

1950's



A PowerPoint Instructional
Unit

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&

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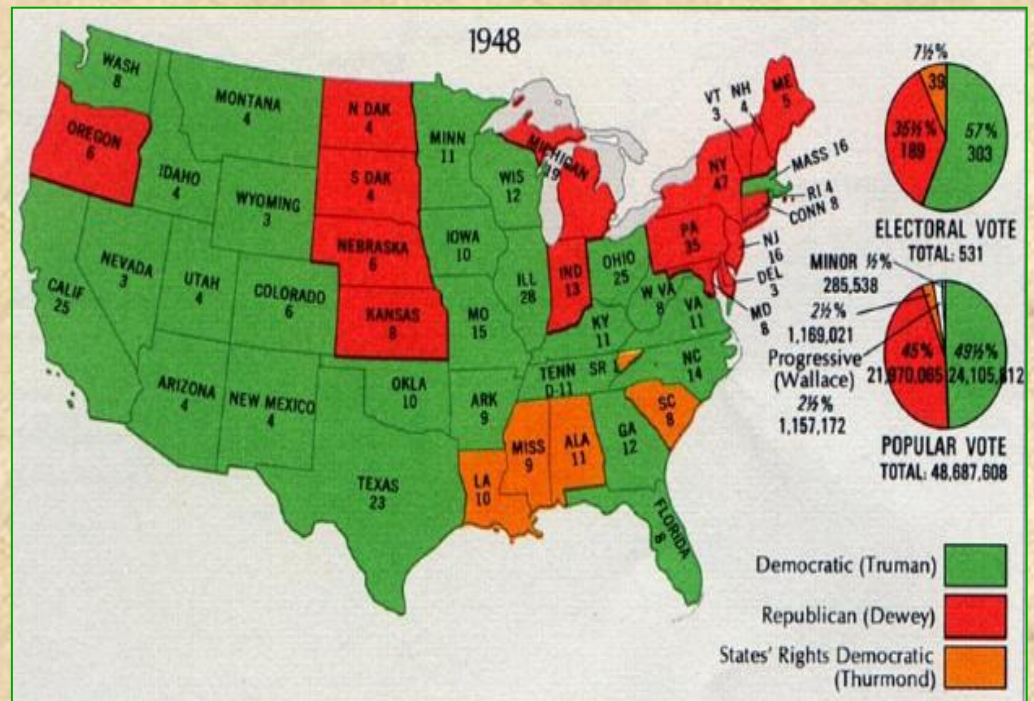
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The Truman years

- **ELECTION OF 1948**
- **GRIDLOCK**
- **SECOND TERM**
- **KOREAN WAR**

HARRY TRUMAN

HE WAS THE SURPRISE WINNER IN THE 1948 ELECTION AND SERVED AS PRESIDENT TO 1953. HE DECLINED TO RUN AS THE DEMOCRATIC CANDIDATE IN 1952 EVEN THOUGH HE WAS CONSTITUTIONALLY ALLOWED.



TRUMAN'S PRESIDENCY

FOR THE MOST PART TRUMAN WAS NOT ABLE TO GET LEGISLATION PASSED IN A REPUBLICAN AND SOUTHERN DEMOCRAT CONTROLLED CONGRESS (GRIDLOCK). HIS MAJOR SUCCESS WAS THE ELIMINATION OF SEGREGATION IN THE ARMED FORCES.



**TRUMAN'S
CABINET**

1949

TRUMAN'S SECOND TERM WAS DOMINATED BY COLD WAR FOREIGN POLICY. IN 1950 THE COLD WAR TURNED HOT AS NORTH KOREAN COMMUNIST TROOPS INVADED SOUTH KOREA.



TRUMAN AND GENERAL MACARTHUR SHAKE HANDS DURING THEIR CONFERENCE AT WAKE ISLAND, OCTOBER 15, 1950. LESS THAN A YEAR LATER, TRUMAN FIRED MACARTHUR IN A DISPUTE OVER HOW THE WAR SHOULD BE FOUGHT.



MacArthur's farewell speech

Korea, Democratic People's Republic of
NORTH KOREA

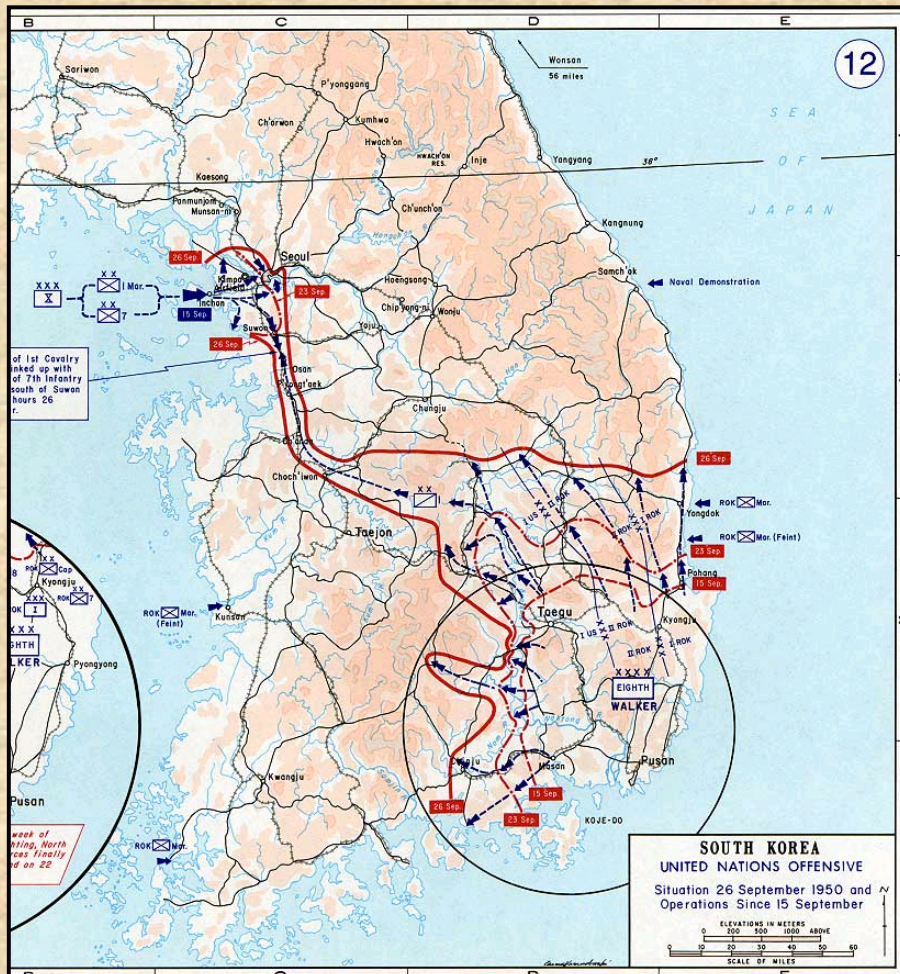


**38TH PARALLEL DIVIDING
LINE BETWEEN NORTH AND
SOUTH KOREA**

Korea, Republic of
SOUTH KOREA

Pusan

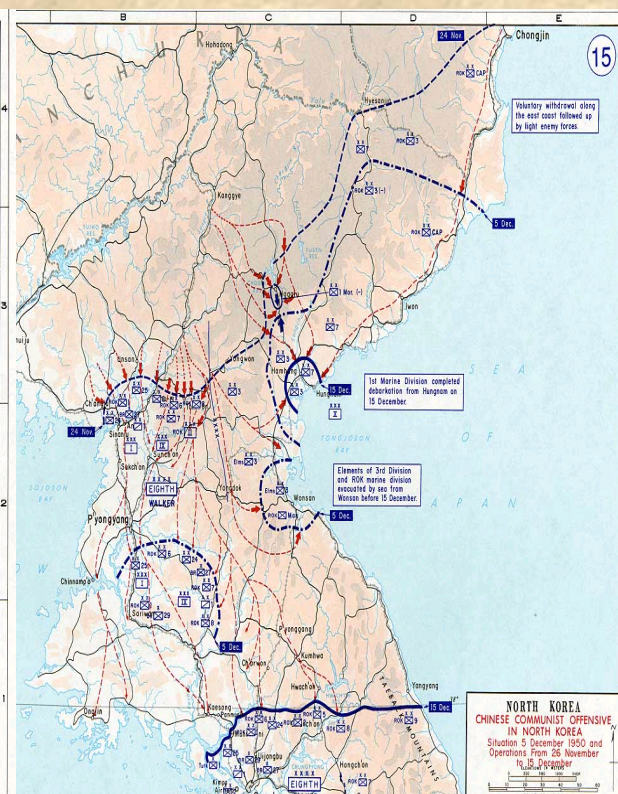
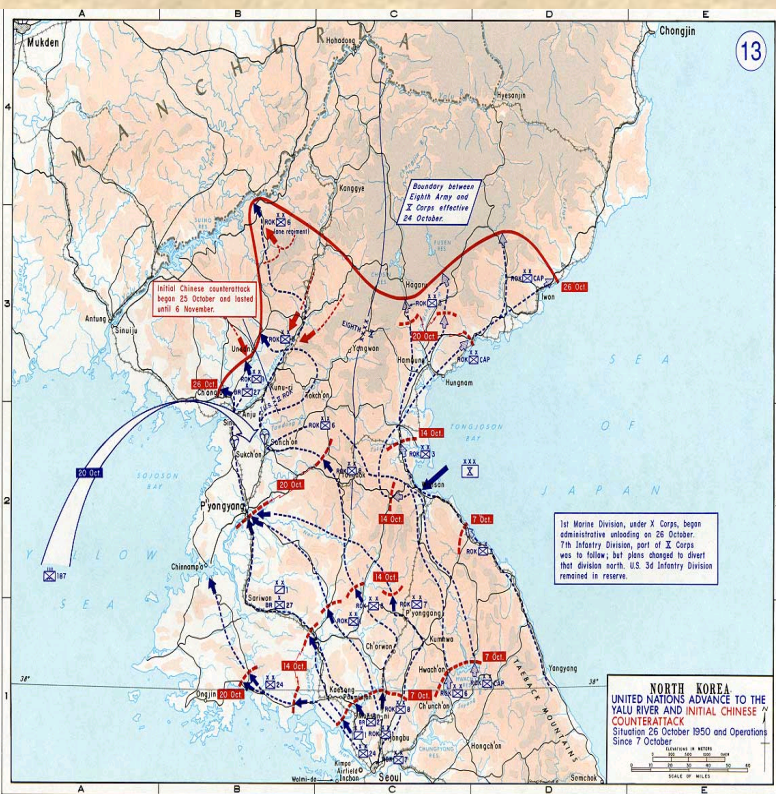




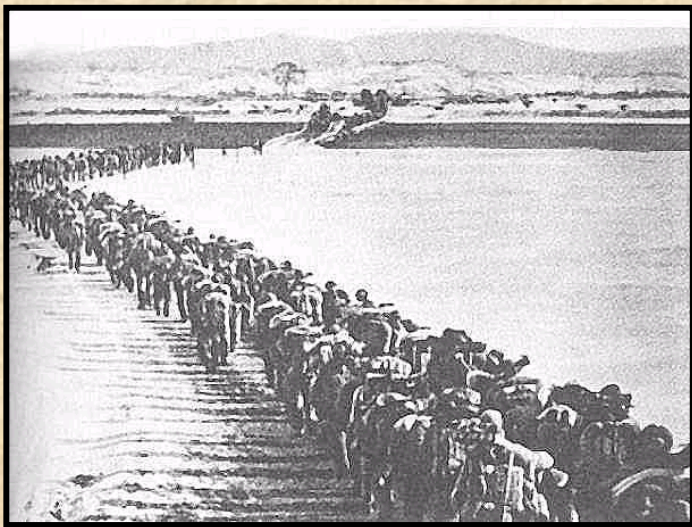
**GENERAL DOUGLAS
MACARTHUR WAS PUT IN
OVERALL COMMAND OF
UNITED NATIONS FORCES**



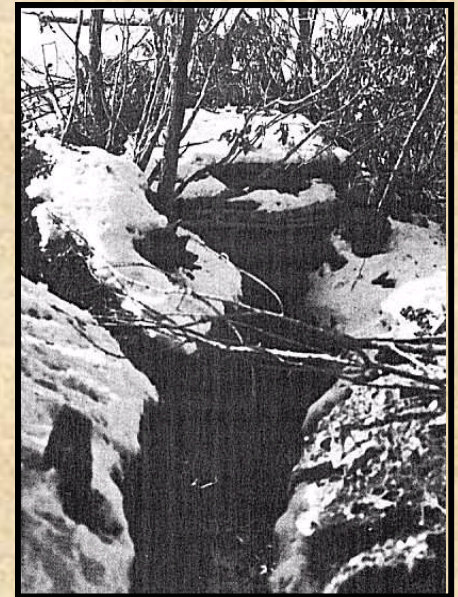
**MACARTHUR MADE A
BRILLIANT INVASION AT
INCHON WHICH THREATENED
TO TRAP ALL THE NORTH
KOREAN FORCES FIGHTING
NEAR THE PUSAN PERIMETER**



**U.N. TROOPS
ADVANCED
RAPIDLY AND
ENTERED
NORTH KOREA
IN PURSUIT OF
FLEEING
ENEMY
ARMIES. ON
OCTOBER 19,
1950, CHINESE
COMMUNIST
TROOPS
INVADED
NORTH KOREA
AND PUSHED
THE U.N.
ARMIES BACK
SOUTH OF THE
38TH
PARALLEL.**



**THE WAR IN KOREA TURNED INTO A STALEMATE
RESEMBLING WORLD WAR I TRENCH WARFARE.**



IN MARCH OF 1953, JOSEPH STALIN, THE COMMUNIST DICTATOR OF THE SOVIET UNION, DIED. AFTER HIS DEATH, THE KOREAN PEACE NEGOTIATIONS TOOK A MORE POSITIVE TURN.



