders did use different colors for the siding and roofing.

Developers kept costs down by using mass-production assembly-line techniques.

The Levittown planners created shopping areas, recreation centers, schools, and other attractive features for residents.

Suburbs, residential areas surrounding a city, grew. Shopping centers, businesses, schools, and recreation areas soon followed.
American Family of the 1950s Paper Dolls
Tom Tierney
Suburban Living

- 1 Story High
- 12’x19’ Living Room
- 2 Bedrooms
- Tiled Bathroom
- Garage
- Small Backyard & Front Lawn

By 1960 → 1/3 of the U. S. population in the suburbs.
Many who lived in the cities did not share in the growing prosperity of the suburbs. The movement to the suburbs caused inner cities to decline.
In the 1950s, American technology produced a flood of consumer goods. These included cars and houses in suburbs that were springing up across the country. You and your family have moved to a new house in a growing suburb – which some people think is the “American Dream”.

How is the “American Dream” connected to prosperity?

Should the “American Dream” involve helping others?
As suburbs grew in the 1950s, car sales exploded. The Highway Act of 1956 provided federal money to build 41,000 miles of highway.
The movement of people to the **sunbelt**, the warmer states in the **South and Southwest**, changed the population distribution of the U.S.
The Eisenhower years were prosperous ones for many Americans. Inflation slowed and employment was high.

New technology such as computers increased American productivity.

By the end of the 1950s, Americans manufactured and bought 1 out of every 2 products made anywhere in the world.
Consumerism is the systematic creation and nurturing of a desire to purchase goods in ever greater amounts.

“Is it for ME?”

You kind of hope it is—for good news and good times often come your way by telephone.

Maybe it’s a date for sister Sue. Or a business call for Dad. Or Bill asking Jim to go to the movies. Or Grandma calling Mother to find out if things are all right. And everything is more likely to be all right when there’s a telephone in the home.

In many, many ways the telephone is a real friend of the family. And the cost is small—just pennies a call.

Safe place to put your money...

Right from the starting price, the 50s Fords save your money. Ford prices start at the very lowest of the most popular lines. And you’ll find surprising facts like these in your new Ford Owners Manual:

“Regular gasoline is recommended for standard engines. Six and Transmission Y-8... go 4000 miles without changing oil... your Ford muffler is designed to normally last twice as long.” This same economy manual is yours in any one of Ford’s 25 best-selling models. No fuss! Ford wrote the book.

I shop therefore I am
Evan Junior likes to do the dishes with DISHMASTER.

MY HEART SINGS—to see my family get a delicious blend of 8 vegetables in this wholesome easy-to-serve drink.

NEW HOOVER Constellation cleans twice the area of any other cleaner.
After WWII Americans married earlier and raised more children than previous generations.

This trend became known as the baby boom, the increased birth rate that happened after World War II.
OWN A Motorola and you know you own the best

HOW TELEVISION BENEFITS YOUR CHILDREN

Motorola, leader in television, shows how TV can mean better behavior at home and better marks in school!

WILL TELEVISION STRENGTHEN FAMILY TIES? Lieutenant colonel and social workers all agree it can. One of the strongest bonds in America is bringing the family together to enjoy good shows on television. Parents can include their children's "TV time" from a wide variety of electron tube programs.

Soda Pop Board of America
1115 W. Halst Ave. - Chicago, Ill.

For a better start in life, start Cola earlier!
The good wife's guide

- Have dinner ready. Plan ahead, even the night before, to have a delicious meal ready, on time for his return. This is a way of letting him know that you have been thinking about him and are concerned about his needs. Most men are hungry when they come home and the prospect of a good meal (especially his favourite dish) is part of the warm welcome needed.

- Prepare yourself. Take 15 minutes to rest so you'll be refreshed when he arrives. Touch up your make-up, put a ribbon in your hair and be fresh-looking. He has just been with a lot of work-weary people!

