

# Harry Truman's Presidency

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- **The End of WWII**
- Atomic bombs end war in Pacific
- Immediate problems with Russia and Stalin begin the “Cold War”
- Truman – inexperienced, Stalin will try to take advantage

# The Cold War Begins

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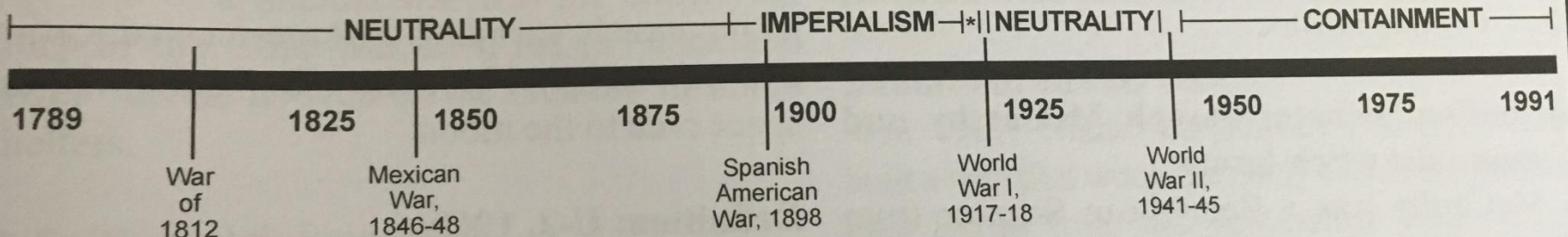
- **Potsdam Conference 1946**
- Truman's first test
- Stalin ignores Truman's calls for free elections in Poland
- broken promise from Yalta Conf.
- Soviet domination of E. Europe begins – satellite nations estab'd







# Foreign Policy Timeline from 1789-1991



*\*The US was neutral in the years just prior to entrance into WW I*

## EXAMPLES of CONTAINMENT

Truman Doctrine  
*Military aid,  
but no troops*

Marshall Plan  
*Economic aid*

Bay of Pigs  
Invasion  
Cuban Missile  
Crisis

Formation  
of NATO

Vietnam  
War

Star Wars  
(SDI)

Berlin  
Airlift

Korean  
War

# The Cold War Begins

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- **U.S. Responses**
- **1. Policy of Containment**
- George Kennan – expert on Russia  
– don't trust Stalin
- **2. Truman Doctrine**
- \$400m of aid to Greece and  
Turkey – economic containment

# The Cold War Begins

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- to support “free peoples” in efforts to resist “unwanted pressures”
- **3. The Marshall Plan 1947**
- economic recovery of Europe, preserved democracy
- \$13b aid program to help nations rebuild who promised to resist communism

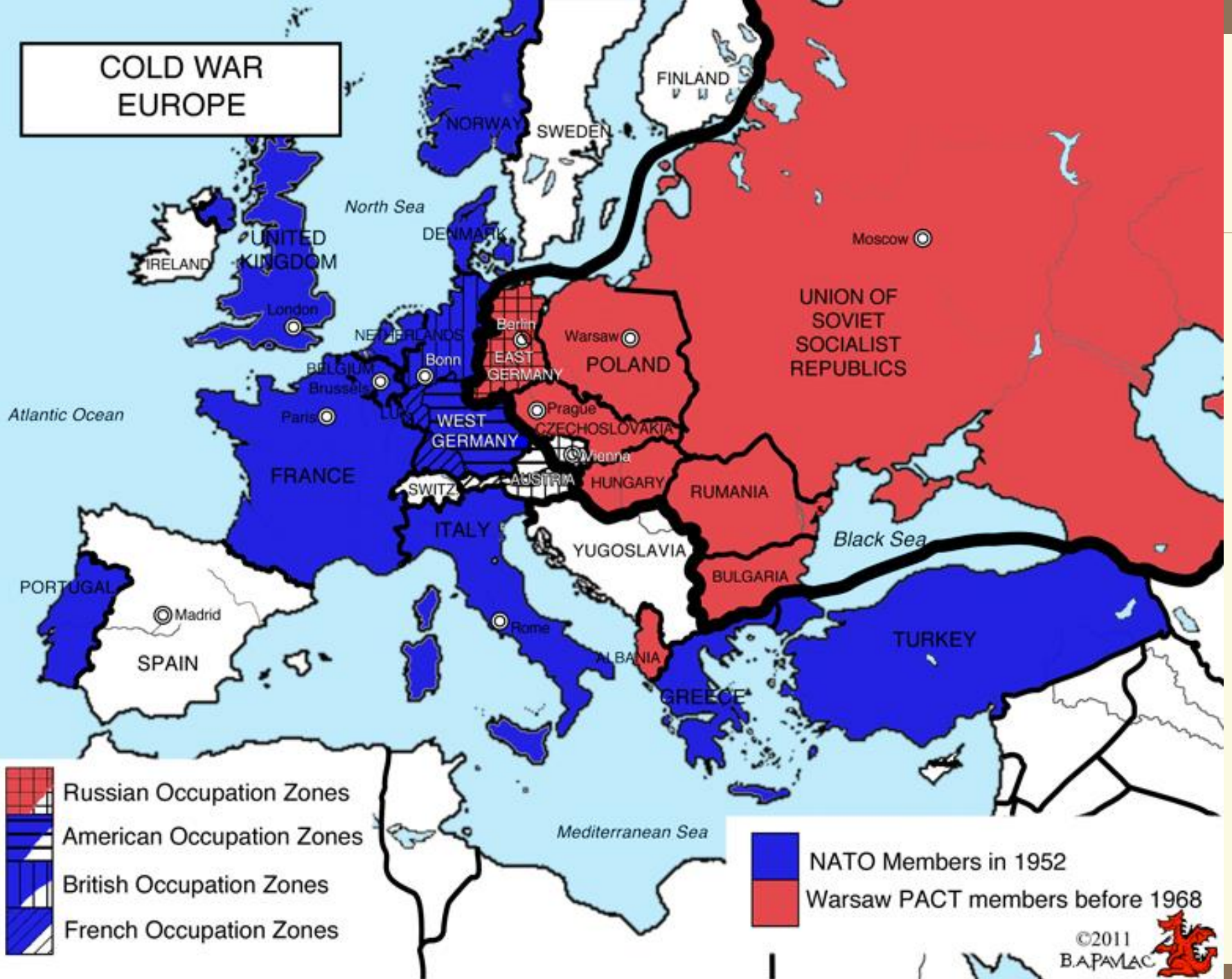
# The Cold War Begins

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

- offered to Stalin who refused
- most nations on the way to full recovery by 1950
- **Eastern Europe continues to fall to communism**
- Churchill delivers “Iron Curtain” speech in Missouri



# COLD WAR EUROPE

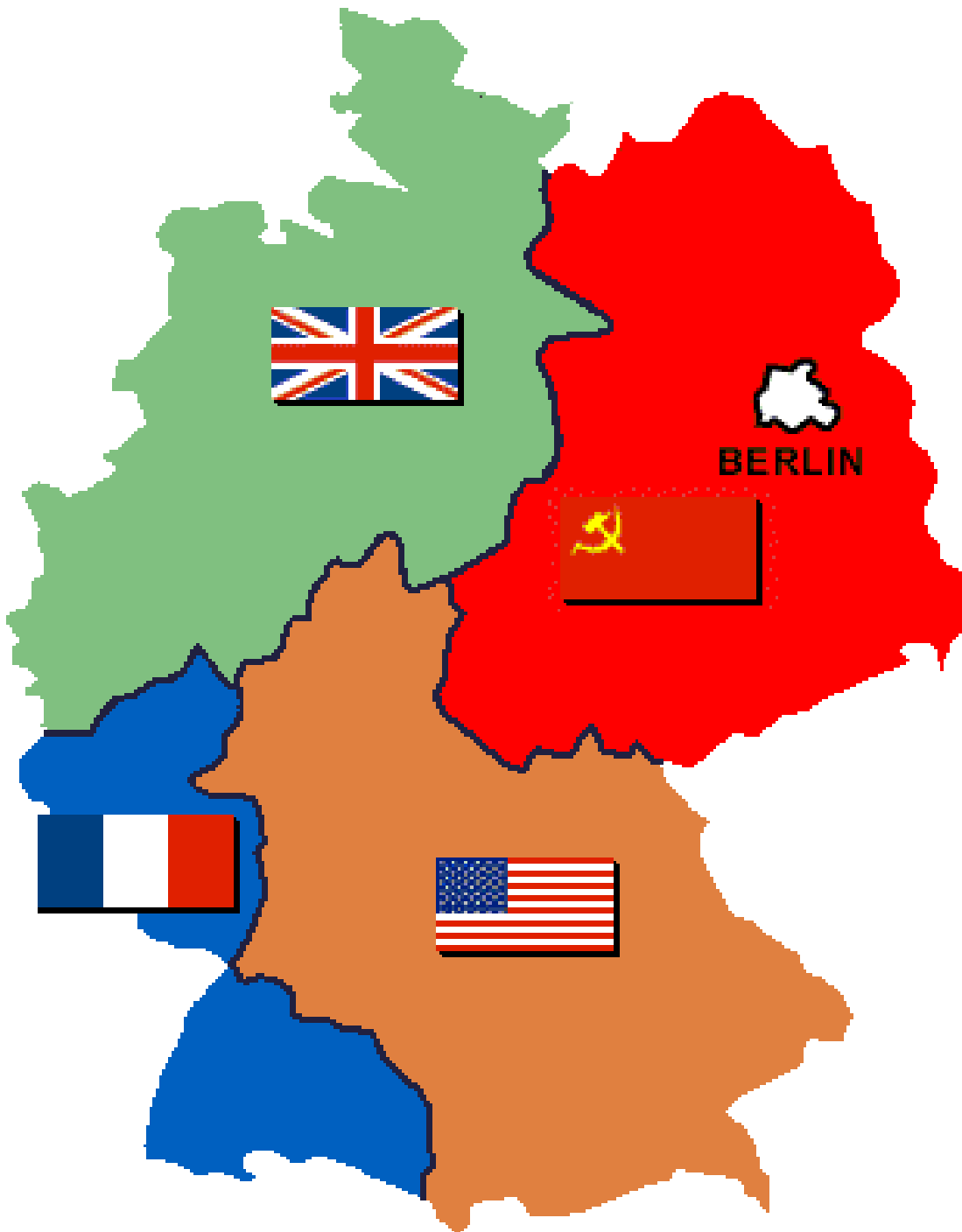


-  Russian Occupation Zones
-  American Occupation Zones
-  British Occupation Zones
-  French Occupation Zones

-  NATO Members in 1952
-  Warsaw PACT members before 1968

## Iron Curtain Trail







# The Cold War Begins

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- **The Berlin Airlift – June 1948**
- first test of containment, first potential “hot” spot
- W. Berlin supplied by trains and trucks from E. Berlin
- Soviets cut off supply lines
- said all Berlin w/in Sov control



# The Cold War Begins

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- U.S. alternatives?
- decide on an **airlift** to supply the millions in W. Berlin
- thousands of flights 24/7
- Soviets respond with nothing and lift blockade May 1949

# The Cold War Begins

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- Stalin also backs off Greece and Turkey
- no Comm infl. in IT and FR elections
- containment seemed to be working

# The Cold War Begins

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- **N.A.T.O. formed 1949**
- military alliance betw US and 11 other nations
- provide allied rearmament
- sent a strong signal to Stalin
- first peacetime alliance since?

	NATO Members
	Warsaw Pact Members
	Other Communist Nations





# The Cold War Heats Up

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- **Fall of China**
- nationalists under Chiang Kai-Shek fall to communists under Mao Zedong
- Truman had offered support to CKS who refused

# The Cold War Heats Up

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- Russia aided Mao and the communists
- China goes communist by 1950
- The People's Republic of China

# The Cold War Heats Up

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- **The Korean War – The “Forgotten” War**
- Russia sets up a gov’t in NK in 1948
- SK the only gov’t recog by UN
- June 1950 – R. trained troops invade SK

# The Cold War Heats Up

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- Truman orders ground, sea, air forces to aid SK – **containment**
- Gen. Douglas MacArthur – in chg of US and SK troops
- US/SK push communists out of SK across 38th parallel but...



# The Cold War Heats Up

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- Chinese troops then join NK fight – stalemate begins
- Truce talks stall
- MacArthur publicly criticizes Truman for fighting a “limited war”



CHINA

YALU RIVER

NORTH  
KOREA

P'yongyang

Inchon

Seoul

SOUTH  
KOREA

Pusan





CHINA

YALU RIVER

NORTH KOREA

P'yongyang

Incheon

Seoul

SOUTH KOREA

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# The Cold War Heats Up

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- Mac – wanted full scale war and to invade China
- wrote to newspapers and US congressmen
- Truman relieved Mac of command 1951 – why?



# The Cold War Heats Up

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- 69% of Am's supported Mac
- parades, speeches, etc.
- public opinion eventually returned to Truman a/f investig.
- July 1953
- armistice signed, war over

# The Cold War Heats Up

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- Communism contained in SK but Korea still two nations
- 54,000 Am's dead
- \$22b in costs to US
- increased fear and suspicion of communists in the U.S.

# The Cold War At Home

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- **Red Scare II**
- fear of communism sweeps nation
- Truman – reputation for being soft on comm. – sets up Loyalty Review Board – gov't employees



# The Cold War At Home

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- investigated 3.2m, fired 212 as security risks, 2900 resigned
- **HUAC** – congressional group
- 1947 investigates movie indus.
- “Hollywood Ten” arrested – refused to testify
- **blacklists** created



# Los Angeles Star



VOL. LXXIII

IN FOUR PARTS

C-C

FRIDAY MORNING, APRIL 23, 1952

68 PAGES

DAILY, 10c

## HUAC INVESTIGATES "RED KLOWN": STARS TESTIFY

### Eisenhower Urges Anti-Red Crusade

#### Expose Poisonous Propaganda, President's Plea to Publishers.

NEW YORK, April 22 (AP)—President Eisenhower called tonight for an American crusade against "the poisonous propaganda of the Soviets" — a crusade to win world peace and avert an age of atomic horror.