The Second Red Scare

- **ATTORNEY GENERAL MCGRATH**
- **TIMELINE OF MAJOR EVENTS**
- **POLITICAL CARTOONS**
- **ROSENBERGS & HISS**
- **MCCARTHYISM**

THE SECOND RED SCARE: 1947-1954

PRESIDENT TRUMAN'S ATTORNEY GENERAL, HOWARD MCGRATH, SET THE TONE WHEN HE ANNOUNCED:

“THERE ARE TODAY MANY COMMUNISTS IN AMERICA. THEY ARE EVERYWHERE - IN FACTORIES, OFFICES, BUTCHER SHOPS, ON STREET CORNERS, IN PRIVATE BUSINESSES - AND EACH CARRIES IN HIMSELF THE GERMS OF DEATH FOR SOCIETY.”

NO ONE REALLY KNEW HOW MANY AMERICAN COMMUNISTS THERE WERE. IT WAS KNOWN THAT 100,000 HAD VOTED FOR THE COMMUNIST PARTY IN THE ELECTION OF 1932.



McGrath and Truman

TIMELINE OF ANTI-COMMUNISM: PART ONE

-  **1938 THE HOUSE UN-AMERICAN ACTIVITIES COMMITTEE (HUAC) FORMED.**
-  **1940 SMITH ACT PASSED WHICH PROHIBITED THE "TEACHING AND ADVOCATING" OF SUBVERSIVE DOCTRINES.**
-  **1947 TRUMAN CREATED A "LOYALTY REVIEW BOARD" TO INVESTIGATE GOVERNMENT EMPLOYEES WHO ONCE BELONGED TO A GROUP OR SIGNED A PETITION DEEMED SUBVERSIVE. 1200 FEDERAL WORKERS WERE FIRED AND ANOTHER 5,000 WERE FORCED TO RESIGN FOR ACCUSATIONS THAT THEY WERE "DISLOYAL" OR BAD SECURITY RISKS.**
-  **1947 HUAC BEGINS AN INVESTIGATION TO UNCOVER COMMUNISTS WORKING IN THE MOVIE INDUSTRY. THOUSANDS OF HOLLYWOOD WORKERS LOST THEIR JOBS. THE MOST WELL KNOWN WERE THE "HOLLYWOOD TEN" WHO WERE BLACKLISTED AND COULD NOT GET WORK.**
-  **1949 ALGER HISS, A HIGH RANKING STATE DEPARTMENT OFFICIAL, WAS CONVICTED OF PERJURY FOR DENYING HE HAD BEEN A COMMUNIST. SUSPICION INCREASED THAT THE FEDERAL GOVERNMENT WAS HARBORING MORE TRAITORS.**
-  **1949 MANY SCHOOLS AND UNIVERSITIES STARTED REQUIRING THEIR EMPLOYEES SIGN LOYALTY OATHS. SEVERAL PROFESSORS WERE FIRED FOR REFUSING TO SIGN.**
-  **1947-1954, FEAR OF BEING LABELED A COMMUNIST PREVENTED MANY FROM SPEAKING OUT ON LIBERAL ISSUES.**

TIMELINE OF ANTI-COMMUNISM: PART TWO



1950 Ethel and Julius Rosenberg were charged with spying and giving atomic secrets to the USSR. They were convicted and executed in 1953.



1950 Senator Joseph McCarthy announced he had a list of 205 communists working in the State Department. This was never verified.



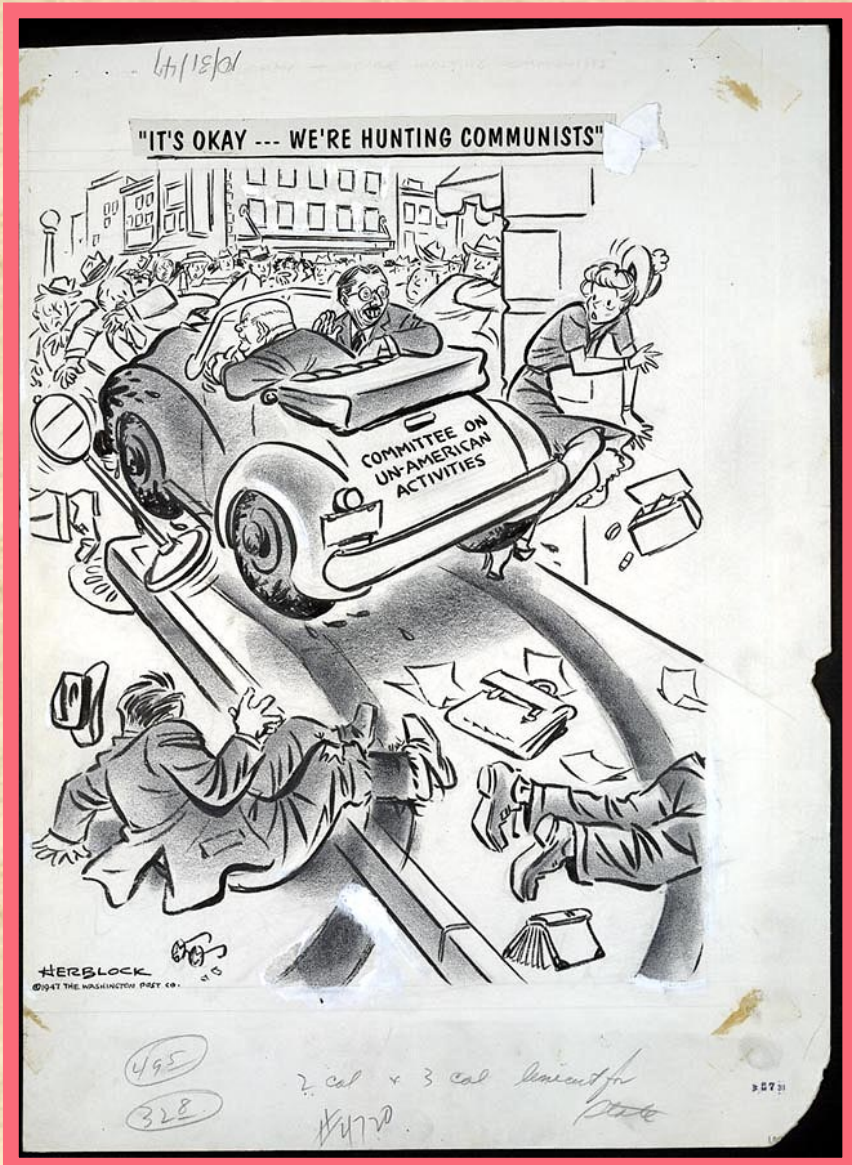
1950-1954 Senator McCarthy began making a reputation as a communist hunter in Senate hearings. He began accusing high level government officials of being communists.



McCarthy's anti-communist hearings, now on television, were called "witch hunts" and his wild accusations began worrying members of his own Republican party.



1954 Edward R. Murrow, a prominent and respected journalist did a television expose on McCarthy. This was followed by a televised rebuking from Army lawyer Joseph Welch. McCarthy was censured by the Senate and he and anti-communism faded from public view.



**Anti-red scare
cartoons by Herblock**

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



Herblock cartoon on the “witch hunt” at the State Department.

Francisco was the Fascist leader of Spain, an ally of Hitler in WW II but anti-communist. Chiang was the former leader of China until defeated by communist armies and forced to flee to the island of Formosa (Taiwan).



**Ethel and Julius
Rosenberg**



Alger Hiss



Alger Hiss testifying



**Whittaker Chambers testifying
against Hiss at a HUAC hearing**





ETHEL AND JULIUS ROSENBERG
Victims of a cold war Sacco-Vanzetti case? ←

MUST THEY DIE?

By William A. Reuben

ON March 6, 1951, in a federal courtroom at Foley Square in New York City, this nation's first atom-bomb spy trial began, when the clerk-of-court solemnly intoned:

"The United States of America versus Julius Rosenberg, Ethel Rosenberg and Morton Sobell."

U. S. Atty. Irving Saypol announced that the government was ready.

Julius and Ethel Rosenberg were defended by Emanuel H. Bloch and his father, Alexander Bloch; Sobell was represented by Edward

M. Kuntz and Harold M. Phillips.

Nearly 300 talesmen were questioned before a jury of 12 plus four alternates could be seated. It is singular that in a city more than 30% Jewish in population, not a single talesman of Jewish extraction survived the day and a half of questioning before a jury was seated.

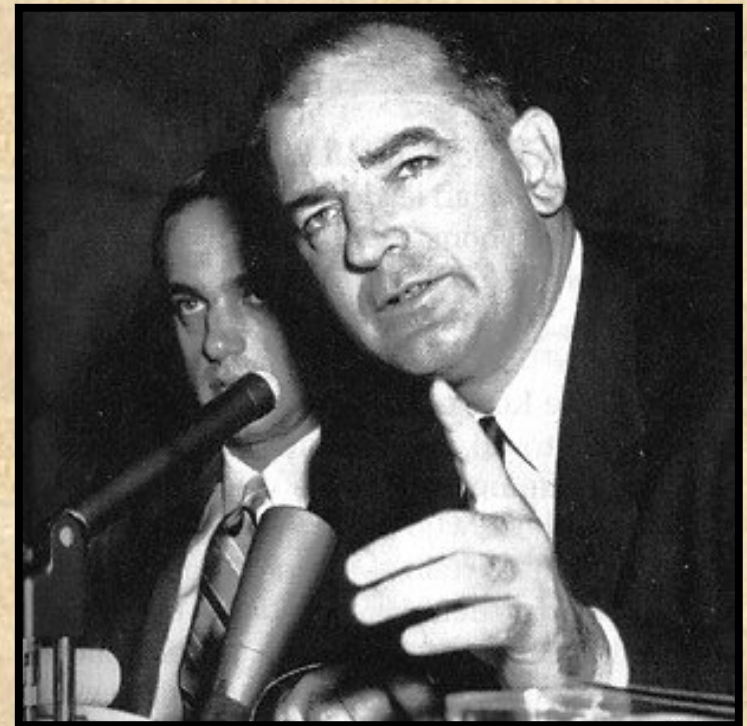
TRIAL BY PRESS: The government announced it would call 118 witnesses. Among them were to be top nuclear physicists Dr. J. Robert Oppenheimer and Dr. Harold C. Urey and Lieut. Gen. Leslie Groves, head of the war-time atomic bomb project.

Notice the caption below the picture which ties the case to the anti-immigrant sentiment and red scare of the 1920s.





Left: McCarthy Hearings
Below: Senator Joseph McCarthy



Right: Nixon and other members of HUAC





The "Hollywood 10" and their supporters

Jack Warner's (Warner Brothers studios) testimony at a HUAC hearing





McCarthy, right, and Army counsel Joseph Welch say it with gestures during the celebrated Army-McCarthy hearings in Washington in June, 1954.

**Army Lawyer
Joseph
Welch
confronts
McCarthy on
live TV**

“Until this moment, Senator, I think I never really gauged your cruelty or your recklessness...

So, Senator, I asked him to go back to Boston. Little did I dream you could be so reckless and so cruel as to do an injury to that lad. It is true he is still with Hale & Dorr. It is true that he will continue to be with Hale & Dorr. It is, I regret to say, equally true that I fear he shall always bear a scar, needlessly inflicted by you. If it were in my power to forgive you for your reckless cruelty, I would do so. I like to think I'm a gentle man, but your forgiveness will have to come from someone other than me.”²⁶

The Elections of 1952 & 1956

- **CANDIDATES**
- **STEVENSON**
- **EISENHOWER**
- **ELECTORAL MAPS**
- **EISENHOWER'S PROMISE**

CANDIDATES IN THE 1952 PRESIDENTIAL ELECTION



ADLAI STEVENSON



IN 1948, HE WAS ELECTED GOVERNOR OF ILLINOIS BY THE LARGEST PLURALITY IN THE STATE'S HISTORY. IN HIS ONE TERM HE WAS CREDITED BY BOTH BUSINESS AND LABOR WITH CLEANING UP MUCH OF THE CORRUPTION WHICH HAD DOMINATED ILLINOIS POLITICS.