- Be a little gay and a little more interesting for him. His boring day may need a lift and one of your duties is to provide it.

- Clear away the clutter. Make one last trip through the main part of the house just before your husband arrives.

- Gather up schoolbooks, toys, paper etc and then run a dustcloth over the tables.

- Over the cooler months of the year you should prepare and light a fire for him to unwind by. Your husband will feel he has reached a haven of rest and order, and it will give you a lift too. After all, catering for his comfort will provide you with immense personal satisfaction.

- Prepare the children. Take a few minutes to wash the children's hands and faces (if they are small), comb their hair and, if necessary, change their clothes. They are little treasures and he would like to see them playing the part. Minimise all noise. At the time of his arrival, eliminate all noise of the washer, dryer or vacuum. Try to encourage the children to be quiet.

- Be happy to see him.

- Greet him with a warm smile and show sincerity in your desire to please him.

- Listen to him. You may have a dozen important things to tell him, but the moment of his arrival is not the time. Let him talk first – remember, his topics of conversation are more important than yours.

- Make the evening his. Never complain if he comes home late or goes out to dinner, or other places of entertainment without you. Instead, try to understand his world of strain and pressure and his very real need to be at home and relax.

- Your goal: Try to make sure your home is a place of peace, order and tranquillity where your husband can renew himself in body and spirit.

- Don't greet him with complaints and problems.

- Don't complain if he's late home for dinner or even if he stays out all night. Count this as minor compared to what he might have gone through that day.

- Make him comfortable. Have him lean back in a comfortable chair or have him lie down in the bedroom. Have a cool or warm drink ready for him.

- Arrange his pillow and offer to take off his shoes. Speak in a low, soothing and pleasant voice.

- Don't ask him questions about his actions or question his judgment or integrity. Remember, he is the master of the house and as such will always exercise his will with fairness and truthfulness. You have no right to question him.

- A good wife always knows her place.
Entertainment in the 1950s was dramatically changed by television and rock ‘n roll music. Popular Hollywood movies were often westerns or musicals. “Beatnik” poets and writers like Jack Kerouac questioned the shallowness and conformity of American society.
By 1960, most families had a television. TVs brought news and entertainment into people’s homes. Watching TV became the most important family activity.
Popular T.V. Shows

- Your Show of Shows
- Milton Berle Show
- The Honeymooners
- I Love Lucy
- Howdy Doody
- The Mickey Mouse Club
Television helped make popular a new kind of music, called **rock-and-roll**.

**Elvis Presley** was the most popular rock-and-roll singer.

Teens idolized Presley, but many adults found his music and dancing too provocative.
Rock ‘n Roll
Celebrities

Elvis Presley  Marilyn Monroe  Frank Sinatra  Elizabeth Taylor

Lucy & Desi  Martin & Lewis  James Dean  Chuck Berry
Many of the fads of the 1950s were inspired by what Americans saw on television. In 1955 children and adults alike were swept up in the merchandising blitz surrounding Walt Disney's television series *Davy Crockett*. Four million recordings of “*The Ballad of Davy Crockett,*” the show's theme song, and fourteen million Davy Crockett books were sold to eager fans. Little pioneers wore replicas of the *coonskin cap* their hero wore, so that the price of raccoon tails shot from twenty-five cents to eight dollars a pound.

Fifties clothing was conservative. Men wore gray flannel suits and women wore dresses with pinched in waists and high heels. *Blue jeans, poodle skirts* made of felt and decorated with sequins and poodle appliqués, *pony tails* for girls, and *flat tops* and *crew cuts* for guys were popular.
Fads

- Telephones
- Hula Hoops
- Poodle Skirts
- 3-D Movies
- Coonskin Caps
- Mickey Mouse Ears
What did sociologist David Riesman mean in his 1950 book *The Lonely Crowd* when he said that America was now a nation of “other directed” people, rather than “inner directed” people of the pre-World War II period? Was he correct? Explain.