The President urged the nation's newspapers and editors to take the lead in a greater effort to build a "co-operative press" while averting a "persecution" of all a "bourgeois reality."

### No Delay in Geneva Parley Seen

### Parley Seen

PARIS, April 22 (AP)—An American source said tonight the western powers have reached a firm fresh agreement to proceed to accept Communist China as a neutral nation at the Geneva conference.

This source depicted a state of affairs that is not to be an age of atomic hysteria and horror.



### Boyd and Schwartz Confer With Counsel

### Rebels Renew State High Court Acts Another High

### 'Perversion of Power' Charged by Stevens; Clashes Mark Quiz

WASHINGTON, April 22 (AP)—Army Secretary Stevens charged today that Sen. McCarthy and Rep. M. C. Coburn were guilty of a perversion of power in their efforts to get an Army commission for G. David Schine.

Stevens, who once went white with anger, also testified that Coburn threatened war on the Army after he was denied admittance to a secret radar laboratory at Ft. Monmouth, N.J. Stevens said Coburn declared, "We will really investigate the Army now."

Stevens leveled the charges at the opening of the Senate investigating Subcommittee's televised inquiry into the anti-Army McCarthy row. The episode also produced clashes between McCarthy and another general and administrative officer.

General Twiss, Maj. Gen. Miles W. Barles, former liaison officer between the Army and Congress, went to see McCarthy and Coburn, the Senator's chief counsel, earlier this week in an attempt to get a commission for Schine, a former submarine war hero who also had been drafted.

McCarthy said Barles was guilty of "less and less" because his brother, James Barles, had been denied a commission from a high State Department official.

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(Continued on page 10)

Agency, which he formerly headed.

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# Red Channels

*The Report of*  
**COMMUNIST INFLUENCE IN RADIO AND TELEVISION**





LEONARD BERNSTEIN

*Composer, Conductor*

Reported as:

- |  |   |
|--|---|
| People's Songs, Inc.                                 | Sponsor. Letterhead, 3/48.  |
| Scientific and Cultural Conference for World Peace   | Sponsor. Official program, 3/49.  |
| American-Soviet Music Society                        | Affiliated. Un-Am. Act. Com. <i>Review of Scientific and Cultural Conference for World Peace</i> , 4/19/49, p. 52.  |
| Hanns Eisler Concert                                 | Sponsor. Un-Am. Act. Com. <i>Review of Scientific and Cultural Conference for World Peace</i> , 4/19/49, p. 43.   |
| Protest Against Deportation of Hanns Eisler          | Signer. Un-Am. Act. Com. <i>Review of Scientific and Cultural Conference for World Peace</i> , 4/19/49, p. 43.  |
| Committee for Re-election of Benjamin J. Davis, 1945 | Affiliated. Un-Am. Act. Com. <i>Review of Scientific and Cultural Conference for World Peace</i> , 4/19/49, p. 41.  |
| Progressive Citizens of America                      | Signer. Arts, Sciences and Professions Council, statement in defense of Communist cases. Un-Am. Act. Com. <i>Review of Scientific and Cultural Conference for World Peace</i> , 4/19/49, p. 37. |
| World Federation of Democratic Youth                 | Affiliated. Un-Am. Act. Com. <i>Review of Scientific and Cultural Conference for World</i>  |

# The Cold War At Home

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- **Spies and Witches?**
- **1. Alger Hiss Case**
- suspected of selling secrets to Whittaker Chambers – spy
- **Richard Nixon** – prosecutor
- Hiss convicted of perjury only







The Evening Star  
HISS GUILTY ON NON-FIDELITY COUNTS



UNITED STATES ARMY  
SERIAL 19137 NE  
LEWIS, WASHINGTON

19137 NE

19137 NE



# The Cold War At Home

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- Hiss – tried to save reputation
- Nixon – made his own reputation with exam of Hiss
- **2. The Rosenberg's Case**
- 1949 – Russians explode atomic bomb, espionage susp.

# The Cold War At Home

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- Whittaker Chambers – Br. Scientist
- admitted giving Rus. secrets
- implicated Julius and Ethel Rosenberg
- claimed 5th A., said persecuted b/c Jewish
- sentenced to death penalty



DIAGRAM OF SOVIET SPY RING



Rosenbergs after conviction





# Truman's Domestic Presidency

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## ➤ Election of 1948

➤ Truman (D)

➤ Dewey (R)

➤ Thurmond – SC senator – States' Rights aka “Dixiecrats” – split off S. Democrats

➤ Truman wins – barely





Chicago Daily Tribune

# DEWEY DEFEATS TRUMAN

G. I. P. Sweep Indicated in State; Hoyle Leads in

Hoyle Leads in State; Dewey Wins in National Election

# Truman's Domestic Presidency

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- “Dewey Defeats Truman”
- Truman less than 50% pop vote
- EC Votes: Tr – 303, Dewey – 189, Thurmond – 39
- Truman's “**Fair Deal**” – to build upon New Deal of 1930's
- 1. Minimum wage to 75c (40)

# Truman's Domestic Presidency

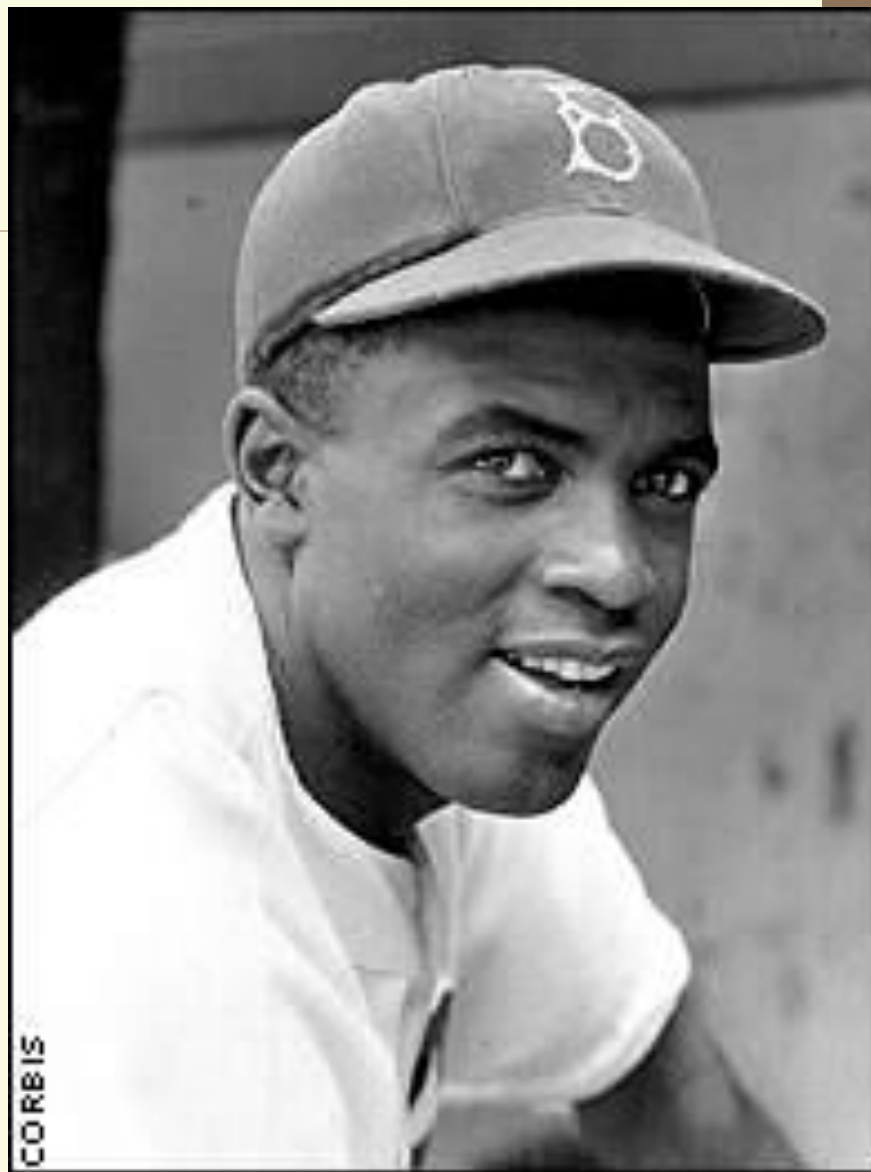
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- 2. SS Benefits increased
- 3. Housing Act to build for low income families
- 4. Civil Rights late 1940s – Truman uses Executive Orders
  - **A. orders the desegregation of the military, the fed gov't, and all business with gov't contracts – works with CORE**

# Truman's Domestic Presidency

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- **B. bans discrim in employment and public housing** – response to a CORE sit-in held in Chicago
- \*\*misses the issue – education, voting rights, equality in housing, segregation in public facilities
- **C. Jackie Robinson 1947**
- Brooklyn Dodgers
- Impact/significance?



# 1950's Society

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- Power of the Individual
- Jackie Robinson
- breaks “color barrier” in Major League Baseball 1947
- MVP 1949, all teams integrated by 1959







**I LIKE  
IKE**



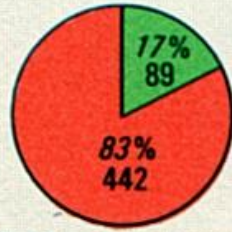
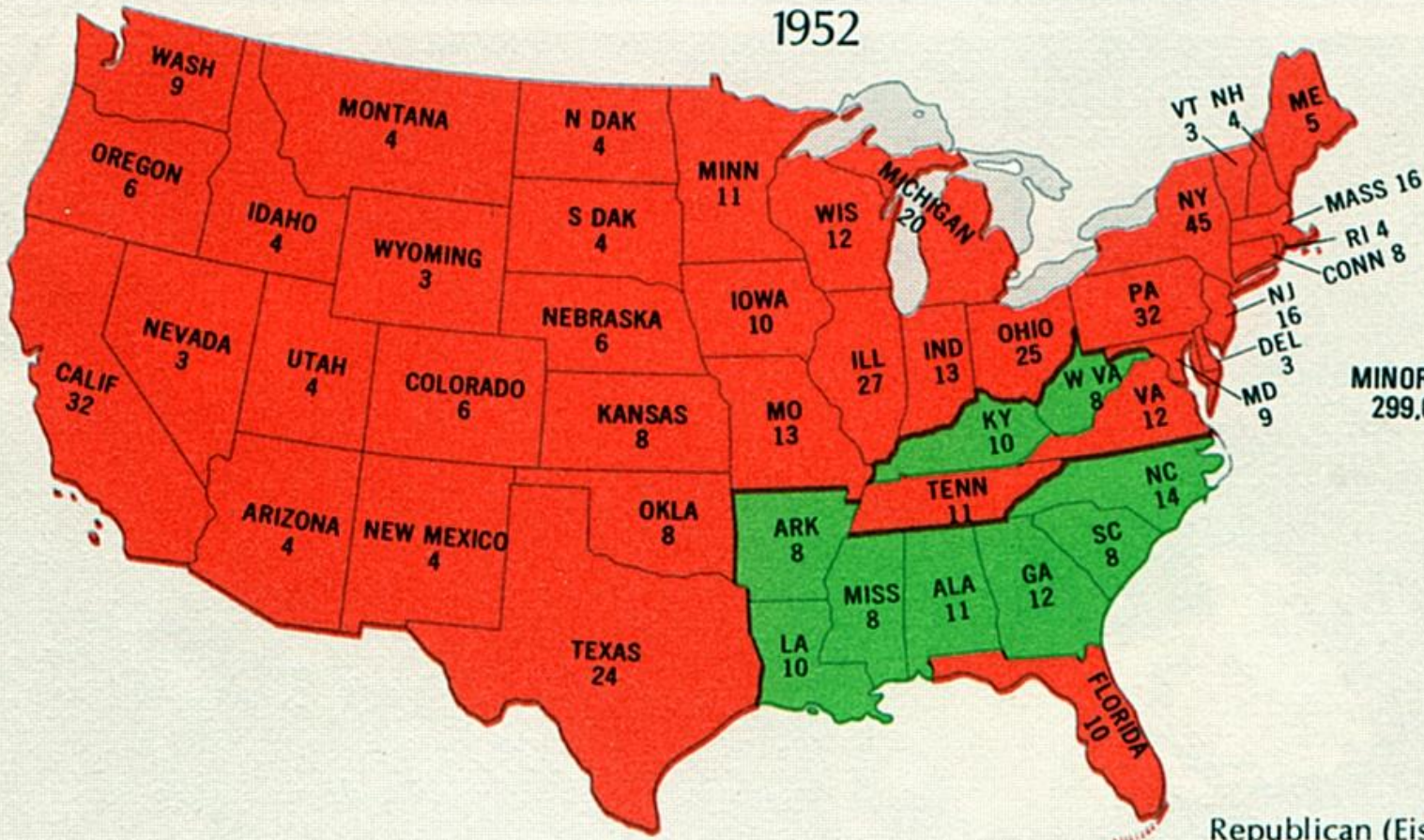


Photo 2 Army P-16071 General of the Army Dwight D. Eisenhower, 1947

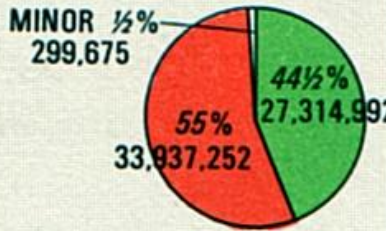






1952



ELECTORAL VOTE TOTAL: 531



POPULAR VOTE TOTAL: 61,551,919

Republican (Eisenhower)   
Democratic (Stevenson) 



# Eisenhower's Presidency

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- **Election of 1952**
- defeats Stevenson 55%, 442-89
- first election with TV impact - ads
- “I Like Ike”
- WWII hero, helped end the Korean War, popular
- 1<sup>st</sup> Repub since ??