"LET'S TALK SENSE TO THE AMERICAN PEOPLE," STEVENSON SAID "LET'S TELL THEM THE TRUTH, THAT THERE ARE NO GAINS WITHOUT PAINS, THAT WE ARE NOW ON THE EVE OF GREAT DECISIONS, NOT EASY DECISIONS, LIKE RESISTANCE WHEN YOU ARE ATTACKED, BUT A LONG PATIENT, COSTLY STRUGGLE WHICH ALONE CAN ASSURE TRIUMPH OVER THE GREAT ENEMIES OF MAN-WAR, POVERTY, AND TYRANNY-AND THE ASSAULTS UPON HUMAN DIGNITY WHICH ARE THE MOST GRIEVOUS CONSEQUENCES OF EACH."

DWIGHT EISENHOWER WAS THE IMMENSELY POPULAR FORMER SUPREME COMMANDER OF ALLIED FORCES IN WWII. BOTH PARTIES WANTED HIM TO RUN AS THEIR CANDIDATE. EISENHOWER CHOSE TO RUN AS A REPUBLICAN.



Eisenhower speaking to paratroopers prior to their jump at Normandy in WWII



Large crowd waiting to greet Eisenhower



Eisenhower's platform was known as "KCC":

Korea first,
Communism
and
Corruption

FOR VICE PRESIDENT THE REPUBLICANS CHOSE CALIFORNIA SENATOR RICHARD NIXON WHO HAD MADE A NAME AS AN ANTI-COMMUNIST CRUSADER

PRESIDENT EISENHOWER NEVER LIKED NIXON BUT AGREED TO ALLOW HIM TO RUN. NIXON CAMPAIGNED HARD FOR THE TICKET, BUT SIX WEEKS BEFORE THE ELECTION AN ILLEGAL SECRET POLITICAL FUND WAS DISCOVERED AND PUBLICIZED. NIXON'S FRIENDS ADVISED HIM TO WITHDRAW FROM THE TICKET. INSTEAD, NIXON WENT ON TELEVISION, WHERE HE DELIVERED A SPEECH ABOUT RECEIVING NOT BRIBES OR MONEY, BUT A LITTLE DOG THAT HIS SIX-YEAR-OLD DAUGHTER NAMED CHECKERS! HAMMING IT UP FOR THE CAMERAS, NIXON TOLD THE AMERICAN PEOPLE NO MATTER WHAT HAPPENED, HE PROMISED HIS DAUGHTER TRICIA THEY COULD KEEP CHECKERS. THE POSITIVE RESPONSE OF THE AMERICAN PUBLIC TO THE "CHECKERS SPEECH" CONVINCED EISENHOWER TO KEEP NIXON ON THE TICKET. IKE AND NIXON WON THE 1952 ELECTION IN A MASSIVE LANDSLIDE.

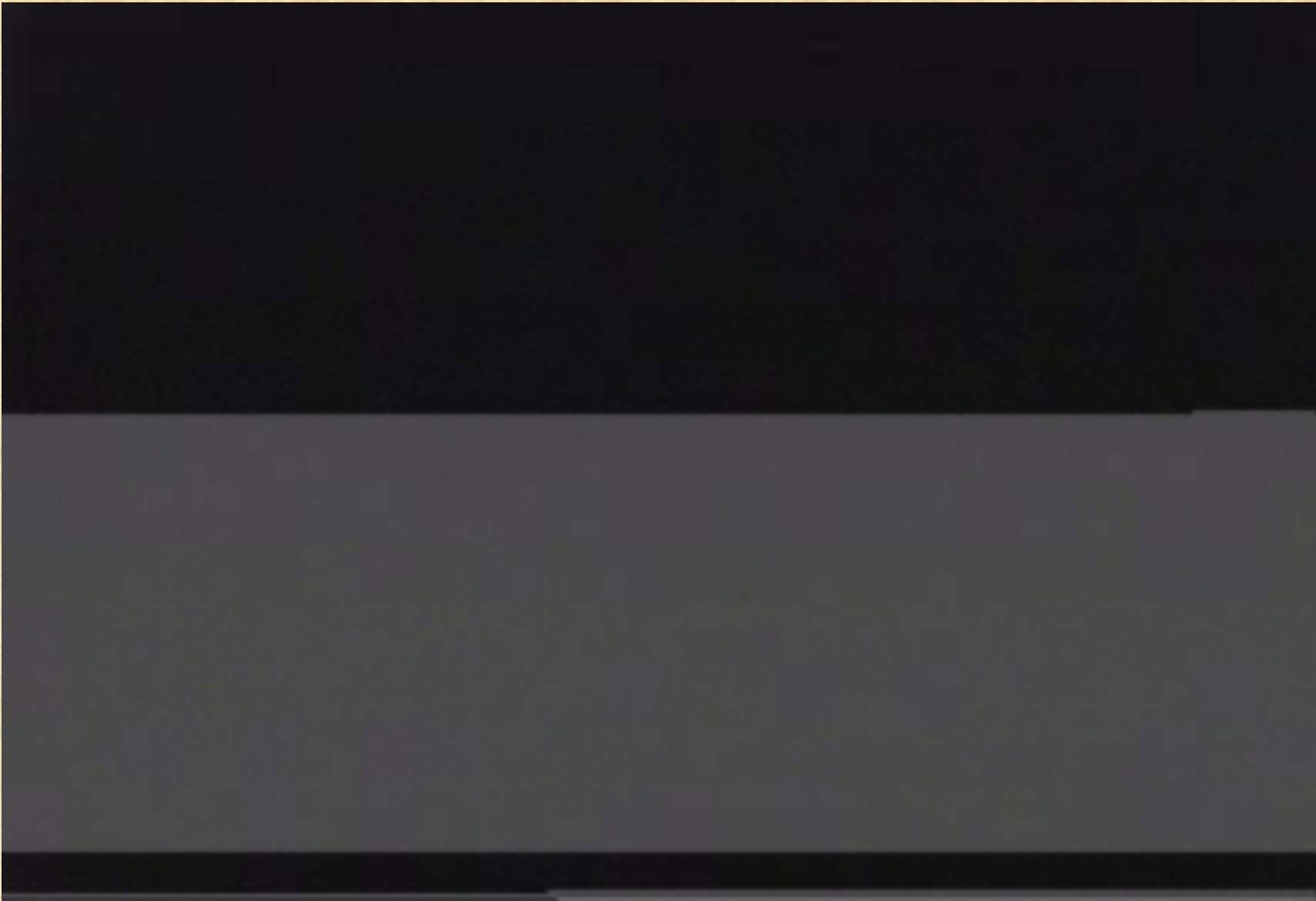


NIXON'S "CHECKERS" SPEECH



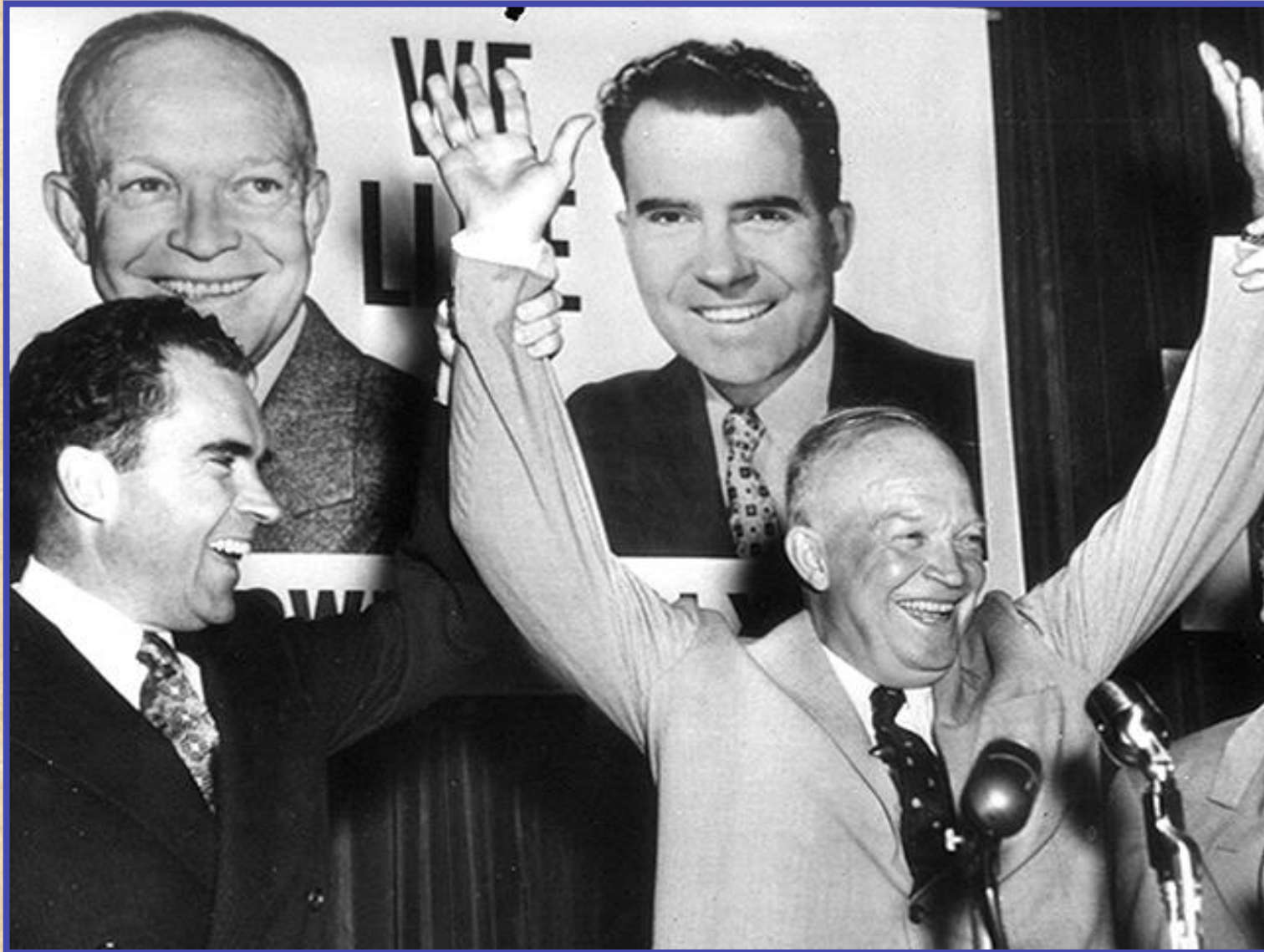


**Herblock 1952
election
campaign
cartoon
showing
Eisenhower
mildly rebuking
the two "bad
boys" for
mudslinging.**

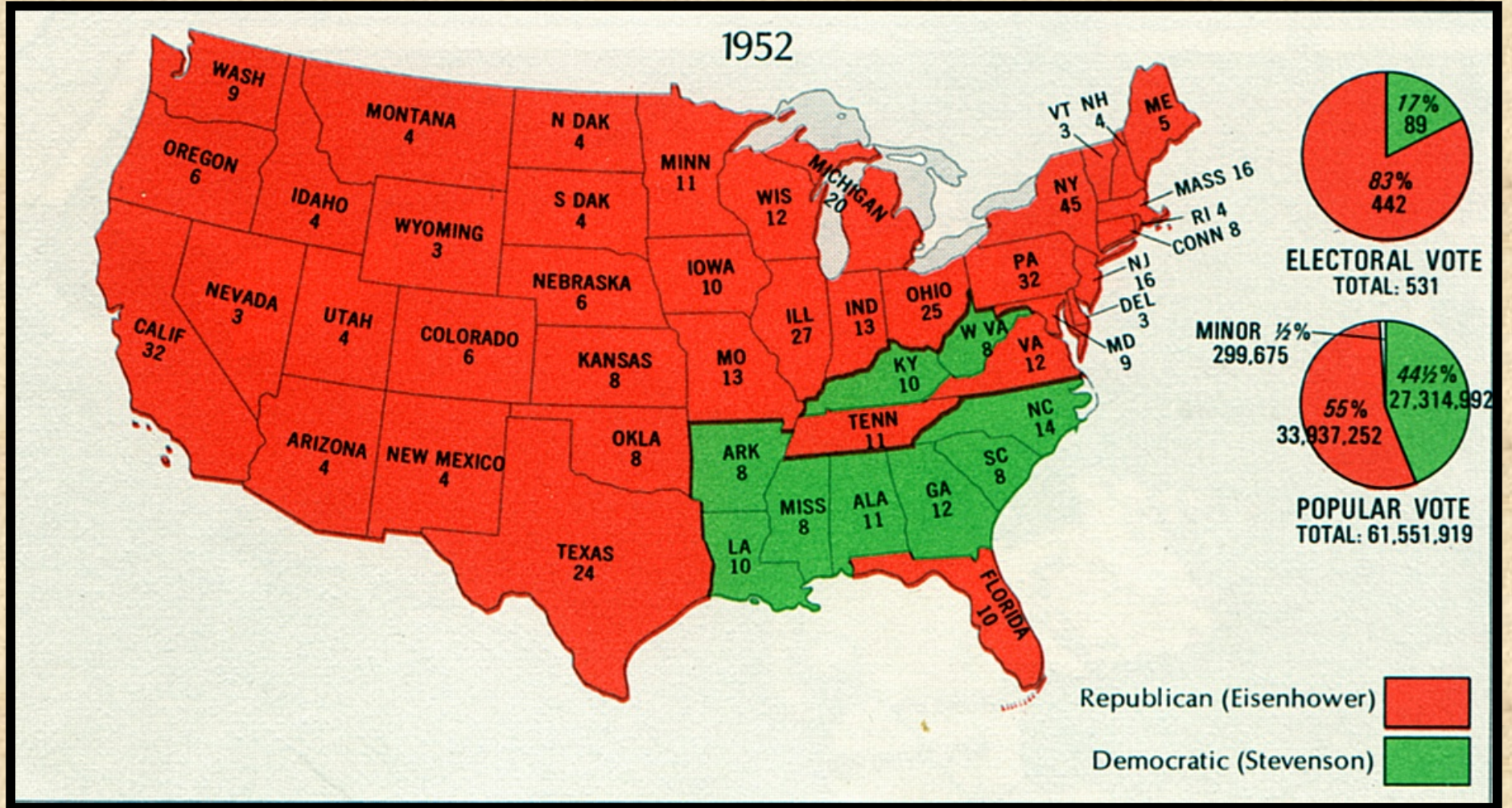


TV ad for Eisenhower

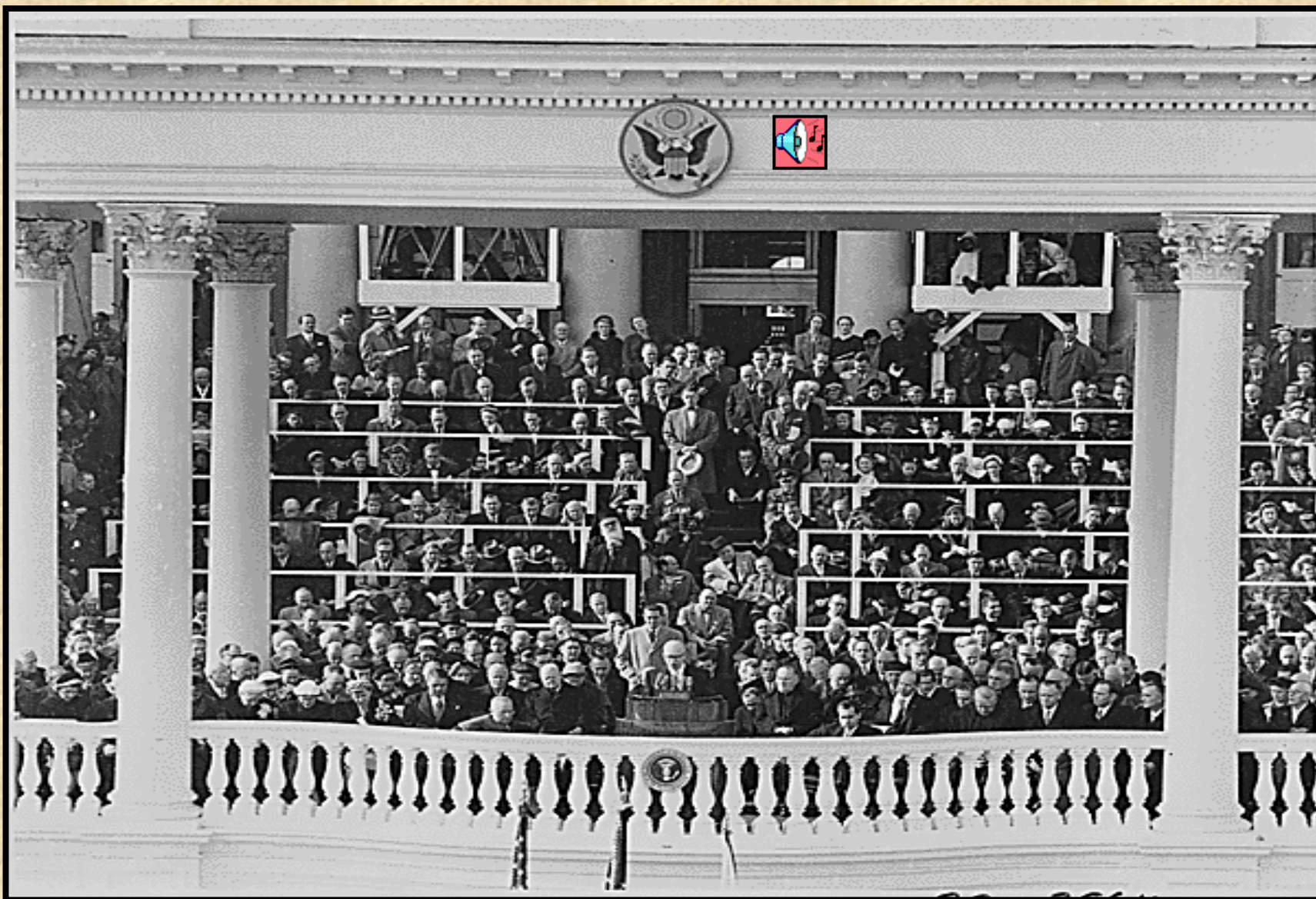
EISENHOWER AND VICE PRESIDENT NIXON ON ELECTION NIGHT NOVEMBER 1952



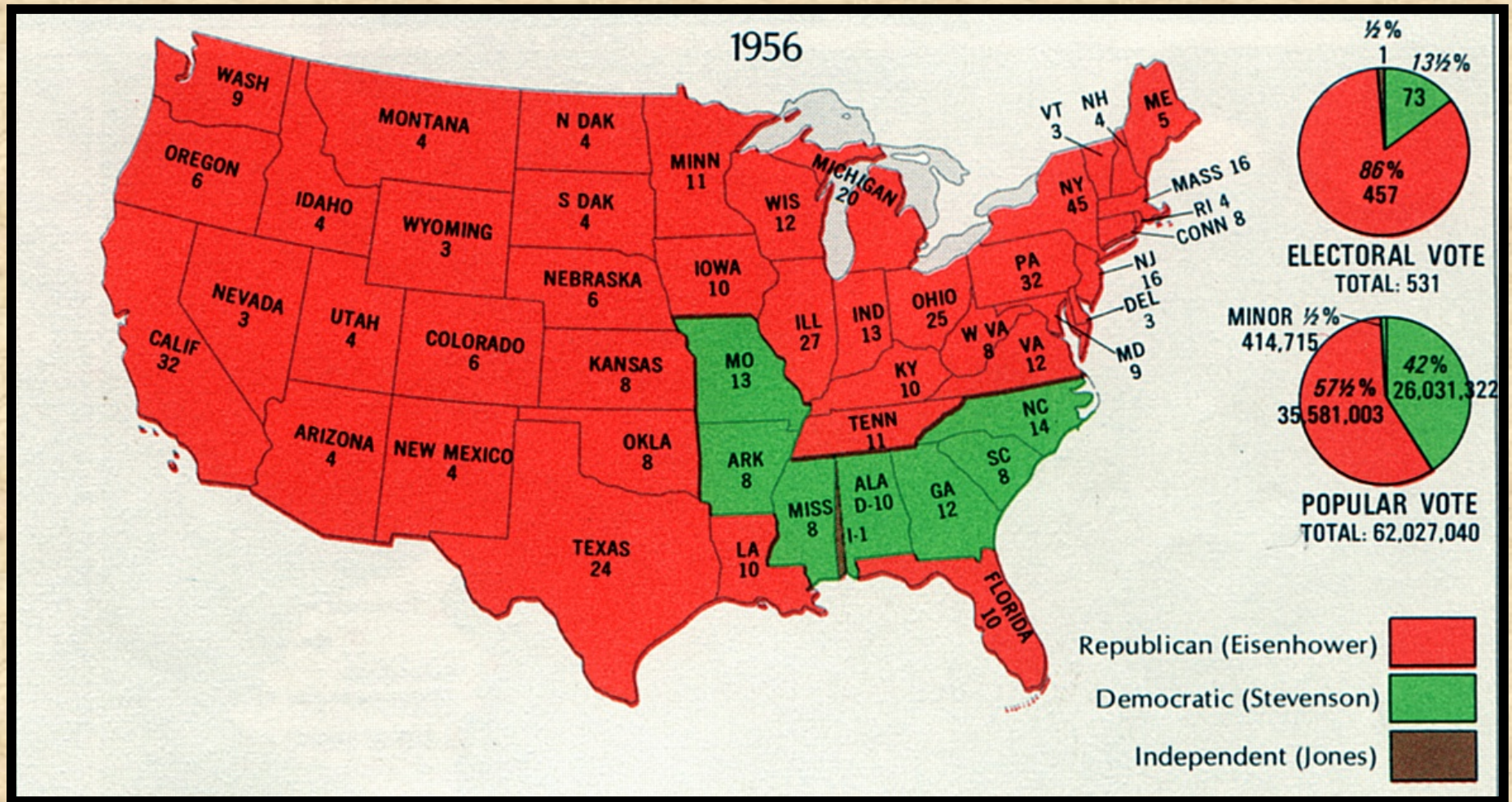
ELECTION OF 1952: EISENHOWER WON BY A LANDSLIDE



EISENHOWER GIVING HIS INAUGURATION SPEECH IN 1953



The election of 1956 featured a rematch between Eisenhower and Stevenson with similar results





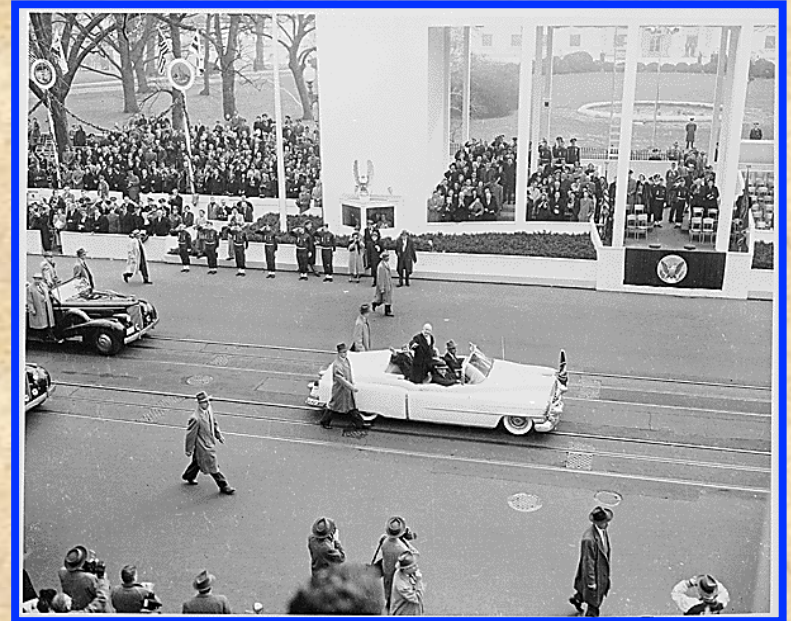
**MAMIE
EISENHOWER,
WIFE OF THE
PRESIDENT**

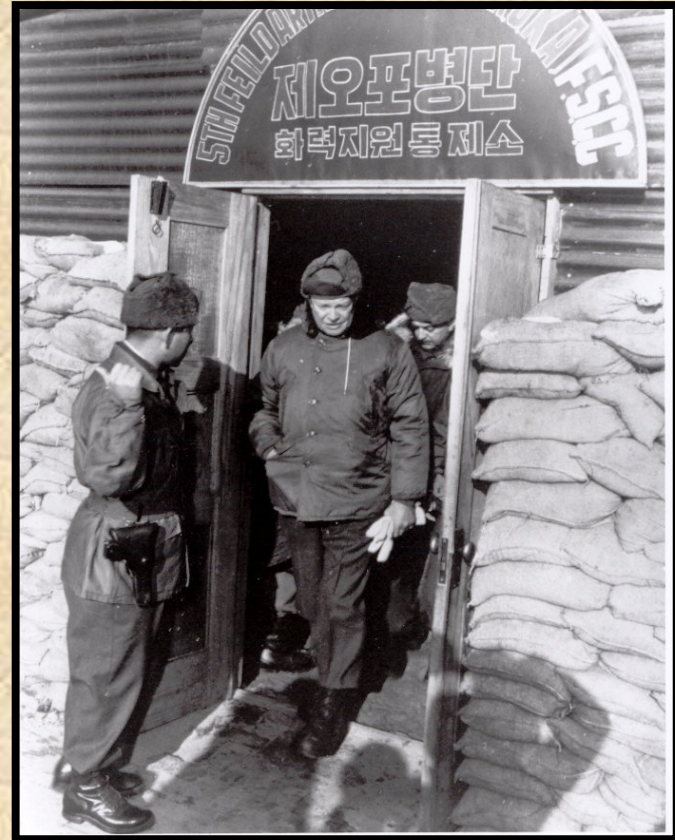


Newlyweds, 1918



**FORMER GENERAL
DWIGHT D.
EISENHOWER WAS
ELECTED PRESIDENT IN
NOVEMBER 1952 WITH
A PLEDGE TO GO TO
KOREA AND END THE
WAR.**