# Eisenhower's Presidency

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- Ran gov't like military, relied on advisors
- conservative period in politics begins 1950s
- decade will be very similar to the?
- *The social disparity between Conformity vs. Rebellion will define the decade.*



# The Cold War At Home

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- **The McCarthy “Witch Hunts” – 1950-1954**
- accusations that Comms had infiltrated the State Dept – “enemies from within”
- televised hearings
- claims carried no real evidence
- ruined many gov’t officials/ultimately ruined own career
- *The Crucible* 1953 – Arthur Miller



“Have you no sense of decency sir?!”  
-Joseph Welch, 1954



FFC54

00:46:29:25

“Mummy, what happens to us  
if the bomb drops?”



# The Cold War At Home

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- 1949 – Soviet Union, first atomic bomb
- **H-Bomb** developed in U.S. – 1952, in S.U. – 1953, technology gap closing
- **Effects**
  - 1. nuclear arms race
  - 2. conventional military buildup
  - 3. school drills, bomb shelters

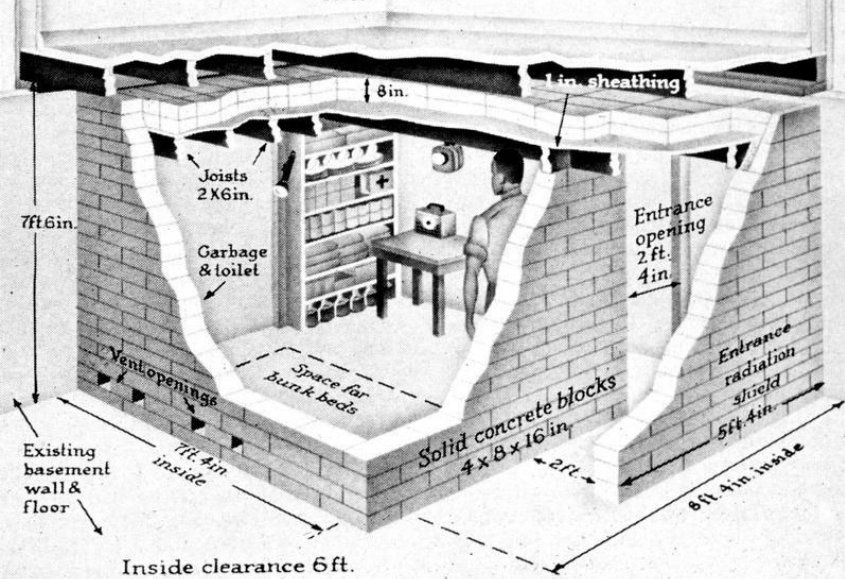




# DO-IT-YOURSELF SHELTER

(FALLOUT PROTECTION FOR SIX - \$150 to \$200)

First floor



TIME Drawing by V. Puglisi





# The Cold War







# The Cold War

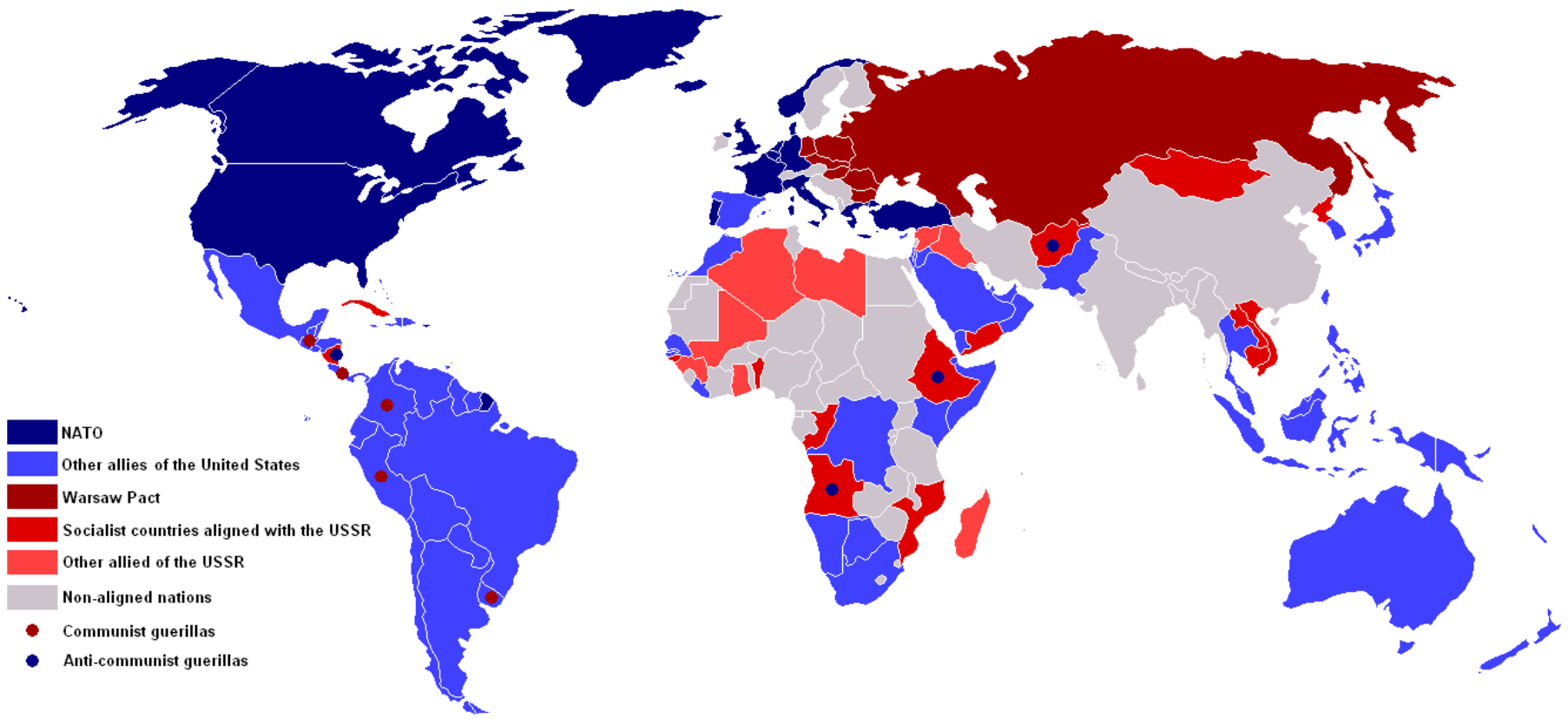
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- **4. Brinkmanship and Massive Retaliation**
- new policies – **John F. Dulles**
- keep peace through the threat of force – term?
- deterrent

# The Cold War


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- **Other Problem Areas**
- 1. Egypt – Suez Canal Crisis 1956, **Eisenhower Doctrine** announced
- 2. Russia invades Hungary 1956
- 3. Russia forms **Warsaw Pact**
- military alliance with E. Europe to rival NATO





### Divided Europe 1945-89

 NATO countries and date of joining membership (1949)

 Warsaw Pact countries

 Soviet occupied 1945-55



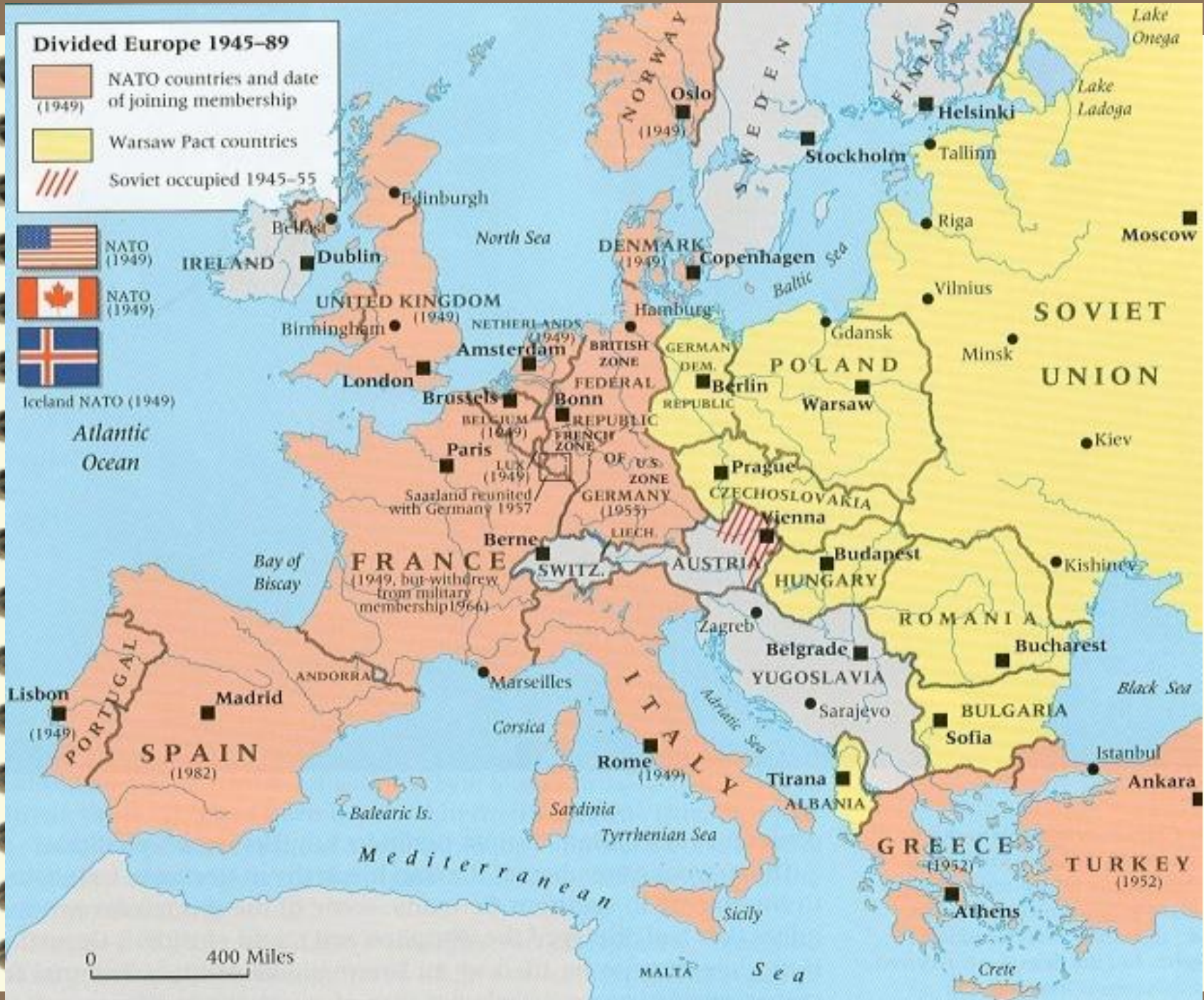
NATO (1949)



NATO (1949)



Iceland NATO (1949)



0 400 Miles



# The Cold War

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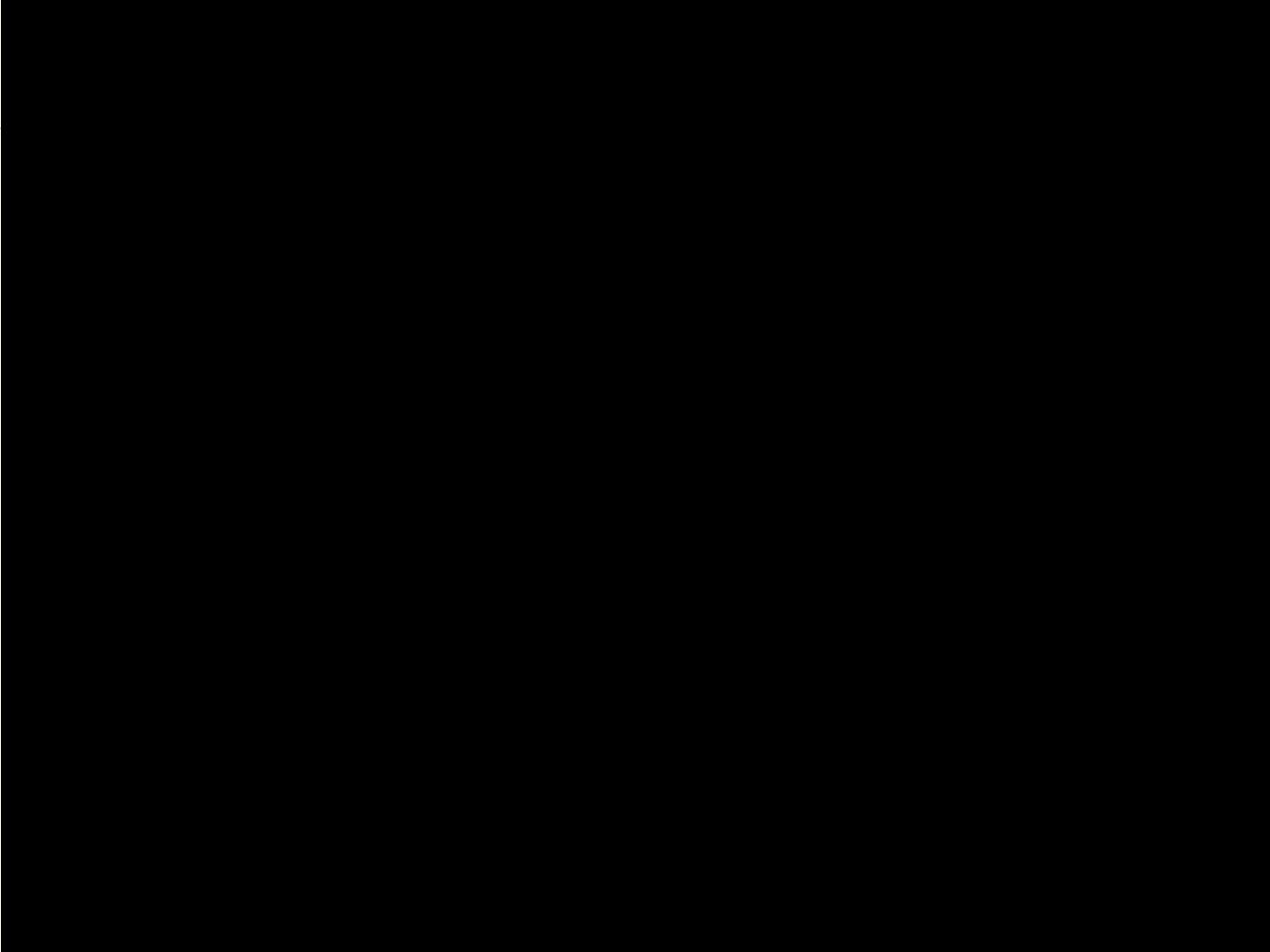
- Russia launches **Sputnik** 1957
- **Effects?**
  - 1. Americans felt inferior
  - 2. Increased fear and suspicion
  - 3. Emphasized more math and science education

# The Cold War

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- 4. “duck and cover” drills and bomb shelters cont’d
- 5. dev of NASA – space program







# The Cold War

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- 1957-1959
- relations improving despite fears and mistrust
- VP Nixon to Russia July 1959
- “kitchen conference” with Nikita Khrushchev



## Goldfine Is Spared Jail for Contempt

WILLIAM M. BLAIR Special to The New York Times  
WASHINGTON, July 24—Earl Goldfine escaped jail for contempt of Congress. At the same time, he directed in Federal Court to answer the Congressional summons that led to the contempt and recalled by House investigators.  
Judge James W. Morris of the United States District Court imposed the maximum fine for contempt of Congress but suspended both a 30-day jail term and a \$1,000 fine. Morris also placed Goldfine on probation for two years.  
The brief court action here was reported in the United States Court of Appeals in New York City, which upheld a three-month jail term and a \$1,000 fine imposed on Mr. Goldfine by a Federal judge in New York City. Goldfine's bookkeeper, Miss Goldfine, was fined \$100 and placed on probation for two years.  
The action was reported on Page 37, Column 5.