**PRESIDENT ELECT
EISENHOWER MAKES
GOOD ON HIS PROMISE
AND VISITS KOREA IN
DECEMBER OF 1952**



**ON JULY 27TH 1953,
AFTER THREE YEARS OF
FIGHTING, AN
ARMISTICE WAS
SIGNED ENDING THE
KOREAN WAR. KOREA
REMAINED DIVIDED AT
THE 38TH PARALLEL.**



The demonstration of the U.S.'s new atomic canon may have had an impact on the decision to stop the fighting in Korea





The Eisenhower Presidency

- **PHILOSOPHY OF GOVERNMENT**
- **MODERN REPUBLICANISM**
- **CABINET**
- **HIGHWAY ACT OF 1956**

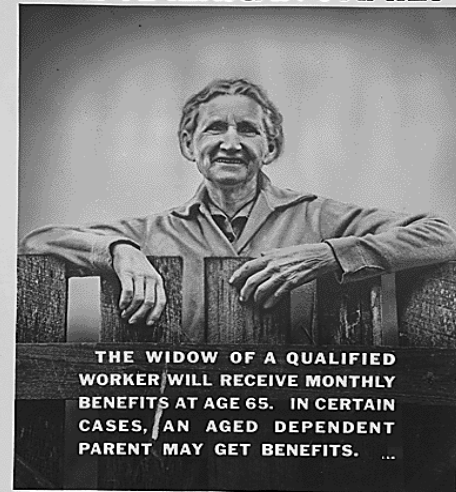
Eisenhower was the first Republican President since Herbert Hoover left office in 1933. The majority of Republicans had opposed Franklin Roosevelt's liberal New Deal policies. Many wondered if Eisenhower and the Republican majorities in Congress would try and repeal FDR's and Truman's precedent setting laws. At stake were such popular programs as Social Security and The Tennessee Valley Authority TVA.



TVA

ELECTRICITY FOR ALL

**MORE SECURITY FOR
THE AMERICAN FAMILY**



**THE WIDOW OF A QUALIFIED
WORKER WILL RECEIVE MONTHLY
BENEFITS AT AGE 65. IN CERTAIN
CASES, AN AGED DEPENDENT
PARENT MAY GET BENEFITS. ...**

**FOR INFORMATION WRITE OR CALL AT THE NEAREST FIELD OFFICE OF THE
SOCIAL SECURITY BOARD**

President Eisenhower's Cabinet was made up mostly of businessmen. This was due to his belief that success in business would equate to success in government service. His cabinet was described by reporters as "eight millionaires and a plumber", the plumber being the former head of the plumbers and steamfitters union. Three of the cabinet appointees had connections to General Motors. Former Democratic candidate for president Adlai Stevenson said of these businessmen,

"The New Dealers have all left Washington to make way for the car dealers."

"What is good for our country is good for General Motors, and vice versa", Quote by Eisenhower's first Secretary of Defense and former president of General Motors, Charles E. Wilson.



His one attempt to do away with a New Deal program, the TVA, met with so much opposition that he abandoned the effort.

President Eisenhower differed from FDR and Truman in he had no obligation to use the federal government to promote social and economic change. He also had no intentions of repealing the reforms of the New or Fair Deal. His years in office have been described as a time of moderation.

Eisenhower described his political philosophy as "*Modern Republicanism*" or "*Dynamic Conservatism*". By this he meant budget cutting, government support for big business and the transfer of federal functions back to state and local governments. He warned of the dangers of "*creeping socialism*" from New Deal legislation and signaled his dislike of big government by eliminating thousands of federal jobs. He did extend social security benefits to many more citizens and accepted some federal responsibility for the security and economic well being of the people.

"I will be a conservative when it comes to money matters and a liberal when it comes to human beings."



Sherman Adams, Eisenhower's White House Chief of Staff, played an important role in Eisenhower's administration. The President was not eager to deal with Congress and other matters of legislation and used Adams to deal with many of the political and legislative problems that came up. Dealing with Congress became even more difficult when Democrats won control of both the House and Senate in 1954.

"I don't feel like I should nag them."

Ike's response to why he was not sending more legislation to Congress

One major piece of legislation was passed during the Eisenhower years, the *Highway Act of 1956*.



Eisenhower looking over Highway Act documents



John A. Volpe (left) is sworn in as interim, and first, federal highway administrator

"Together, the united forces of our communication and transportation systems are dynamic elements in the very name we bear - United States. Without them, we would be a mere alliance of many separate parts."

- President Dwight D. Eisenhower, Feb. 22, 1955

Ike had been impressed by the four lane autobahns he saw in Germany at the end of WW II. He wanted a system similar to it for the U.S.



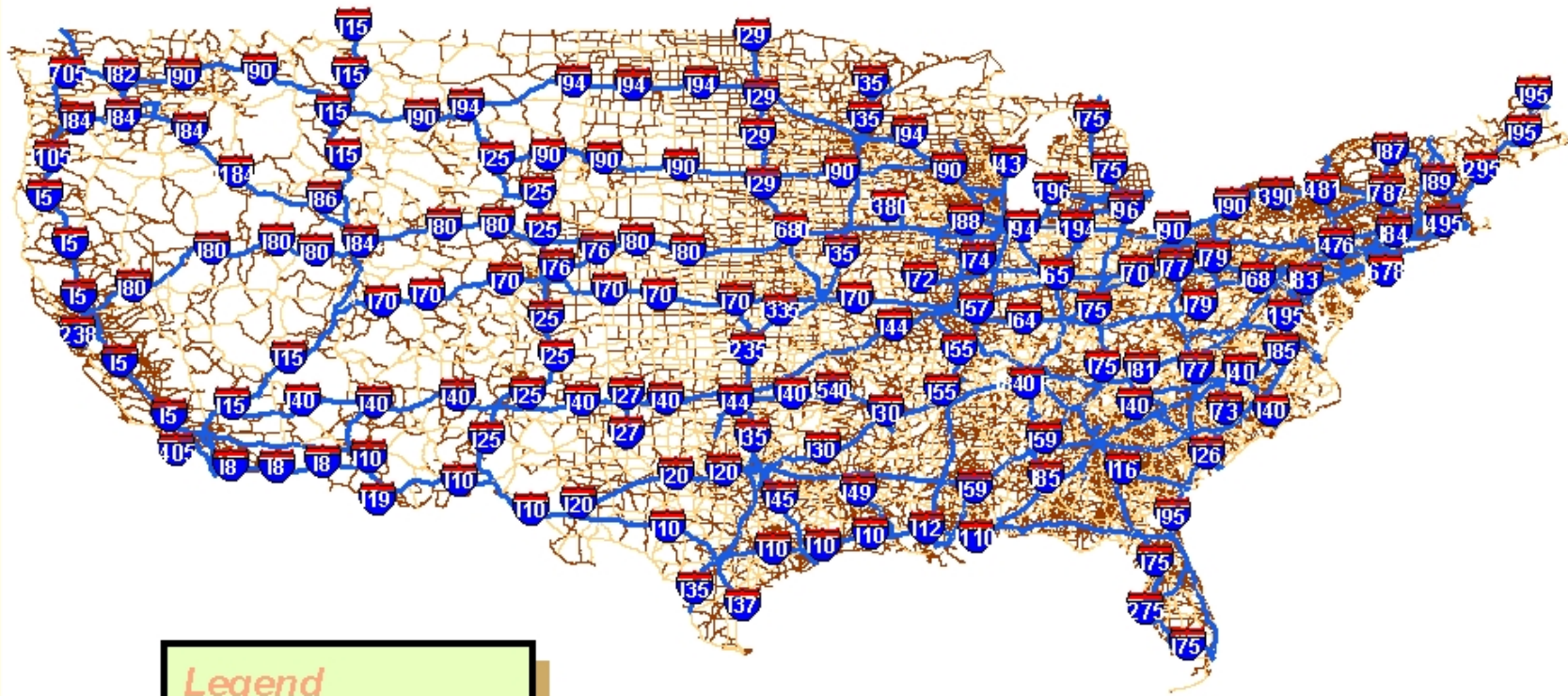
Hitler opening the autobahn in the 1930's



U.S. interstate highway

In the Highway Act, the federal government committed \$32 billion (\$207 billion in 2002 dollars) to build 41,000 miles of highways. The new highways encouraged the spread of suburbs and travel.

US INTERSTATE HIGHWAY SYSTEM IN 2000



Legend

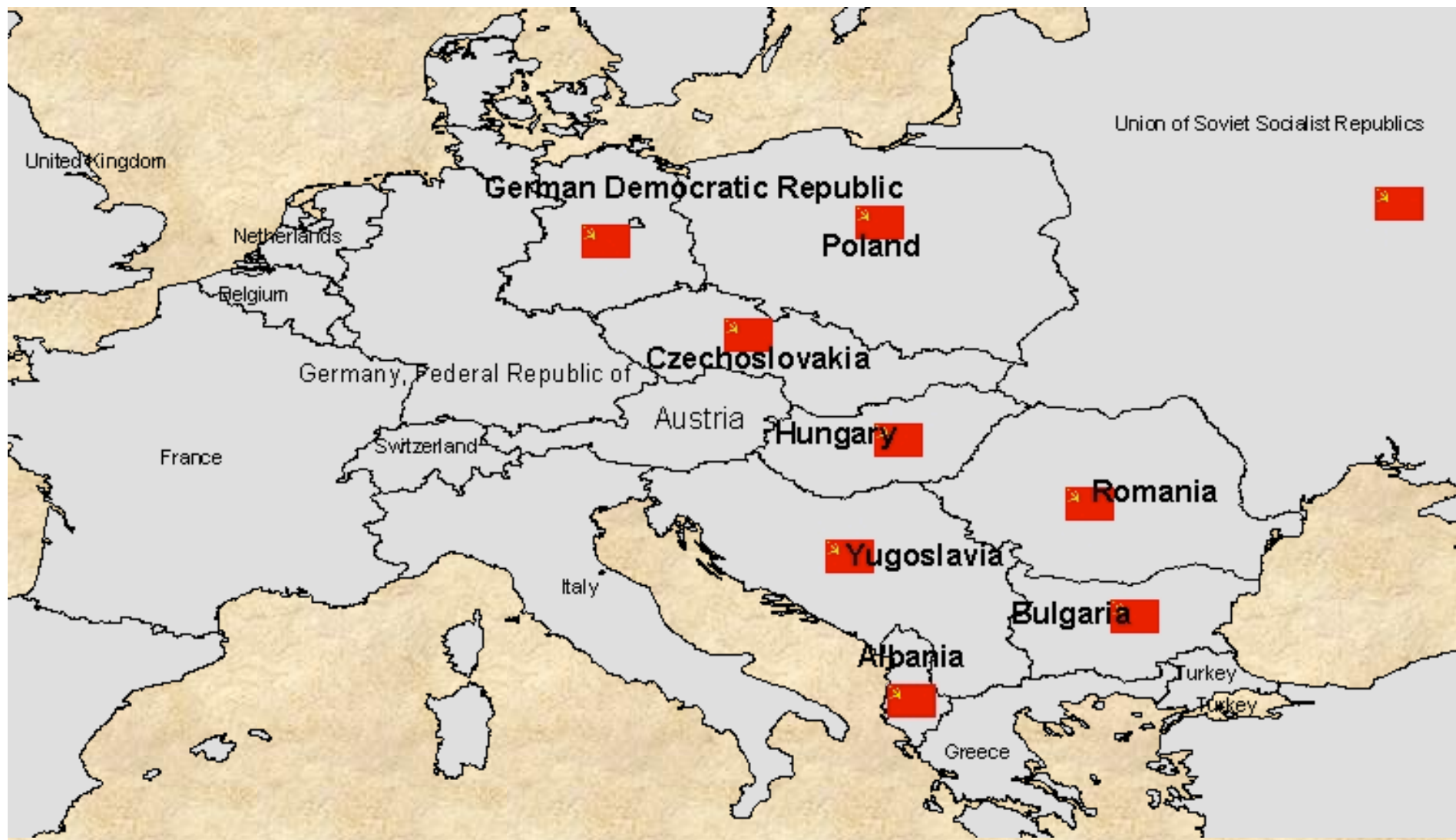
- Interstate Highways
- US Highways

The Cold War

- **DEFINITION**
- **1950's FOREIGN POLICY TIMELINE**
- **JOHN FOSTER DULLES**

THE COLD WAR

CONFLICT BETWEEN THE U.S.S.R. AND THE UNITED STATES WHICH BEGAN AFTER WWII IN RESPONSE TO COMMUNIST EXPANSION. COMMUNISM WAS SEEN AS A MORTAL THREAT TO THE EXISTENCE OF THE WESTERN DEMOCRATIC TRADITION. U.S. FOREIGN POLICY DURING THE 1950'S WAS DOMINATED BY THIS THREAT. THE COLD WAR WAS FOUGHT IN POLITICAL, SOCIAL, AND ECONOMIC BATTLES AS OPPOSED TO WAR.