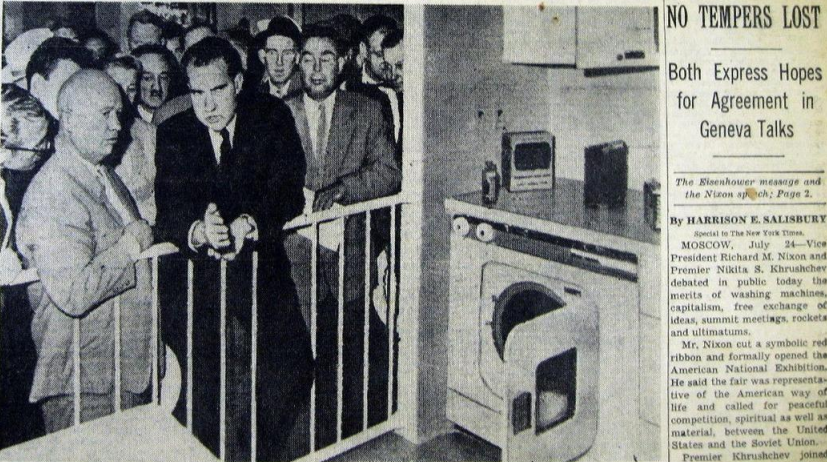
## LABOR BILL PASSED IN HOUSE

House Committee's Report Expected to Get Administration's Backing  
The Associated Press  
WASHINGTON, July 24—A labor bill much tougher than the one approved yesterday by the Labor Committee was passed today with approval.

## 726-MILLION CUT IN AID BILL VOTED BY HOUSE GROUP

Eisenhower Deplores Move — Signs Measure Setting 3.5-Billion Ceiling  
Special to The New York Times  
WASHINGTON, July 24—Congress opened its second round of surgery on the foreign-aid bill today with a cut of \$726,500,000 in President Eisenhower's request for funds for the fiscal year 1960.  
The President, in a White House statement, was represented as "disappointed" by the size of the reduction but hoped that a considerable amount could yet be restored.  
Today's action was taken by the House Appropriations subcommittee, responsible for approving mutual-security spending.  
The cuts that worried the Administration most were in the categories of military assistance and defense support.  
In contrast to its past treatment in the House subcommittee, however, the Development Loan Fund fared comparatively well.  
President Signs Bill  
The subcommittee acted shortly after the President had signed a bill authorizing appropriations of \$3,566,200,000.  
The authorization bill sets ceilings on the amount of money Congress may vote for actual spending.

# NIXON AND KHRUSHCHEV ARGUE IN PUBLIC AS U.S. EXHIBIT OPENS; ACCUSE EACH OTHER OF THREATS



INSIDE STORY: Vice President Richard M. Nixon describes operation of an automatic washing machine at the U. S. fair in Moscow to Premier Nikita S. Khrushchev of the Soviet Union. Mr. Nixon acted as host during tour of the fair.

## NO TEMPERS LOST

Both Express Hopes for Agreement in Geneva Talks

The Eisenhower message and the Nixon speech; Page 2.

By HARRISON E. SALISBURY

Special to The New York Times  
MOSCOW, July 24—Vice President Richard M. Nixon and Premier Nikita S. Khrushchev debated in public today the merits of washing machines, capitalism, free exchange of ideas, summit meetings, rockets and ultimatums.  
Mr. Nixon cut a symbolic red ribbon and formally opened the American National Exhibition. He said the fair was representative of the American way of life and called for peaceful competition, spiritual as well as material, between the United States and the Soviet Union.  
Premier Khrushchev joined Mr. Nixon in expressing hope that the American exposition would promote understanding.

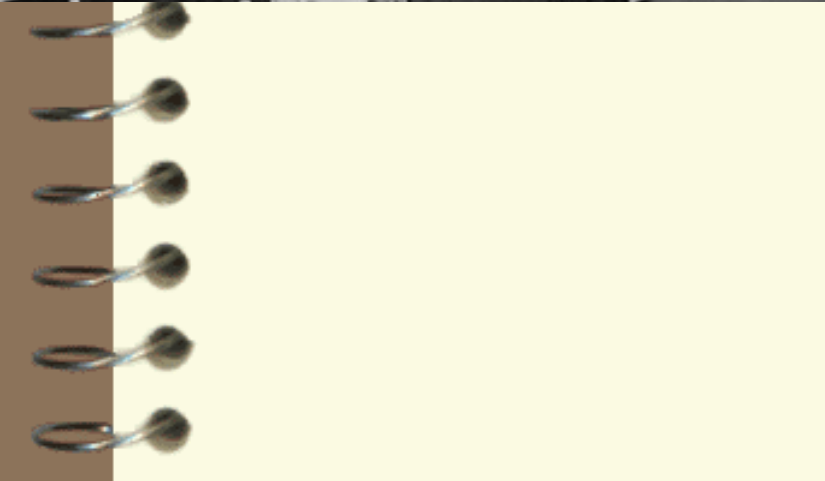


# The Cold War

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- Khrushchev to U.S. Sept 1959
- popular with Americans, tours U.S. – friendly and positive
- invites Eisenhower to Russia early 1960 but...







# The Cold War

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- **May 5, 1960**
- U2 spy plane shot down over Russia
- Francis Gary Powers – pilot, captured by the Russians

# The Cold War

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- Eisenhower accepts full responsibility for authorizing the mission
- Khrushchev withdraws invitation to Eisenhower
- Cold War – colder than ever

# The Cold War

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- Eisenhower's Farewell Address
- warns the nation of the dangers of becoming a **“military industrial complex”**

# 1950's Society

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- **National Interstate and Defense Highways Act 1956**
- Largest infrastructure project in U.S. history – signed by Eisenhower
- multiple purposes? – obvious, Cold War
- “military industrial complex”



THIS IS THE FIRST PROJECT  
IN THE UNITED STATES  
COMPLETED UNDER PROVISIONS OF THE NEW  
FEDERAL AID HIGHWAY ACT OF 1956  
EIGHT MILES CONCRETE PAVEMENT ON US-40  
INTERSTATE ROUTE NO. 1  
STATE HIGHWAY COMMISSION OF KANSAS



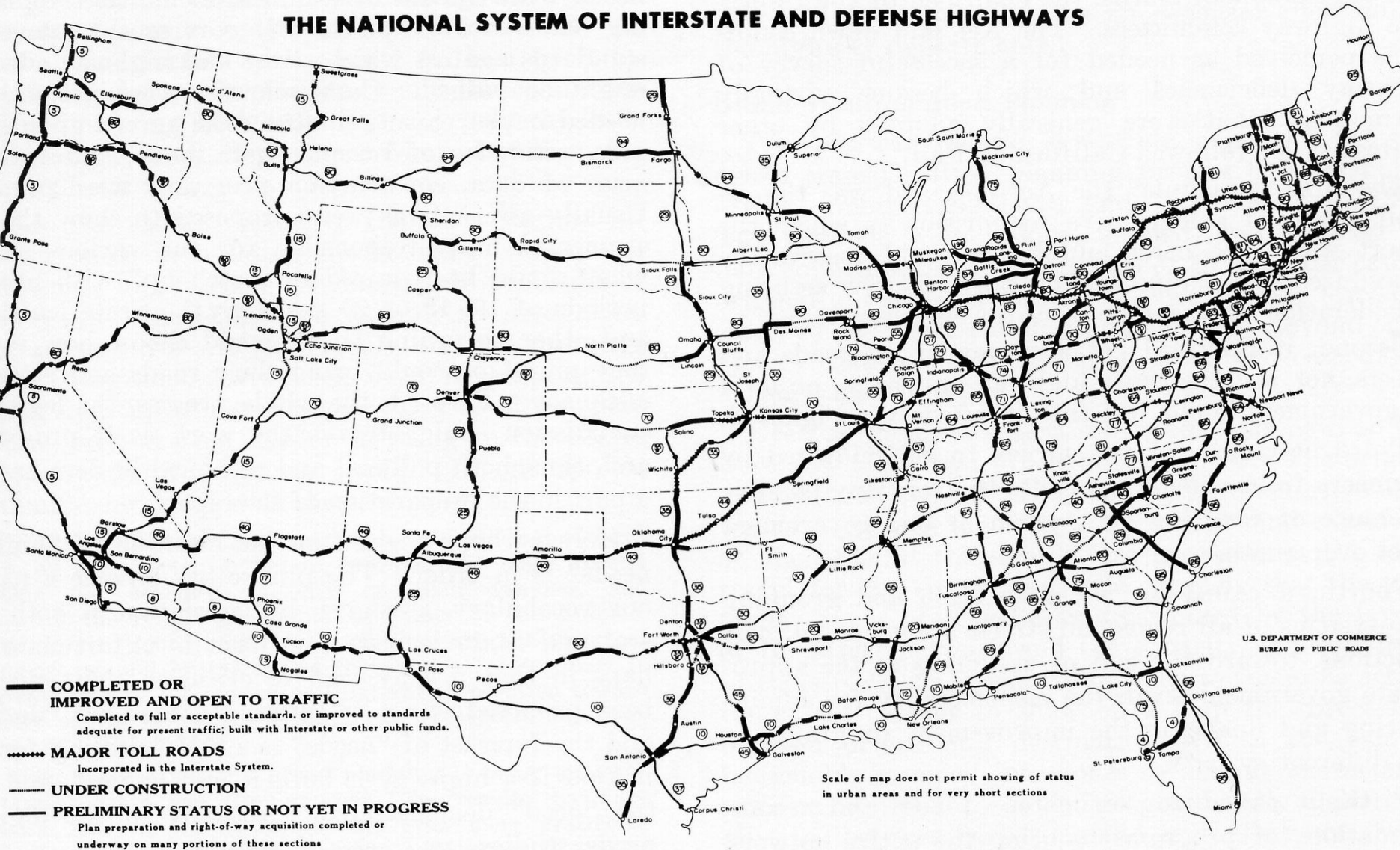
**A SYMBOL  
OF FREEDOM**



**1956 - 2006**



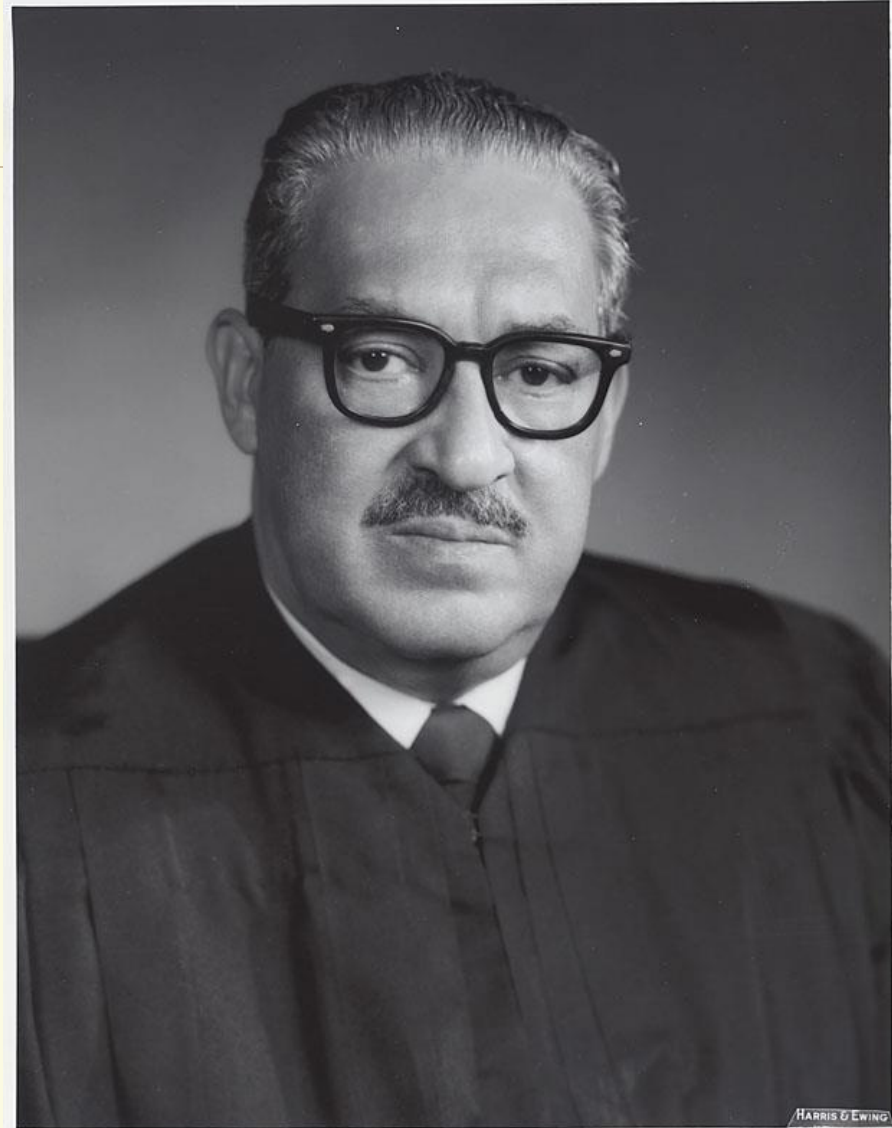
# THE NATIONAL SYSTEM OF INTERSTATE AND DEFENSE HIGHWAYS



# Civil Rights 1950s

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- Supreme Court
- **Earl Warren** – Chief Justice –
- decisions focus on rights of the individual – 1950s, 1960s





# Civil Rights 1950s

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- ***Brown v. BOE Topeka, KN 1954***  
– Story? Impact? Reverses?
- Thurgood Marshall – NAACP
- 2<sup>nd</sup> Brown case 1955 – “*w/ all deliberate speed*”
- many states slow to comply
- Balt, St. Louis, Wash DC – 1<sup>st</sup>



WE DON'T WANT NEGROES IN OUR SCHOOL.

WE WON'T GO TO SCHOOL WITH NEGROES

STRIKE AGAINST INTERGRATION Clinton Hi

# Civil Rights 1950s

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- **Effects of Brown Decision**
- response of Eisenhower and Congress – little pressure on sts
- revival of KKK
- Southern Manifesto issued
- true desegregation won't come until 1960s









# Civil Rights 1950s

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- **Montgomery 1955-56**
- Rosa Parks
- Emergence of MLK
- Dexter Avenue Baptist Ch.
- Influences on MLK
- “nonviolent civil disobedience”
- Gandhi, Thoreau, Christianity





# Civil Rights 1950s

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- MLK leads MIA in bus boycott
- 381 days
- **Results of boycott**
  1. economic pressure wins out
  2. Formation of SCLC 1957
- Purpose – “nonviolent crusades against the evils of 2<sup>nd</sup> class citizenship”

# Civil Rights 1950s

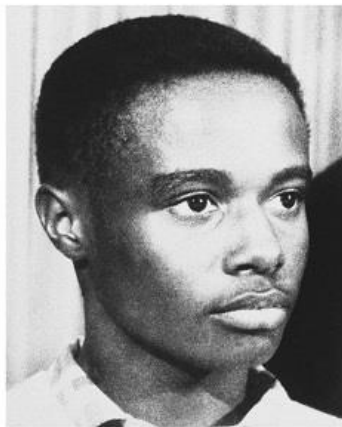
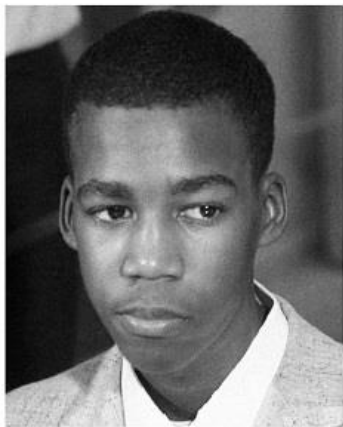
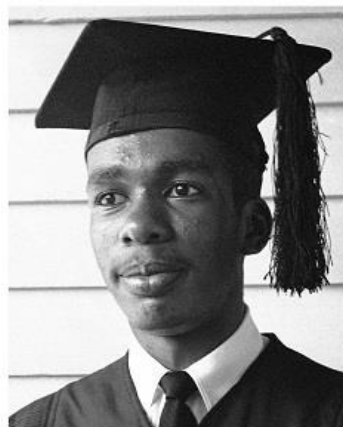
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- **Effects on the Nation**
- Black churches become venues for politics
- Civil rights battle now to the states and cities, not just courts

# Civil Rights 1950s

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- **Little Rock – Central High School 1957**
- Orval Faubus – Ark Governor
- Little Rock “Nine”
- Elizabeth Eckford
- Impact of television
- Eisenhower – forced to respond









# Civil Rights 1950s

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- **Mobilizing Students**
- **SNCC** formed 1960
- Run by Ella Baker – Sec of SCLC
- **Sit in** movement begins
- Greensboro, NC
- Supported by CORE as well









# 1950's Society

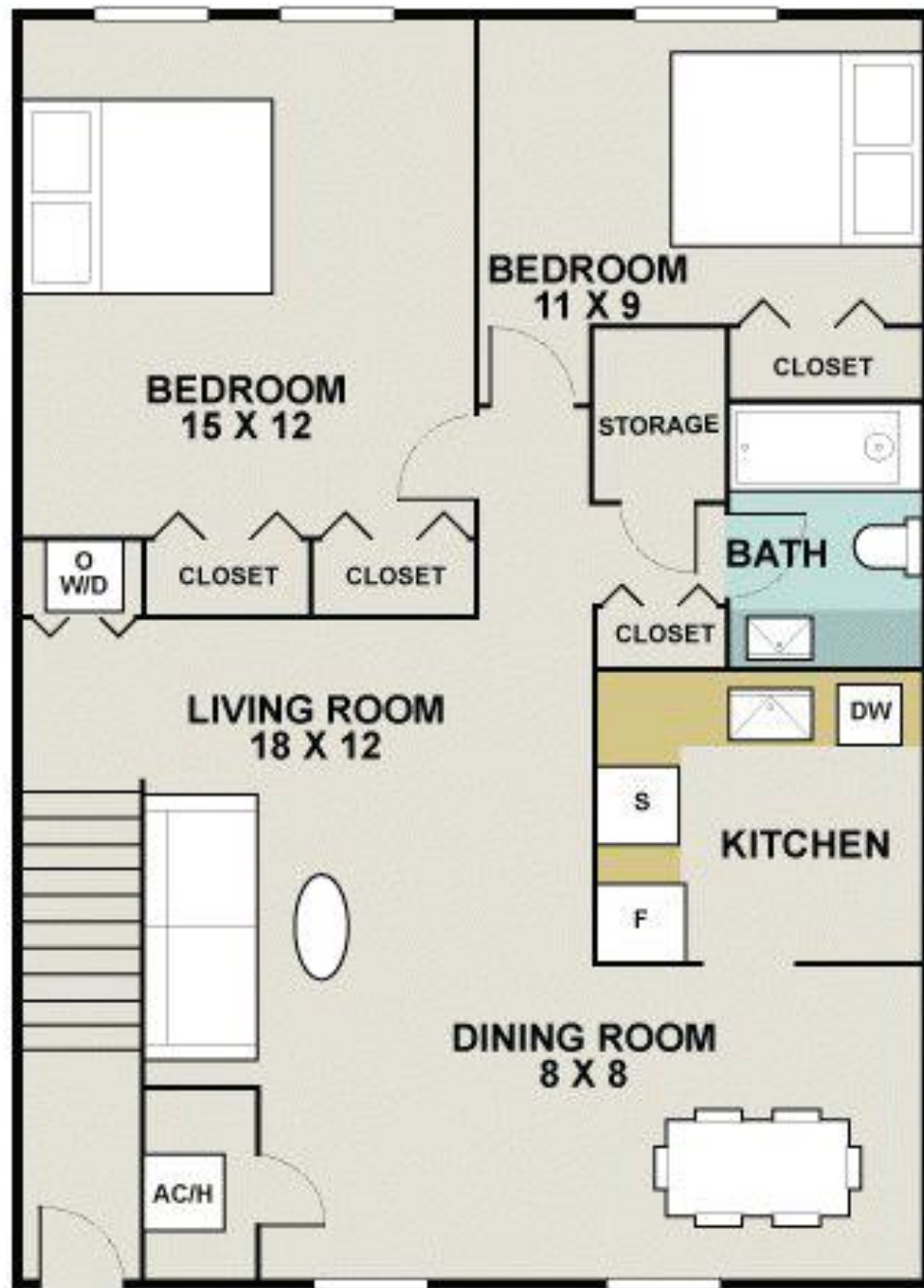
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- **Conformity**
- 1. **GI Bill 1946** - did what?
- 2. Rise of the **suburbs** - **William Levitt** - “cookie cutter homes” - white flight begins
- Levittown – “little boxes made of ticky tacky”
- increased infl of middle class



1.3 Dream house for a new homeowner, with wife and children, Levittown, New York, 1948. This housing represents the haven strategy of building homes as retreats for male workers and as workplaces for their wives. (Bernard Hoffman, LIFE Magazine, © 1950, Time, Inc.)





One of four different styles of the Jubilee



One of four different styles of the Levittowner



# *Levittown* IN 1957



One of five different styles of the Pennsylvania

One of four different styles of the Country Clubber





# 1950's Society

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- “keeping up with the Joneses”
- 3. Social customs in the workplace  
- male dominance
- The Man in the Grey Flannel Suit -  
book and film
- Women – home, mom – cult of  
domesticity returns

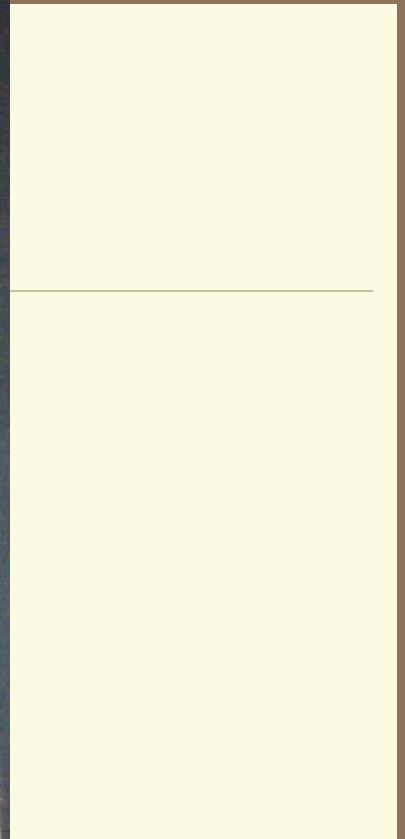


*The 50's way to  
welcome a man  
when he comes  
home from work*









# 1950's Society

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4 4. Marriage promoted

4 divorce rare, social effects

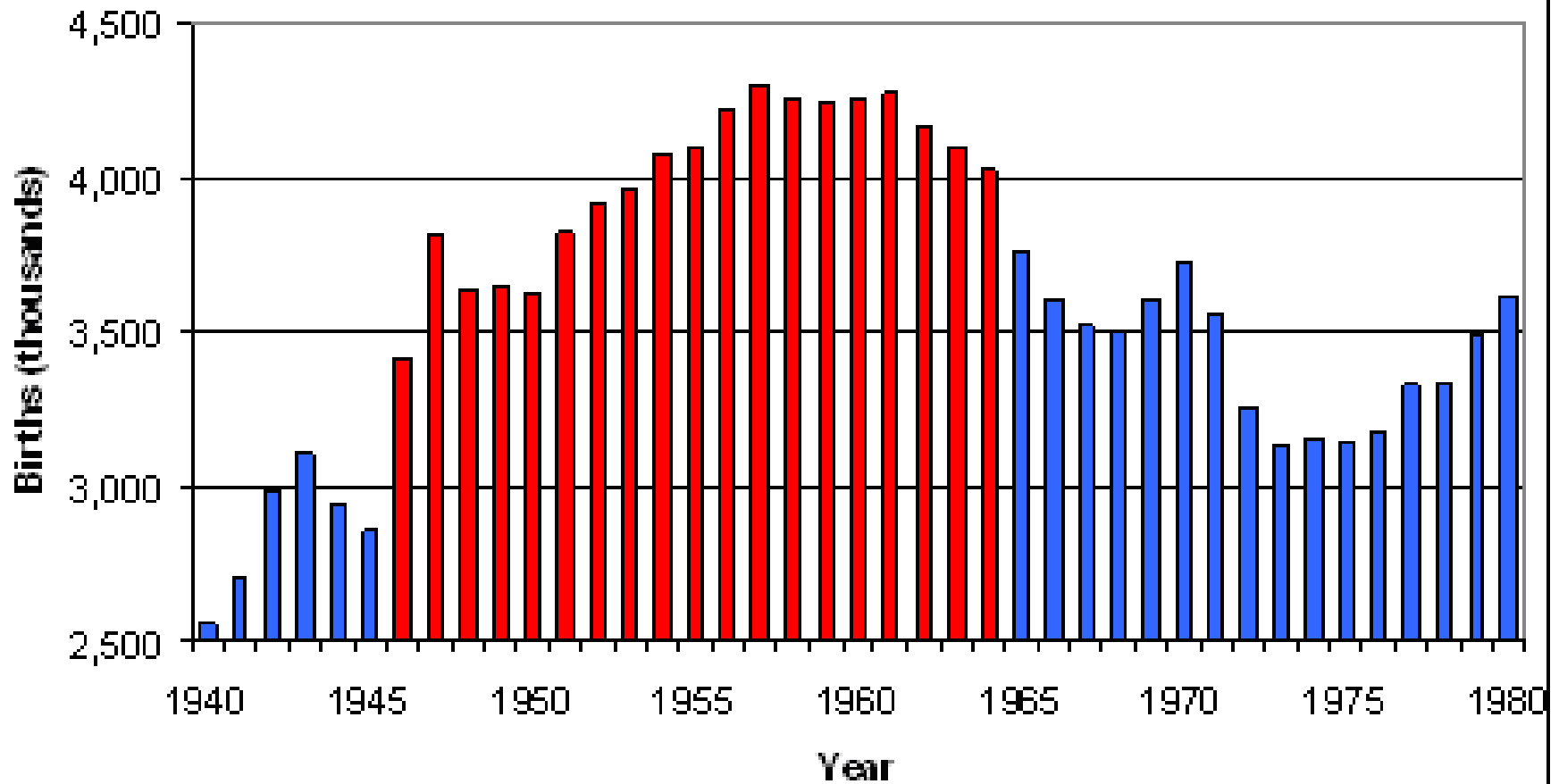
4 5. the **Baby Boom** post WWII

4 1946-64, height 1957, one baby every 7 seconds, 4.25 million

4 why?