**EASTERN EUROPEAN NATIONS TAKEN OVER BY THE
USSR AFTER WW II**

YUGOSLAVIA, WHILE COMMUNIST, REMAINED INDEPENDENT

1950's FOREIGN POLICY

- **DEVELOPMENT OF THE HYDROGEN BOMB**
- **KOREAN WAR AND JOHN FOSTER DULLES'S MASSIVE RETALIATION POLICY**
- **FRENCH INDOCHINA WAR ENDS AT DIEN BIEN PHU WITH A COMMUNIST VICTORY**
- **GENEVA AGREEMENTS AND THE DIVISION OF VIETNAM. U.S. BECOMES INVOLVED IN VIETNAM**
- **WARSAW PACT FORMED**
- **REVOLT IN COMMUNIST POLAND AND HUNGARY**
- **SUEZ CONFLICT**
- **SPUTNIK**
- **CUBA TAKEN OVER BY COMMUNIST FIDEL CASTRO**

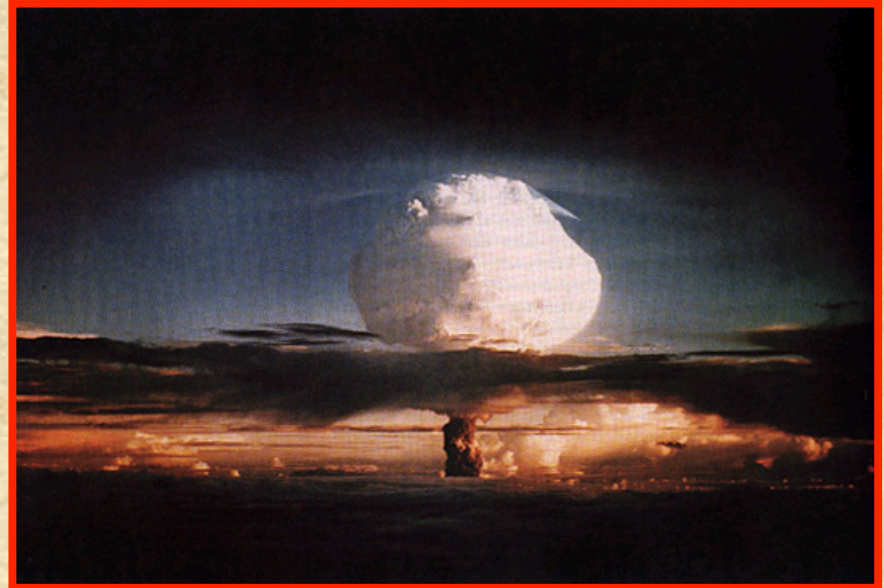
President Eisenhower had to confront numerous foreign policy issues during his two terms. He was extremely well equipped to handle international problems from long experience in dealing with world leaders and events in his military career.





JOHN FOSTER DULLES WAS EISENHOWER'S SECRETARY OF STATE UNTIL 1959 WHEN HE RESIGNED DUE TO ILLNESS. HE HAD BEEN A CRITIC OF TRUMAN'S DOCTRINE OF CONTAINMENT ARGUING IT SHOULD BE REPLACED BY A POLICY OF "LIBERATION". HE PRACTICED "BRINKMANSHIP" WHICH HE DEFINED AS "THE ABILITY TO GET TO THE VERGE WITHOUT GETTING INTO THE WAR IS THE NECESSARY ART." HE WAS ATTACKED FOR INTENSIFYING THE COLD WAR AND DAMAGING RELATIONS WITH NEUTRAL AS WELL AS COMMUNIST NATIONS.

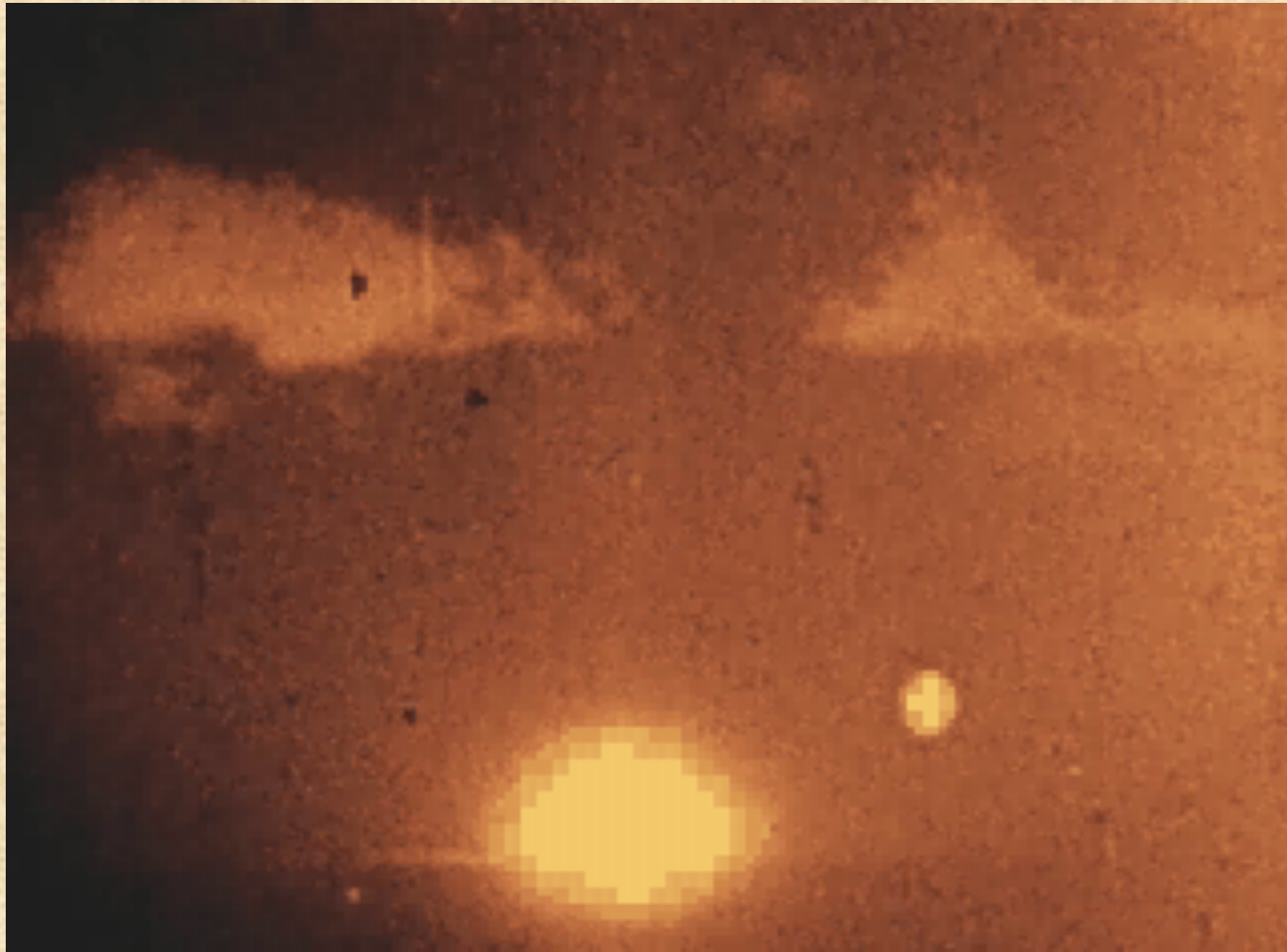
PRESIDENT TRUMAN APPROVED THE DEVELOPMENT OF THE HYDROGEN BOMB. THIS NEW TYPE OF NUCLEAR WEAPON IS AT LEAST 100 TIMES MORE POWERFUL THEN THE ATOMIC BOMBS DROPPED ON JAPAN IN 1945.



THE FIRST U.S. HYDROGEN BOMB WAS EXPLODED IN NOVEMBER OF 1952. THE USSR EXPLODED ONE IN 1953.