## U.S. Births: 1940-1980 (Baby Boomer Generation in Red)



# 1950's Society

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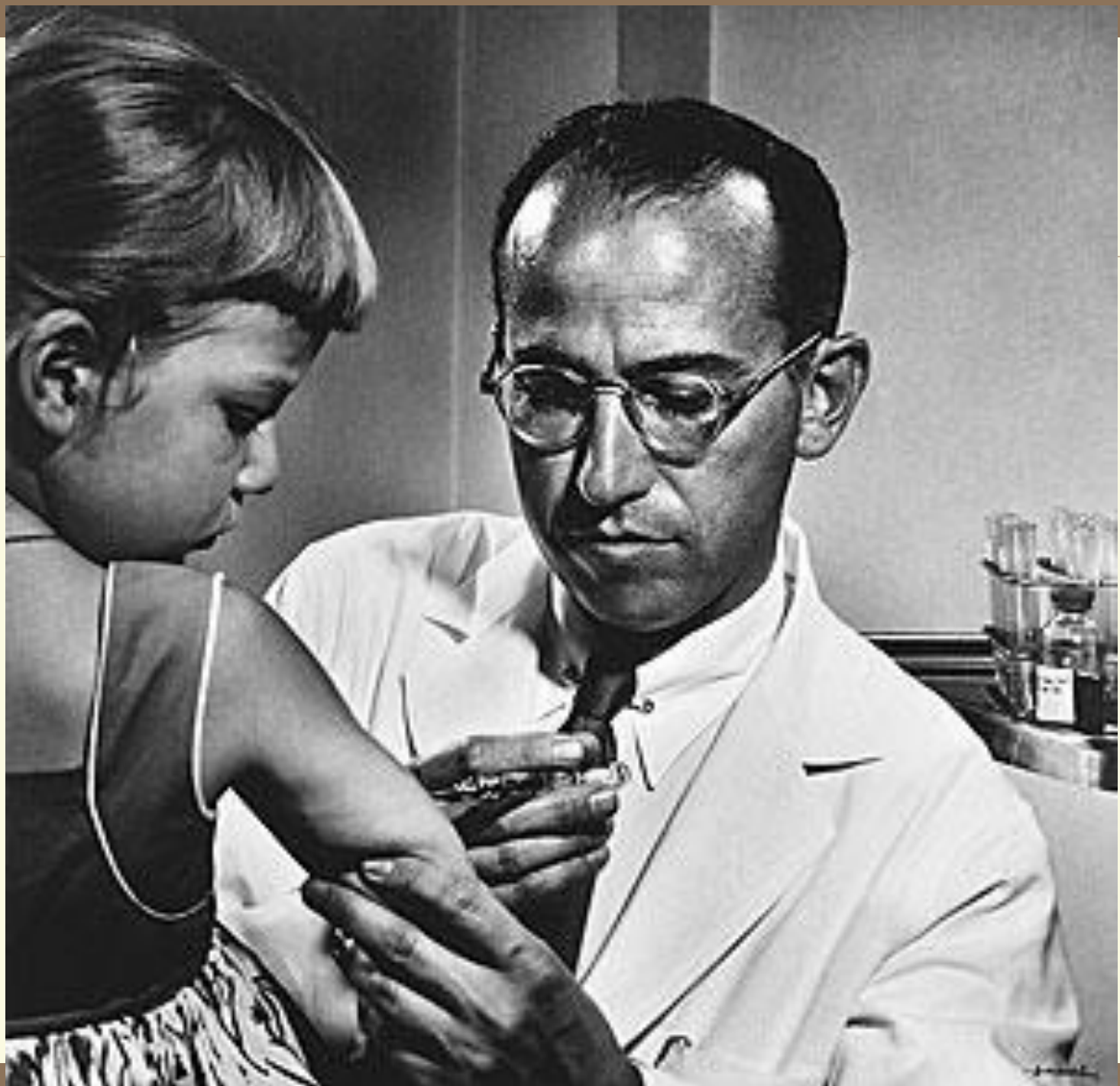
4 A. Reunion of fam's post war

4 B. Economic confidence

4 C. Medical advances

4 Dr. Jonas Salk - polio

4 Dr. Benjamin Spock - *Common Sense Book of Baby and Child Care*



150  
DR. BENJAMIN SPOCK

New, extensively revised and enlarged

# BABY AND CHILD CARE

A  
CARDINAL  
GRANT

GC-40



THE  
COMPLETE  
BOOK

The most widely recommended handbook for parents ever published—Authoritative, illustrated, indexed—Over 13,000,000 copies sold





# 1950's Society

---

- **6. Impact of Television**
- themes and characters
- “vast wasteland”
- live performances
- boom to advertising industry
- impact on radio, film

Kodak



The Adventures of **Ozzie** and **Harriet** ABC-TV







# 1950's Society

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- **7. Auto Industry Expands**
- more variety
- more businesses
- fast food, motels, drive ins
- McDonald's 1955
- Holiday Inn 1952

# AMERICAN CARS

Of The Fifties



[www.tuningcarsimagehosting.com](http://www.tuningcarsimagehosting.com)









# McDonald's

*the drive-in with the arches*

## McDonald's Amazing Menu

Pure Beef Hamburger.....	15¢
Tempting Cheeseburger.....	19¢
Triple-Thick Shakes.....	20¢
Golden French Fries.....	10¢
Thirst-Quenching Coke.....	10¢
Delightful Root Beer.....	10¢
Steaming Hot Coffee.....	10¢
Full-Flavor Orange Drink.....	10¢
Refreshing Cold Milk.....	12¢

**real good**  
...and still only 15¢

# 1950's Society

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- **National Interstate and Defense Highways Act 1956**
- Largest infrastructure project in U.S. history – signed by Eisenhower
- multiple purposes? – obvious, Cold War
- “military industrial complex”



THIS IS THE FIRST PROJECT  
IN THE UNITED STATES  
COMPLETED UNDER PROVISIONS OF THE NEW  
FEDERAL AID HIGHWAY ACT OF 1956  
EIGHT MILES CONCRETE PAVEMENT ON US-40  
INTERSTATE ROUTE NO. 1  
STATE HIGHWAY COMMISSION OF KANSAS



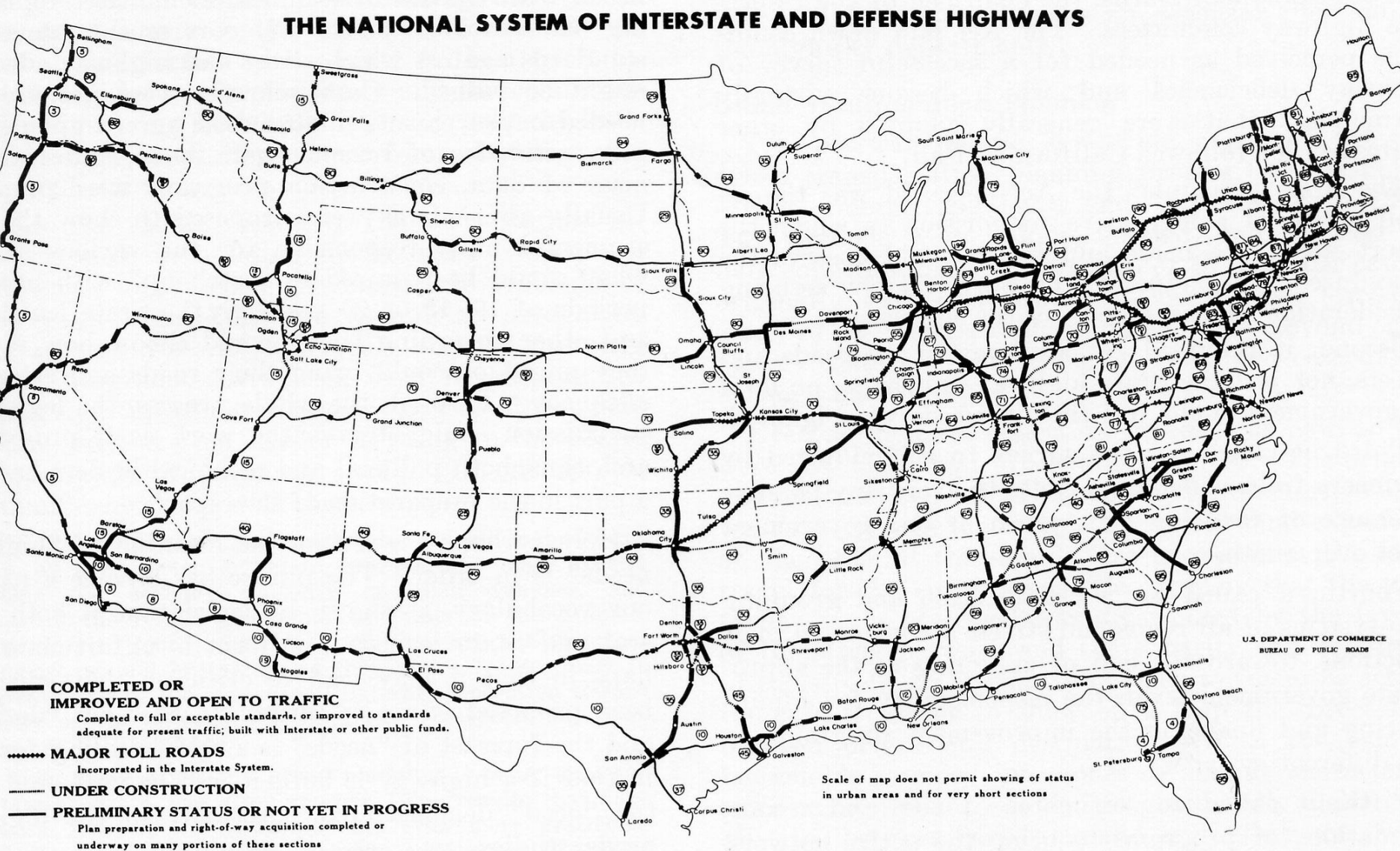
**A SYMBOL  
OF FREEDOM**



**1956 - 2006**



# THE NATIONAL SYSTEM OF INTERSTATE AND DEFENSE HIGHWAYS





# 1950's Society

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- **8. Consumer Society Created**
- chemical industry – polyester, teflon
- electronics industry
- recreational equipment – more leisure time

# 1950's Society

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- **9. Effects of Consumerism**
- A. “planned obsolescence”
- wear out, out of date, stylistic changes
- consumers urged to get the latest product - cars, clothes, etc

EXPIRES DECEMBER 31, 1955

SUBJECT TO TERMS ON REVERSE SIDE

CREDIT  
IDENTIFICATION  
CARD

the  
*Diners'*  
Club

MR. ALFRED BLOOMINGDALE  
910 N. LA CIENEGA BLVD.  
LOS ANGELES 46, CAL.

#2000

*Alfred Bloomingdale*  
SIGNATURE OF AUTHORIZED BEARER  
(NOT TRANSFERABLE)



American Express Company  
**CREDIT CARD**  
EXPIRES APRIL 30, 1959

ACCOUNT NUMBER → 

201	002	730	0
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JOHN J SMITH  
123 MAIN STREET  
CENTERVILLE USA

*John Smith*

AUTHORIZED SIGNATURE - NOT TRANSFERABLE

IBM

SEE REVERSE SIDE

© A. I. CO.

# 1950's Society

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- B. Increased use of credit
- home mortgages, cars, appliances
- Diner's Club 1950, American Express 1957
- private debt from \$73-179 b.



# 1950's Society

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- C. Results in the “Affluent” Society
- The “best of times”

# 1950's Society

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- **Challenges/Reactions to Conformity**
- **1. Radio and Rock and Roll**
- “race music”, “devil’s music”
- radio’s role
- Elvis Presley, Little Richard, Chuck Berry, Bill Haley







15 October 1986


Mr. Chuck Berry  
c/o Mr. Nick Miranda  
12825 Four Winds Farm Drive  
St. Louis, MO 63131

Dear Chuck Berry,

When they tell you your music will live forever, you can usually be sure they're exaggerating. But Johnny B. Goode is on the Voyager interstellar records attached to NASA's Voyager spacecraft -- now two billion miles from Earth and bound for the stars. These records will last a billion years or more.

Happy 60th birthday, with our admiration for the music you have given to this world . . .

Go Johnny, go.



Ann Druyan



Carl Sagan

Cornell University,  
Ithaca, New York  
On behalf of the  
Voyager Interstellar  
Record Committee



**HERE'S  
LITTLE  
RICHARD**

# 1950's Society

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- Youth vs. Parents
- delinquency, immorality, crime
- Black/white lines less obvious
- Ed Sullivan show – acceptance
- American Bandstand – Dick Clark  
– mainstream audience



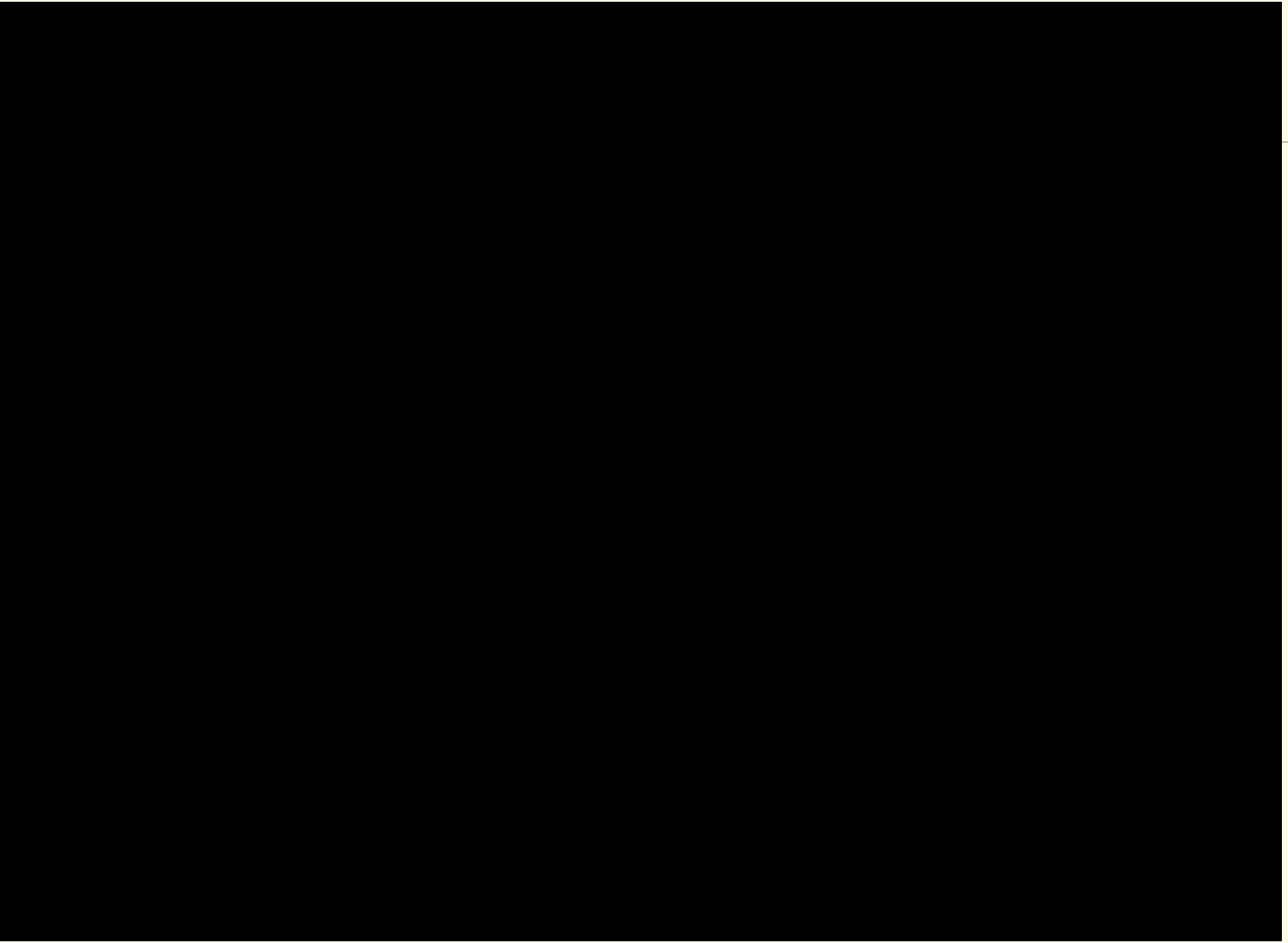
The Ed

Sullivan Show

Saturday nights  
ON WQED

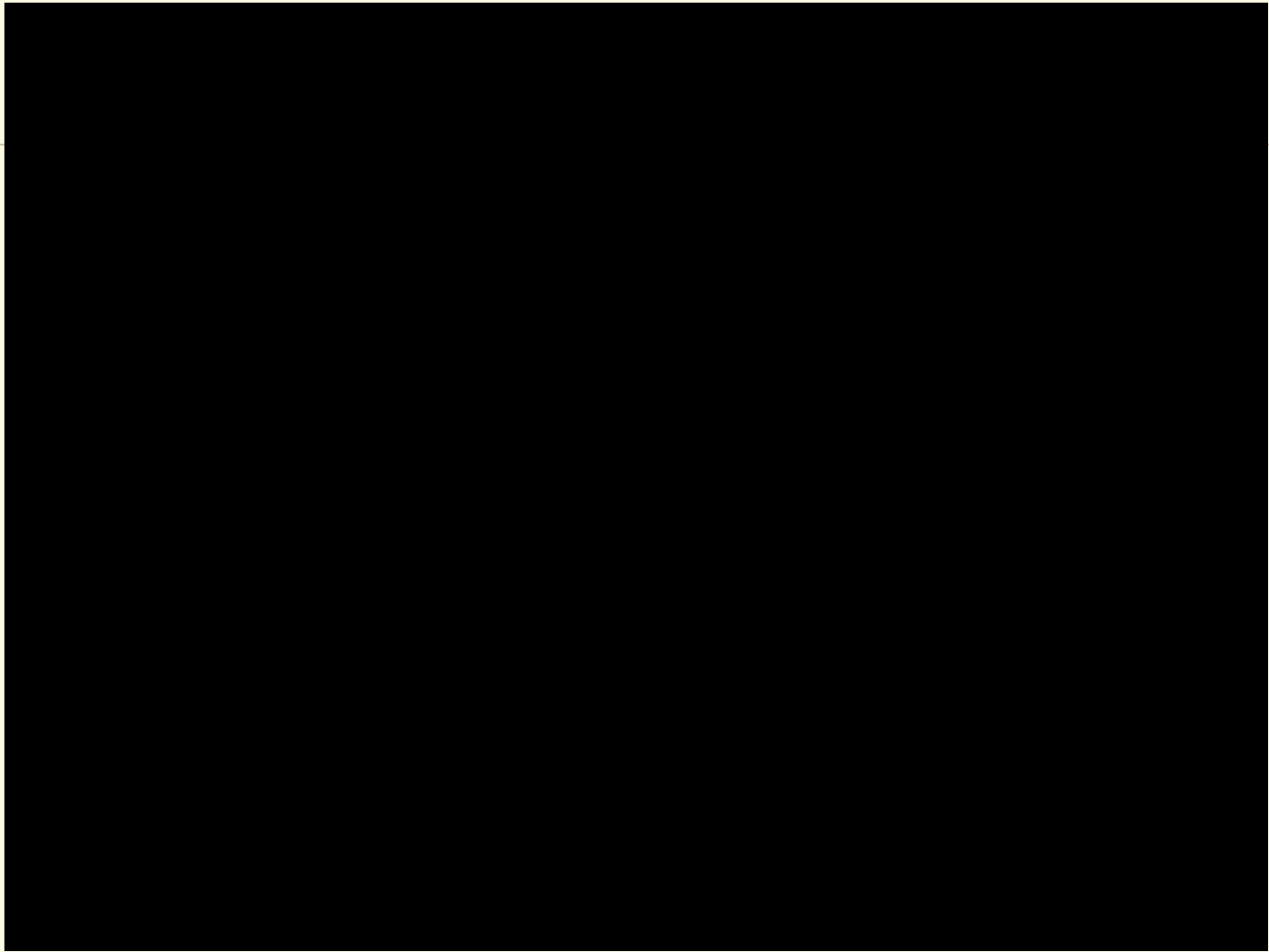














# 1950's Society

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- 2. Literature – the beat movement, attacks materialism
- Jack Kerouac – *On the Road*
- Allen Ginsberg – *Howl*
- William Burroughs – heroin addiction glorified



This is the bible of the "beat generation" — the explosive bestseller that tells all about today's wild youth and their frenetic search for Experience and Sensation.

A SIGNET BOOK • Complete and Unabridged



Nothing behind me,  
everything ahead of me,  
as is ever so on the road.

- Jack Kerouac,  
On the Road

There was nowhere to go  
but everywhere,  
so just keep on rolling  
under the stars.

- Jack Kerouac,  
On the Road

I promise that I shall never  
give up, and that I'll  
die yelling and laughing.

- Jack Kerouac

\*  
\*  
BECAUSE THE ONLY PEOPLE  
FOR ME ARE THE MAD ONES,  
THE ONES WHO ARE MAD TO  
LIVE, MAD TO TALK, MAD TO BE  
SAVED, DESIROUS OF EVERY-  
THING AT THE SAME TIME,  
THE ONES WHO NEVER YAWN  
OR SAY A COMMONPLACE  
THING, BUT BURN, BURN,  
BURN LIKE FABULOUS YELLOW  
ROMAN CANDLES EXPLODING  
LIKE SPIDERS ACROSS THE  
STARS AND IN THE MIDDLE  
YOU SEE THE BLUE CENTER-  
LIGHT POP AND EVERYBODY  
GOES "AWWW!"  
\*

# 1950's Society

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- *I saw the best minds of my generation destroyed by madness, starving hysterical naked, dragging themselves through the negro streets at dawn looking for an angry fix, angelheaded hipsters burning for the ancient heavenly connection to the starry dynamo in the machinery of night, who poverty and tatters and hollow-eyed and high sat up smoking in the supernatural darkness of cold-water flats floating across the tops of cities contemplating jazz.....*
- **Howl, Allen Ginsberg, 1956**



**YOUR MIND WILL  
ANSWER MOST  
QUESTIONS IF YOU  
LEARN TO RELAX  
AND WAIT FOR THE  
ANSWER.**

*William Seward Burroughs*  
[www.quote-coyote.com](http://www.quote-coyote.com)



**“AFTER ONE LOOK AT THIS PLANET ANY  
VISITOR FROM OUTER SPACE WOULD SAY ‘I  
WANT TO SEE THE MANAGER.’”**

**WILLIAM S. BURROUGHS**

© Lifehack Quotes



**I had not taken a bath in a year  
nor changed my clothes or  
removed them except to stick  
a needle every hour in the  
fibrous grey wooden flesh of  
heroin addiction. . . . I did  
absolutely nothing.**



QUOTEHD.COM

**William S. Burroughs**  
American Novelist  
1914 - 1997

# 1950's Society

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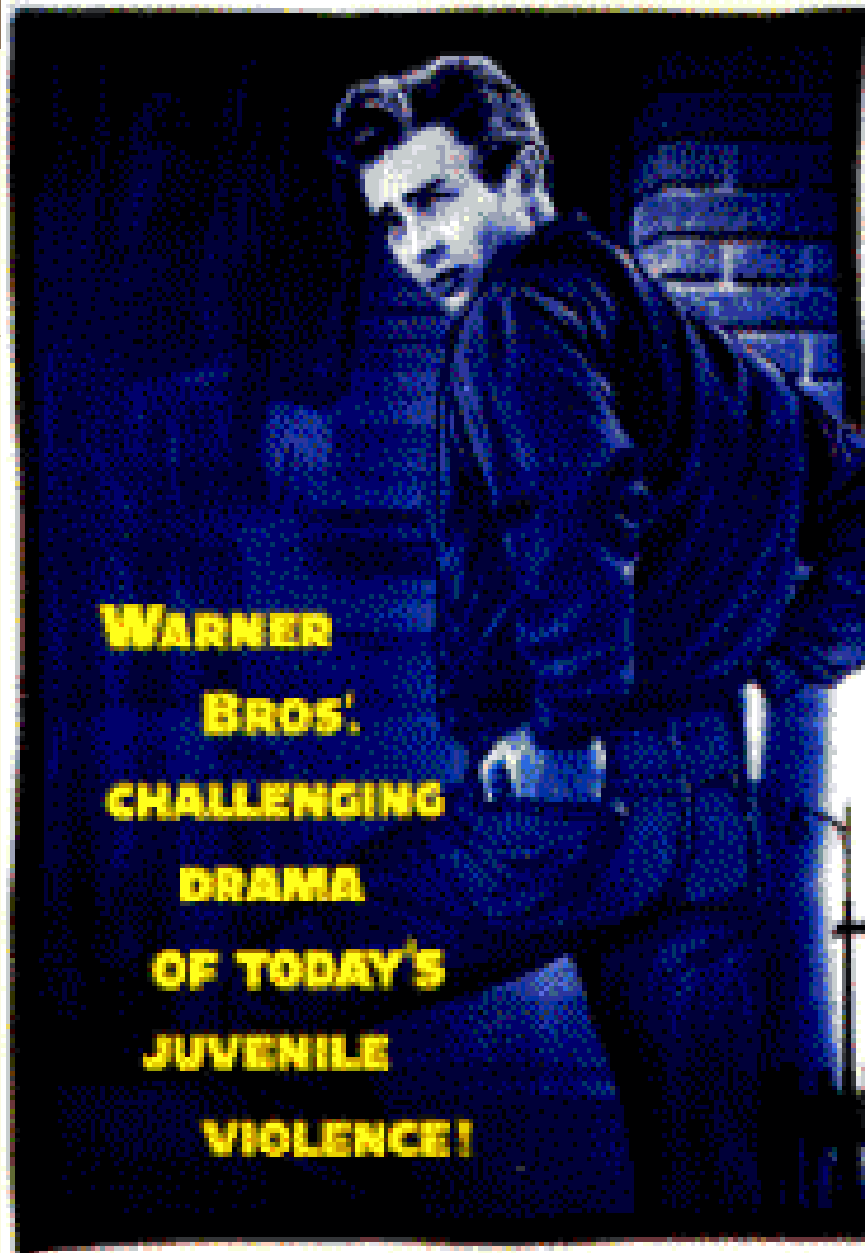
- 3. Film Industry
- subjects that TV wouldn't touch
- poverty, race issues, rebellion
- *Rebel Without a Cause* – James Dean

The star sensation  
of 'East of Eden'

# JAMES DEAN

## IN "REBEL WITHOUT A CAUSE"

**WARNER  
BROS.  
CHALLENGING  
DRAMA  
OF TODAY'S  
JUVENILE  
VIOLENCE!**



**CINEMASCOPE** ... WARNERCOLOR

WARNER BROS. PRESENTS  
**NATALIE WOOD** WITH **SAL MINED** CASTING BY **ANDREW COPELAND** CASTING ASSISTANT **FRANK RAY** PRODUCTION DESIGNER **FRANK RAY** EDITED BY **FRANK RAY** EXECUTIVE PRODUCERS **FRANK RAY** PRODUCED BY **FRANK RAY** SCREENPLAY BY **FRANK RAY** DIRECTED BY **FRANK RAY**