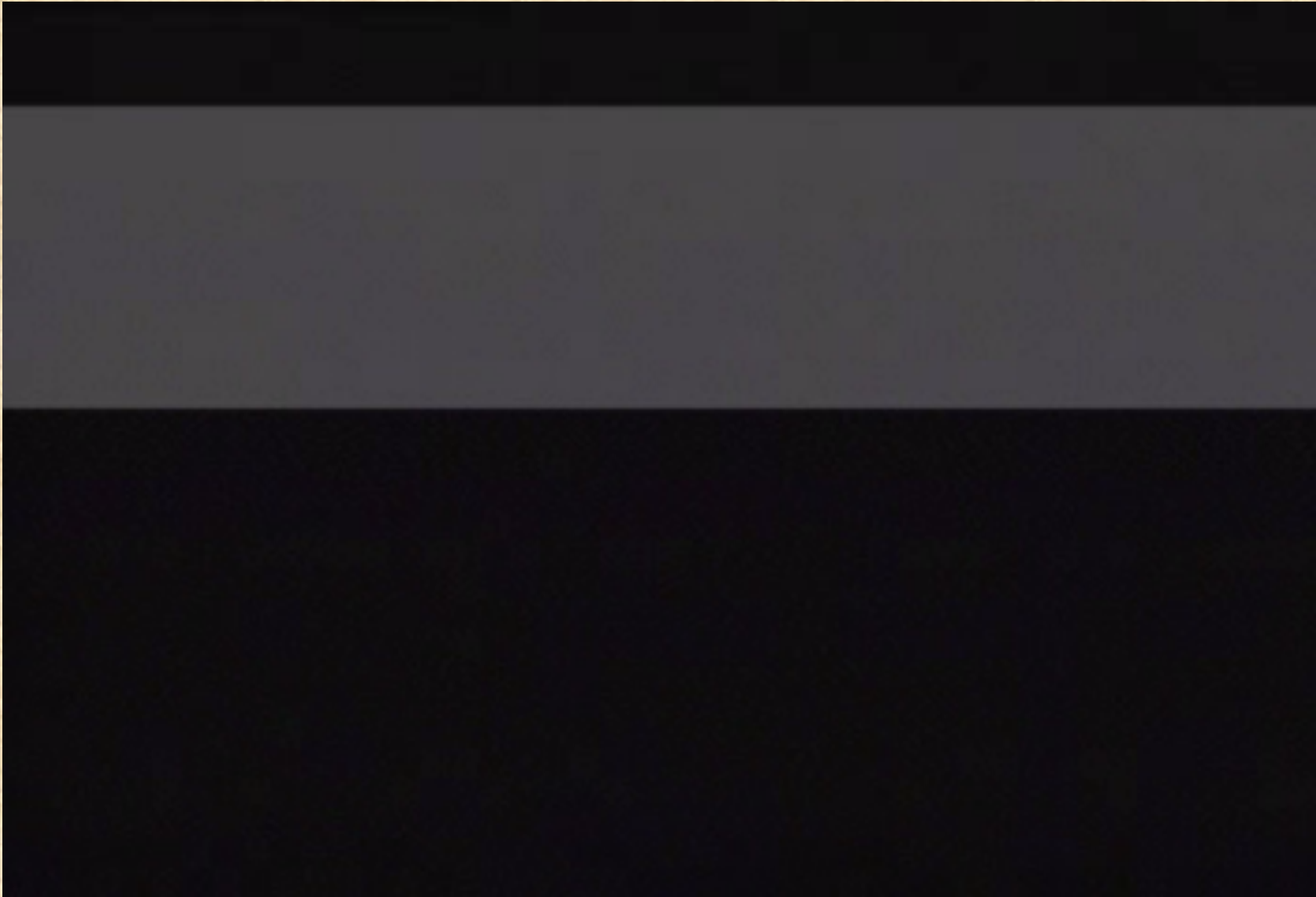






FEAR OF NUCLEAR WAR





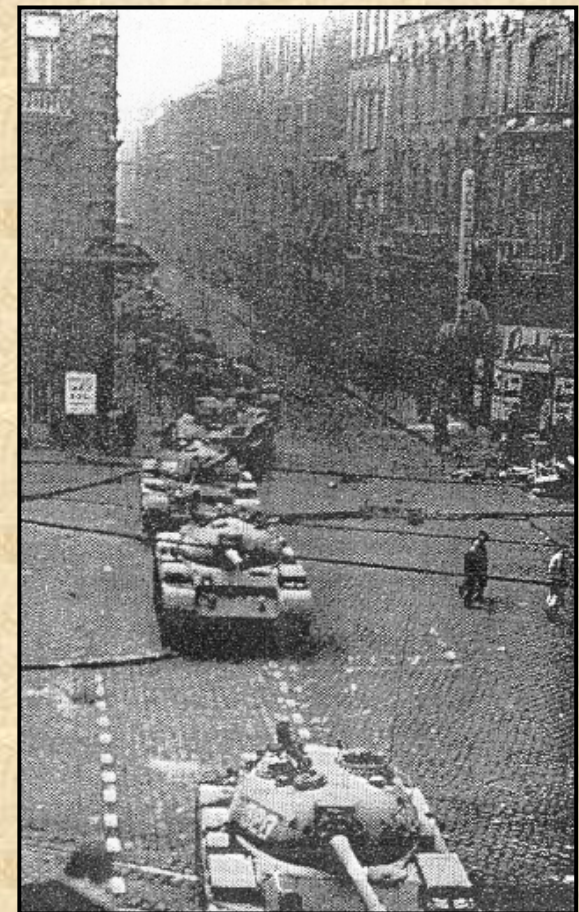
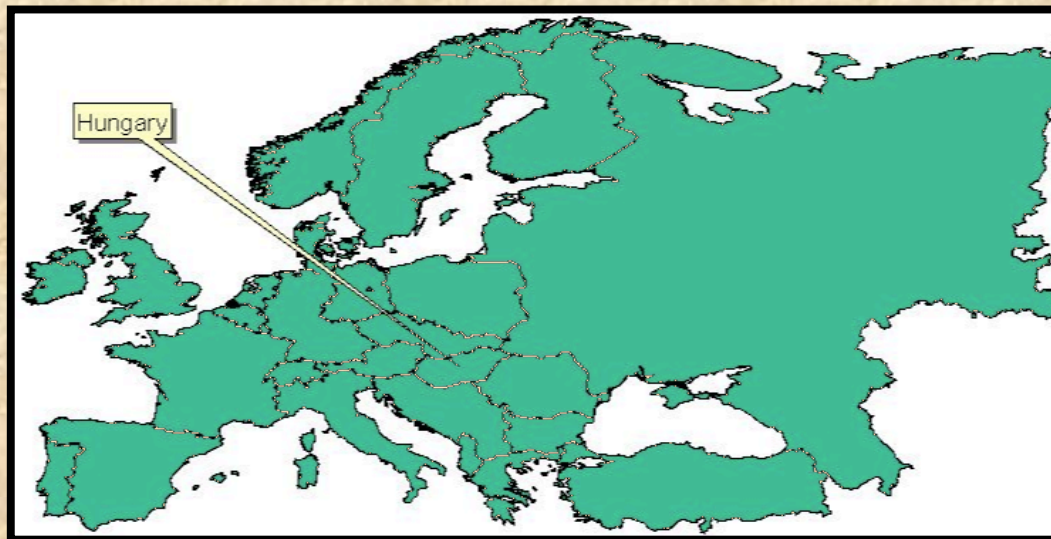
Famous Civil Defense film for children in which Bert the Turtle shows what to do in case of atomic attack. Produced by the U.S. Federal Civil Defense Administration in 1950. Over 9 minutes in length. Click to start.

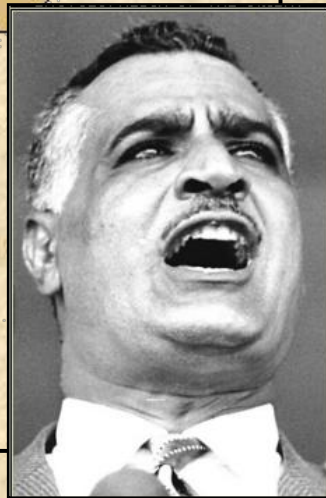
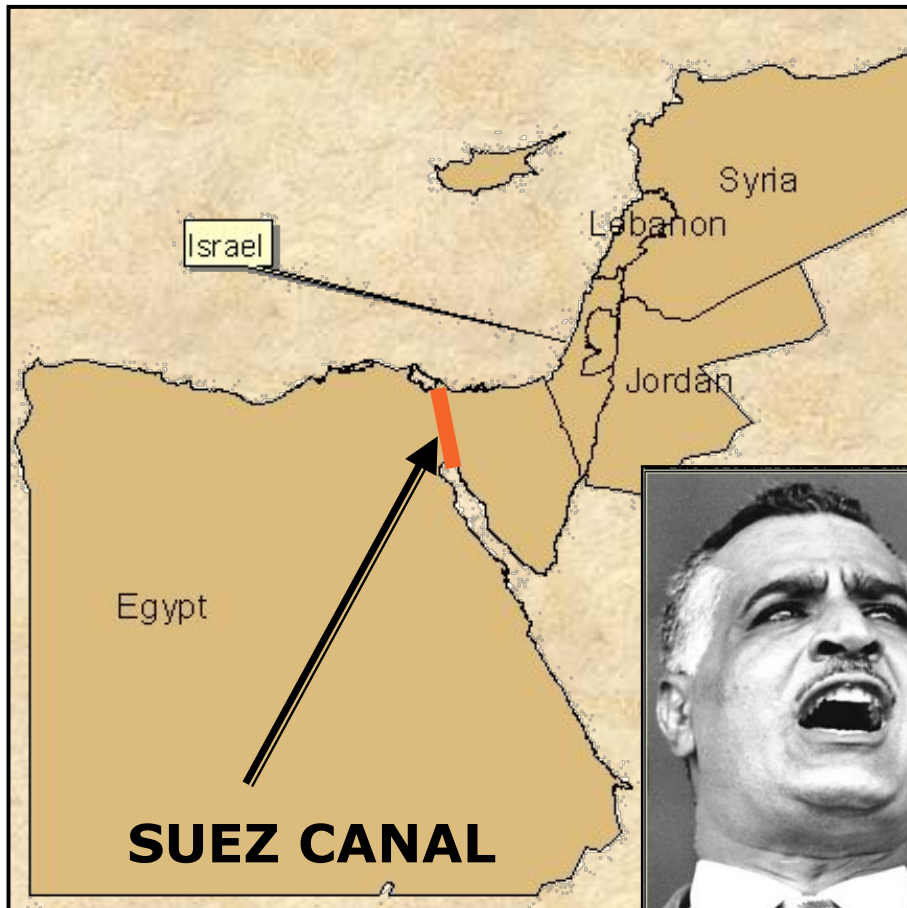
Khrushchev, Hungary, Suez crisis



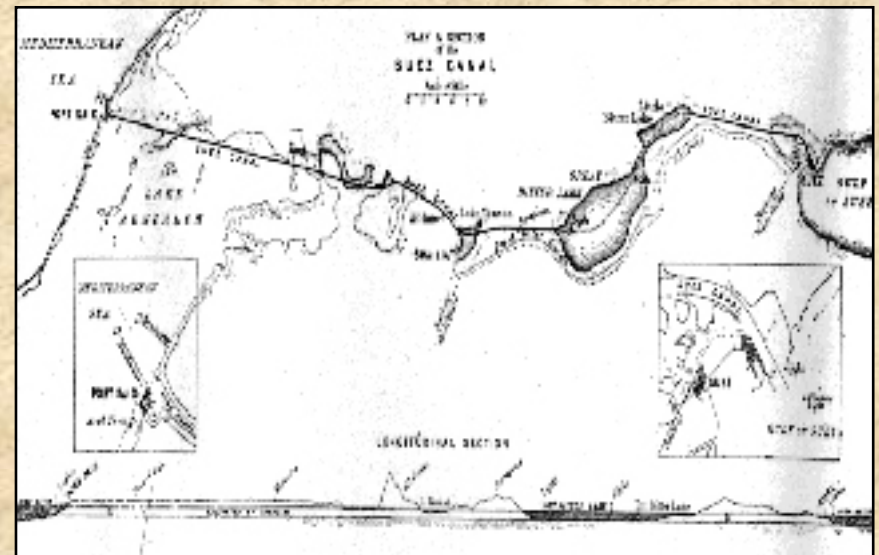
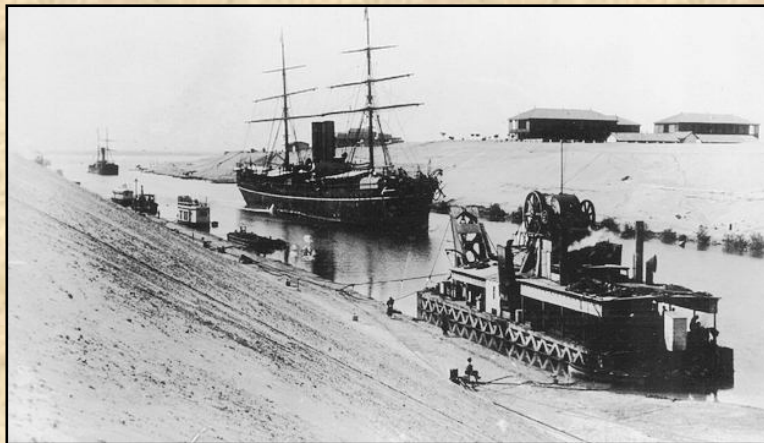
NIKITA KHRUSHCHEV BECAME THE LEADER OF THE SOVIET UNION AFTER STALIN'S DEATH. HE DENOUNCED THE CRIMES OF STALIN IN A FAMOUS 1956 SPEECH AND SET OUT TO REFORM THE USSR. ALTHOUGH HE ADVOCATED "PEACEFUL COEXISTENCE" THERE WERE SEVERAL SERIOUS ENCOUNTERS BETWEEN THE TWO SUPER POWERS WHILE HE WAS IN OFFICE. IN 1956 HE ANNOUNCED IN A U.N. SPEECH THAT "WE (U.S.S.R.) WILL BURY YOU (U.S.)"

ON OCTOBER 23, 1956, THE PEOPLE OF HUNGARY ROSE UP AGAINST THEIR U.S.S.R. COMMUNIST-IMPOSED GOVERNMENT. FOR A SHORT TIME IT APPEARED THE REVOLT MIGHT SUCCEED. HOWEVER ON NOVEMBER 4TH, SOVIET TANK ARMIES INVADED AND CRUSHED THE REBELLION. A SIMILAR 1952 REVOLT IN POLAND WAS ALSO DEFEATED BY THE SOVIETS. THE U.S. DID NOTHING TO HELP EITHER OF THE ANTI-COMMUNIST REVOLTS DESPITE SECRETARY OF STATE DULLES'S "LIBERATION" POLICY.





IN JULY OF 1956, GAMAL ABDUL NASSER, THE NATIONALIST LEADER OF EGYPT, NATIONALIZED THE SUEZ CANAL, TAKING IT AWAY FROM THE FOREIGN CONTROLLED SUEZ CANAL COMPANY. BRITAIN AND FRANCE FEARED HE MIGHT CLOSE THE VITAL CANAL ENTIRELY AND DECIDED ON MILITARY ACTION.



BRITAIN, FRANCE AND ISRAEL ATTACKED EGYPT AND SEIZED THE SUEZ CANAL IN OCTOBER-NOVEMBER 1956.



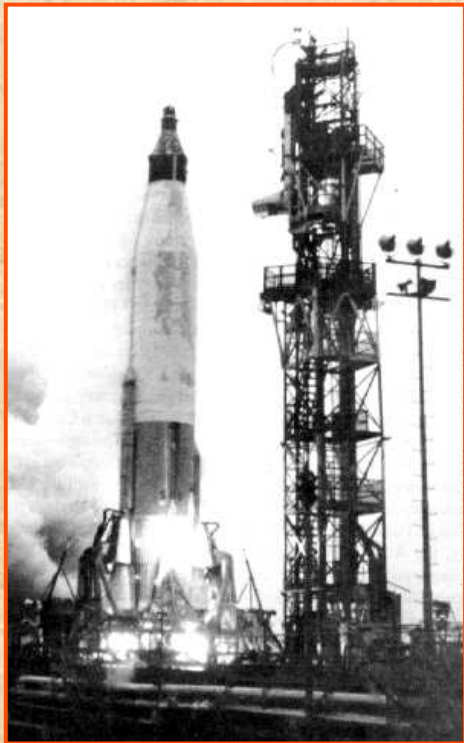
TROOPS WERE FORCED TO WITHDRAW IN MARCH OF 1957, UNDER PRESSURE FROM THE U.S. THIS MARKED A TURNING POINT IN HISTORY AS THE BALANCE OF POWER SHIFTED AWAY FROM BRITAIN AND FRANCE TOWARD THE TWO NEW SUPERPOWERS, THE U.S. AND THE U.S.S.R.



IT ALSO HASTENED THE END OF COLONIALISM AS BRITAIN AND FRANCE SOON WITHDREW FROM THEIR REMAINING COLONIES

The Space Age Begins

IN 1957, A NEW WORD, INTERCONTINENTAL BALLISTIC MISSILE (ICBM), ENTERED THE WORLD'S VOCABULARY. THESE WERE NUCLEAR BOMB CARRYING MISSILES WITH RANGES OF OVER FIVE THOUSAND MILES. NO LOCATION ON EARTH WAS SAFE FROM NUCLEAR DESTRUCTION.