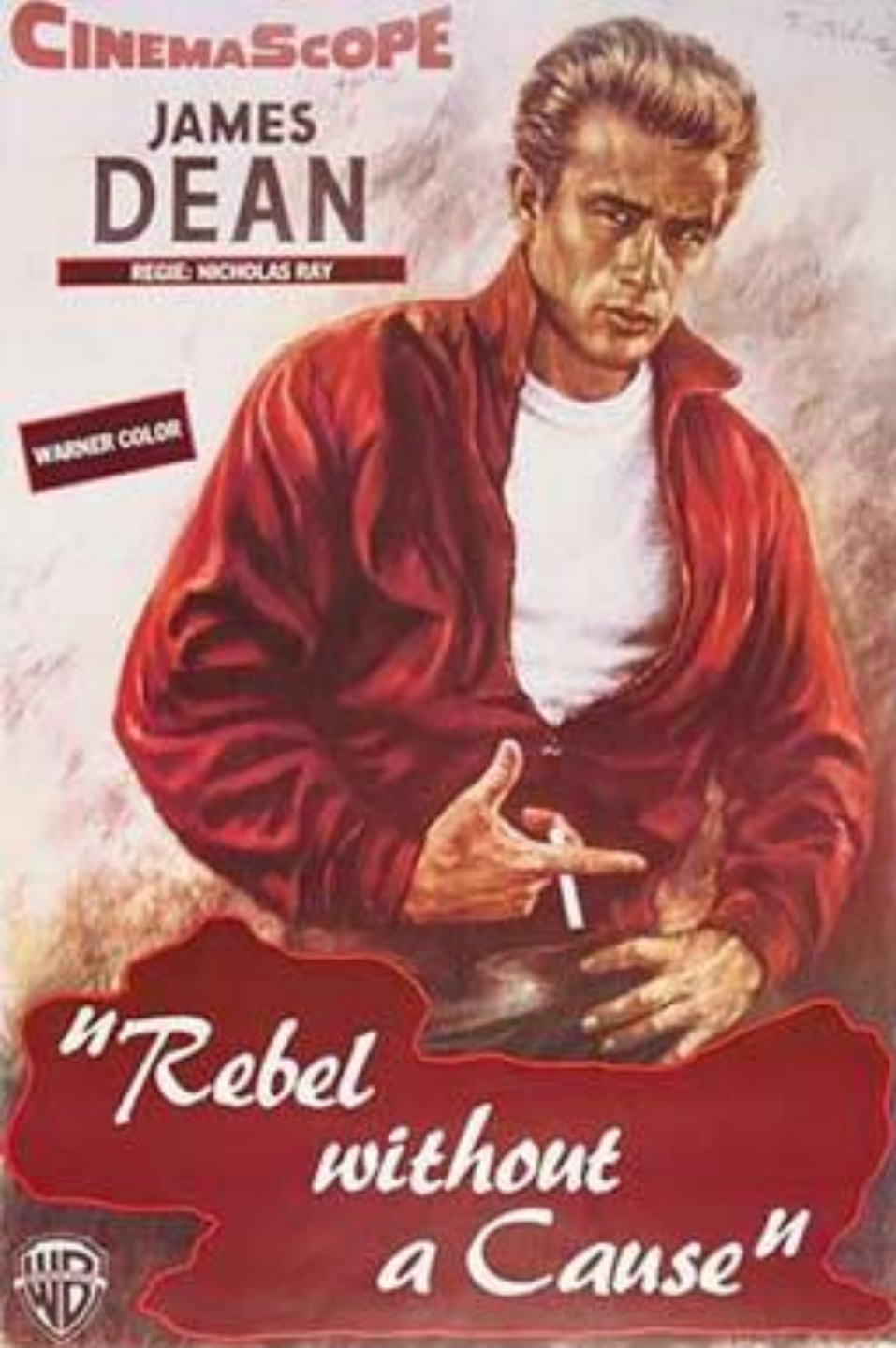


CINEMA SCOPE

JAMES  
DEAN

REGIE: NICHOLAS RAY

WARNER COLOR



"Rebel  
without  
a Cause"

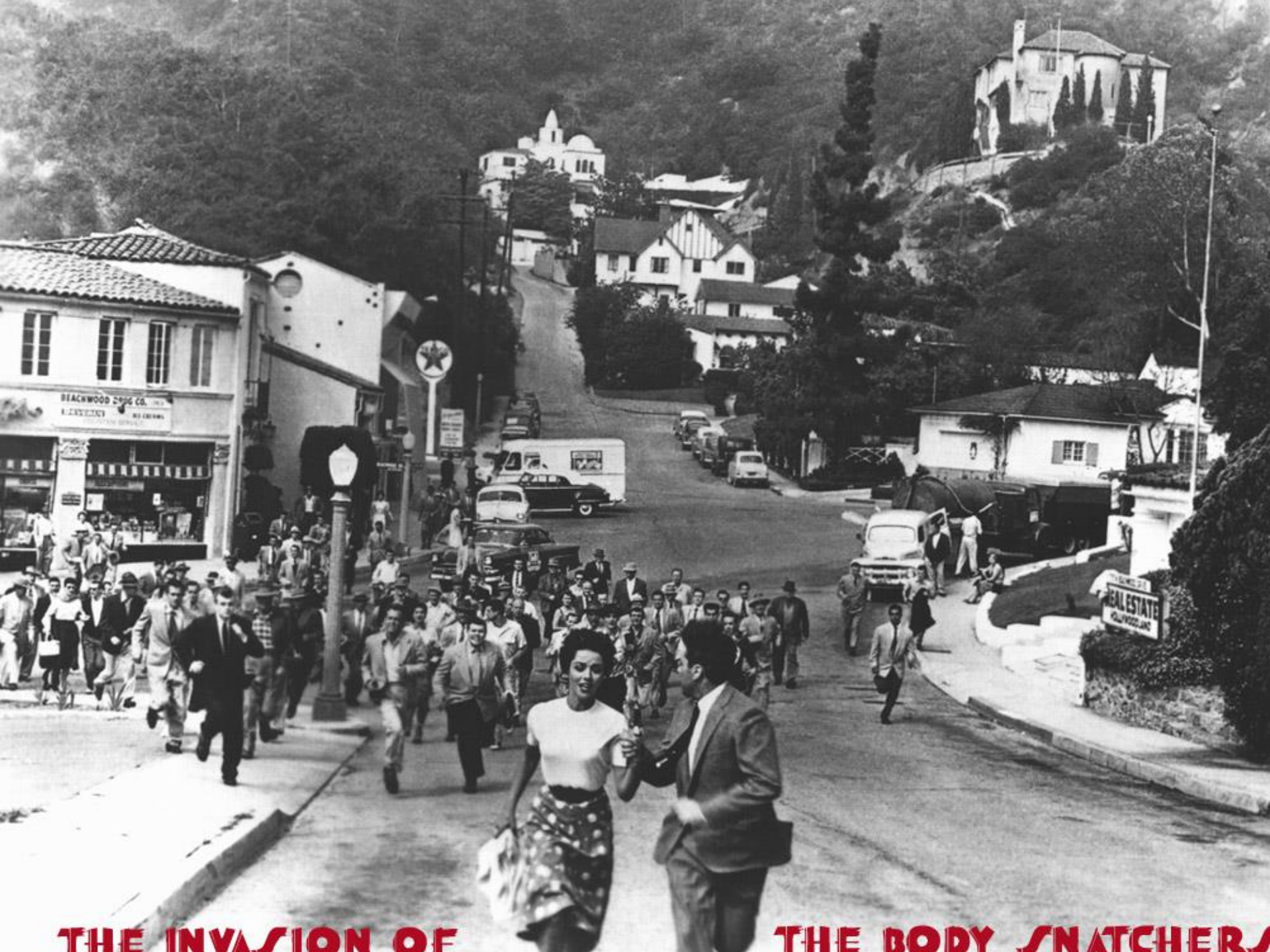




# 1950's Society

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- Cold War films
- *Invasion of the Body Snatchers*
- *Dr. Strangelove*
- *The Manchurian Candidate*



**THE INVASION OF**

**THE BODY SNATCHERS**



PETER SELLERS GEORGE C. SCOTT  
in STANLEY KUBRICK'S

# Dr. Strangelove

or: How I Learned To Stop Worrying  
And Love The Bomb



# Dr. Strangelove

or: How I Learned To Stop Worrying And Love The Bomb



**FRANK SINATRA**  
**LAURENCE HARVEY**  
**JANET LEIGH**

CB

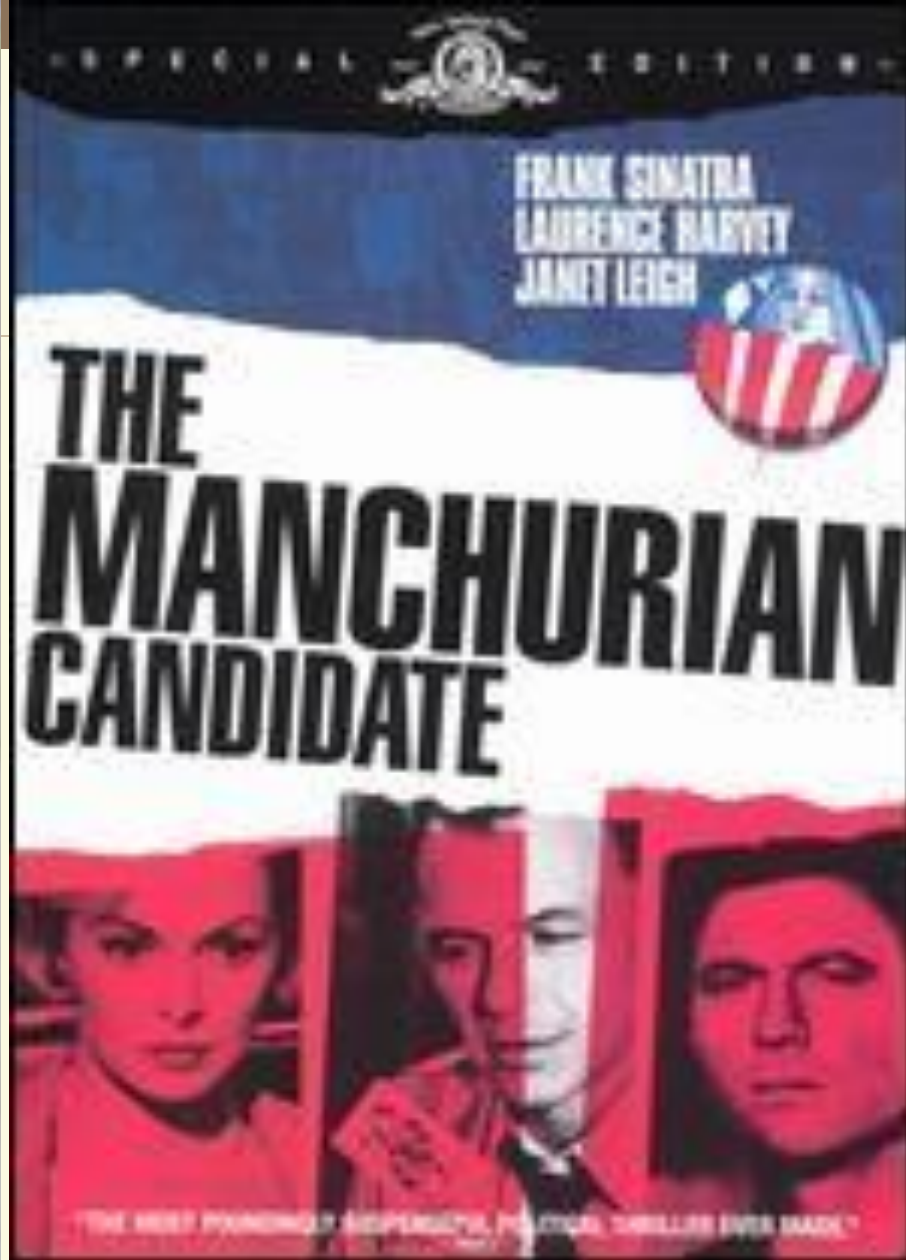


**Mensajero del miedo**



ANGELA LANSBURY  
HENRY SILVA  
JAMES GREGORY

UNITED ARTISTS



"THE MOST FASCINATING, SUSPENSIVE, POLITICAL THRILLER EVER MADE!"



# 1950's Society

- 4. Print Industry
- *Playboy* 1953
- Hugh Hefner
- “girl next door”
- sexual barriers broken down
- but...



# THE FEMININE MYSTIQUE

BETTY FRIEDAN

"I found *The Feminine Mystique* absorbingly interesting, pertinent, relevant to my own problems and those of every woman I know, and far and away more real, truer and more moving than Simone de Beauvoir's *The Second Sex*. Betty Friedan has both grasp and passion—and has put her finger on the inner wound we all carry around. But to name the suffering is relatively easy. What Mrs. Friedan has done is to show both cause and cure. The book should be read by every anxious woman in the country, and all of us are troubled about ourselves and where we belong. She has done a great service in underlining the fact that before we are women, we are human beings."

—Virginia Peterson

# The FEMININE MYSTIQUE

"One of those rare books we are endowed with only once in several decades, a volume that launched a major social movement."  
—Anita Flatau, Chairman, Department of Sociology, Columbia University



# Betty Friedan

Author of *THE FOUNTAIN OF AGE*

# 1950's Society

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- Betty Friedan
- *The Feminine Mystique* 1963
- shatters the myth of the “happy and content” suburban wife
- exposes the dirty side of middle class life – alcoholism, pill addiction, depression



**THE FEMININE  
MYSTIQUE HAS  
SUCCEEDED IN  
BURYING MILLIONS  
OF AMERICAN  
WOMEN ALIVE.**

**A woman has got to be able to say, and not feel guilty, 'Who am I, and what do I want out of life?' She mustn't feel selfish and neurotic if she wants goals of her own, outside of husband and children.**

“

"It is better for a woman to compete impersonally in society, as men do, than to compete for dominance in her own home with her husband, compete with her neighbors for empty status, and s...

- Betty Friedan

”



# 1950's Society

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- Impact of *The Feminine Mystique*
- N.O.W. founded 1966
- Gloria Steinem
- “Equal pay for equal work”
- Equal Rights Amendment
- Bra burnings as protests



## □ Last Grades – IGNORE THIS

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1. K/J Reading Quiz – due Wed. April 12.
2. In class DBQ – Cold War – Monday April 17 – in class.
3. Old format MC Test – 1950s, 1960s, Tr, E, K, J – Take Home – due Tuesday April 25.
4. N, F, C, R terms from Last Chart – due by Friday April 28.
5. MC Questions from recent APUSH Exams – due Monday May 1.

## □ Exam Prep Sessions – IGNORE THIS

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1. Saturday April 14, 28, May 5 – 9:00-11:00 – refer to letter.
2. After School sessions: April 23-26, April 30-May 3, May 7-10