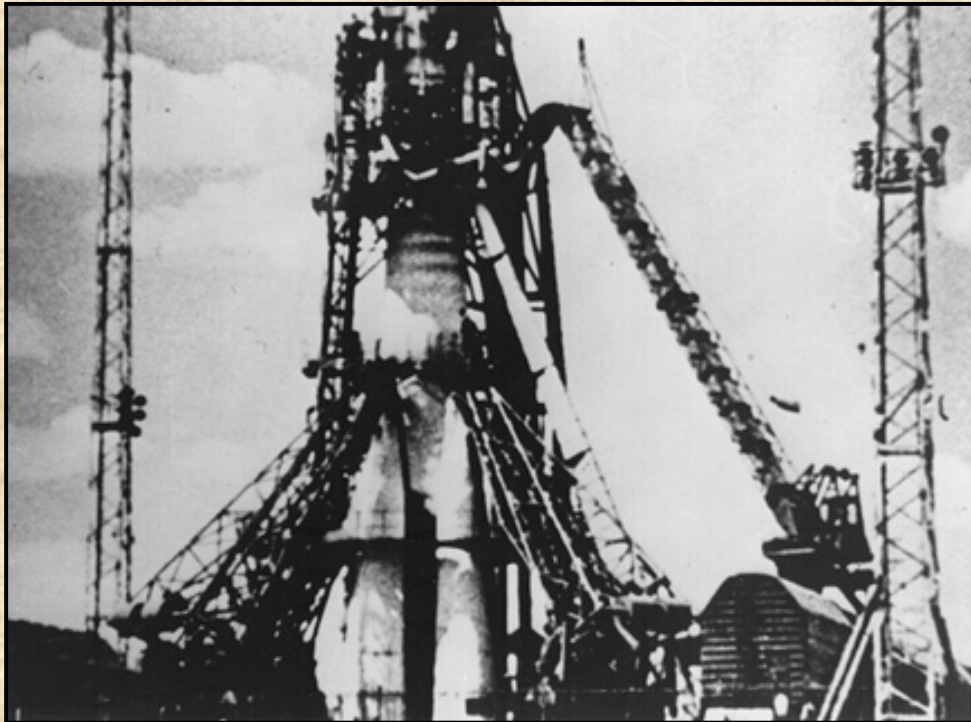
**FIRST U.S.
ATLAS ICBM**



**U.S.S.R. WAS THE
FIRST TO
SUCCESSFULLY
LAUNCH AN ICBM**

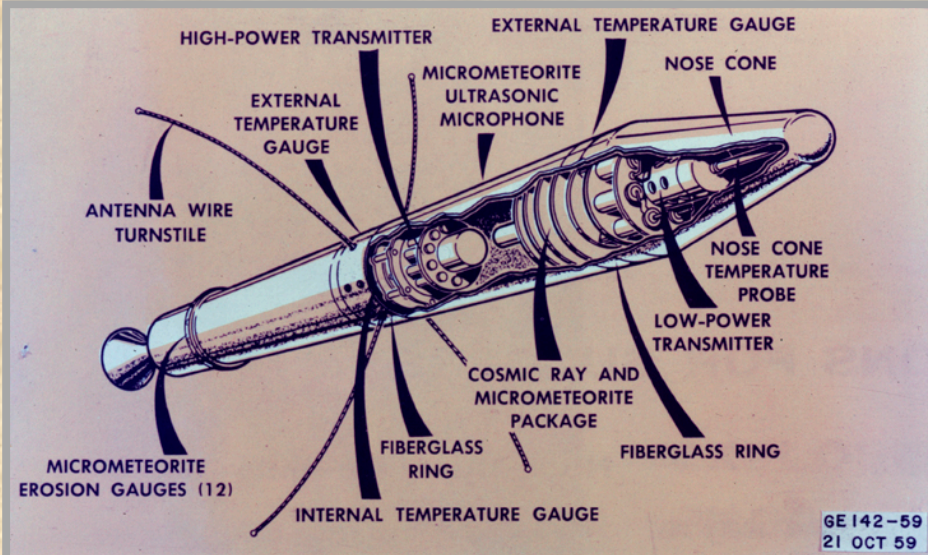


ON OCTOBER 4, 1957, THE SPACE AGE BEGAN WHEN THE SOVIETS LAUNCHED SPUTNIK, THE FIRST ARTIFICIAL SATELLITE TO ORBIT THE EARTH. AMERICANS WERE SHOCKED THE SOVIETS, BELIEVED TO BE TECHNOLOGICALLY BACKWARD, WERE THE FIRST INTO SPACE.

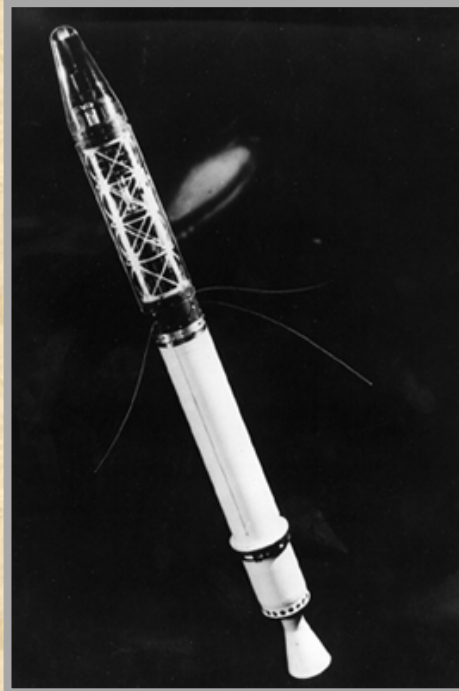


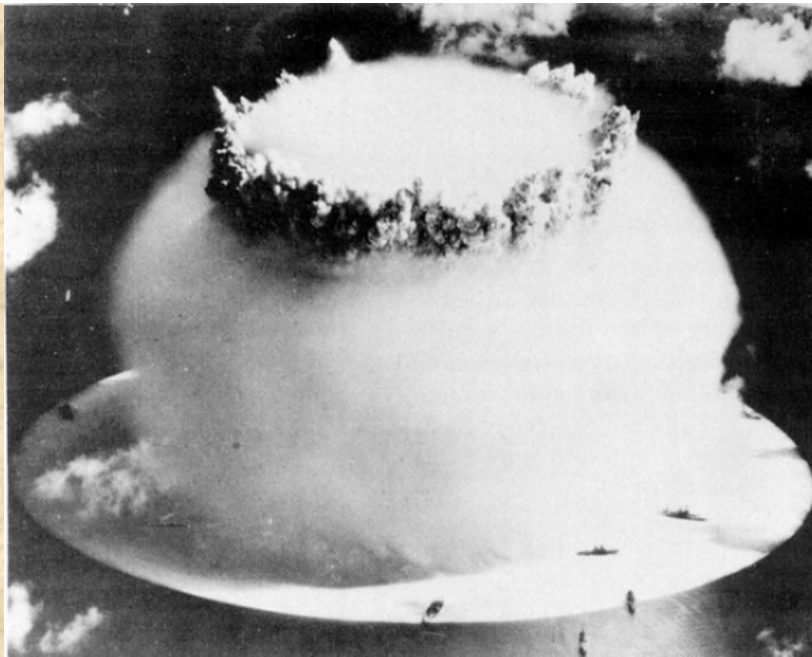
SPUTNIK RADIO BROADCAST FROM SPACE

THE U.S. DID NOT GET AN OBJECT INTO ORBIT UNTIL JANUARY OF 1958, AFTER SEVERAL EMBARRASSING FAILURES. THE SPACE RACE WAS ON.

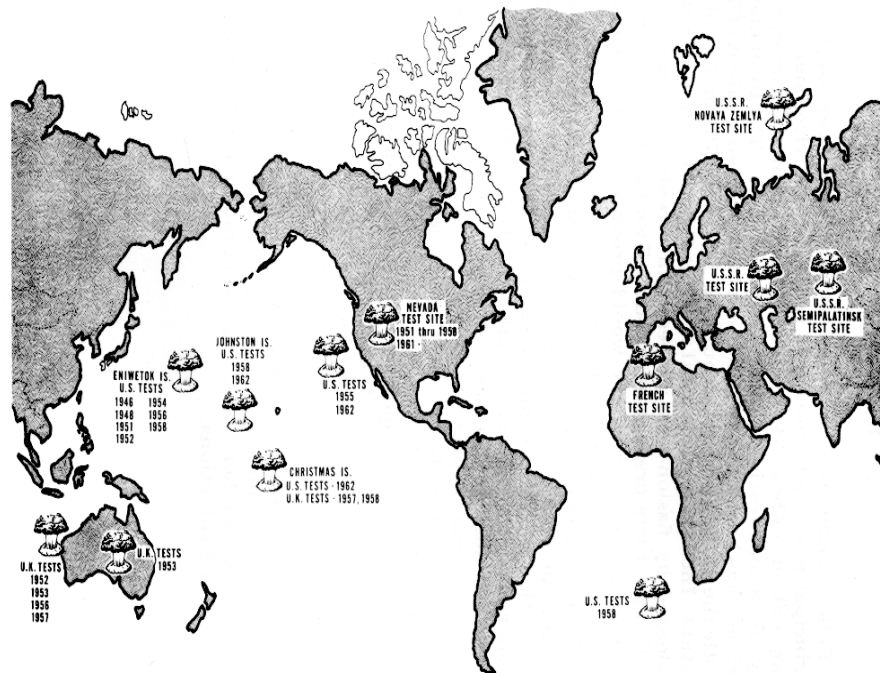


EXPLORER I





LOCATIONS of NUCLEAR WEAPONS TEST SITES



ATMOSPHERIC NUCLEAR BOMB TESTS WERE POISONING THE ATMOSPHERE WITH DEADLY RADIOACTIVITY THAT WAS SHOWING UP IN MILK AND OTHER FOODS. IN MARCH OF 1958 RUSSIA SUSPENDED ATMOSPHERIC TESTING FOLLOWED BY THE U.S. AND BRITAIN IN OCTOBER.

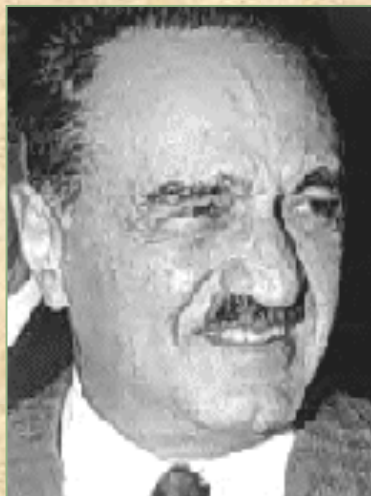
Cuba

ON JANUARY 1, 1959, A REVOLUTION IN CUBA SUCCESSFULLY OVERTHREW THE GOVERNMENT. ON JANUARY 6TH FIDEL CASTRO BECAME PREMIER AND LATER COMMUNIST DICTATOR OF CUBA. MANY CUBANS FLED TO THE U.S.



FIDEL CASTRO

CASTRO BROUGHT CUBA CLOSER TO COMMUNIST U.S.S.R. STARTING WITH A VISIT ON FEBRUARY 6, 1960, BY SOVIET DEPUTY PRIME MINISTER, ANASTAS MIKOYAN. THE VISIT RESULTED IN A TRADE AGREEMENT IN WHICH THE SOVIET UNION AGREED TO PURCHASE 5 MILLION TONS OF SUGAR OVER A FIVE-YEAR PERIOD. THE SOVIETS WOULD SUPPLY CUBA WITH CRUDE OIL AND PETROLEUM PRODUCTS, AS WELL AS WHEAT, IRON, FERTILIZERS, AND MACHINERY. THEY ALSO PROVIDED CUBA WITH \$100 MILLION CREDIT AT 2.5 PERCENT INTEREST. THIS WAS ONE OF THE REASONS PRESIDENT EISENHOWER AUTHORIZED A CIA PLAN TO OVERTHROW CASTRO USING CUBAN EXILES LIVING IN THE U.S.



ANASTAS MIKOYAN

CASTRO DECLARED HIMSELF A COMMUNIST AND ALLIED CUBA WITH THE SOVIET UNION

CASTRO AND KHRUSHCHEV



THE U-2 INCIDENT 1960



AFTER A MAJOR CONFRONTATION BETWEEN THE U.S. AND U.S.S.R. IN 1958 OVER BERLIN BOTH NATIONS DECIDED TO HOLD A SUMMIT MEETING IN PARIS IN MAY OF 1960.



TWO WEEKS BEFORE THE PLANNED SUMMIT A U.S. U-2 SPY PLANE WAS SHOT DOWN OVER THE U.S.S.R. AND IT'S PILOT, FRANCIS GARY POWERS, WAS CAPTURED AND PUT ON TRIAL.



THE SUMMIT WAS CANCELLED AND EISENHOWER BLAMED HIMSELF FOR THE FAILURE TO EASE COLD WAR TENSIONS DURING HIS TENURE.



U-2 SPY PLANES HAD BEEN FLYING SECRET MISSIONS OVER THE USSR SINCE 1955





**FRANCIS GARY POWERS WAS
CONVICTED OF SPYING IN A
SOVIET COURT. HE WAS
JAILED IN RUSSIA UNTIL
EXCHANGED FOR RUSSIAN SPY
RUDOLF ABEL IN FEBRUARY
1962.**

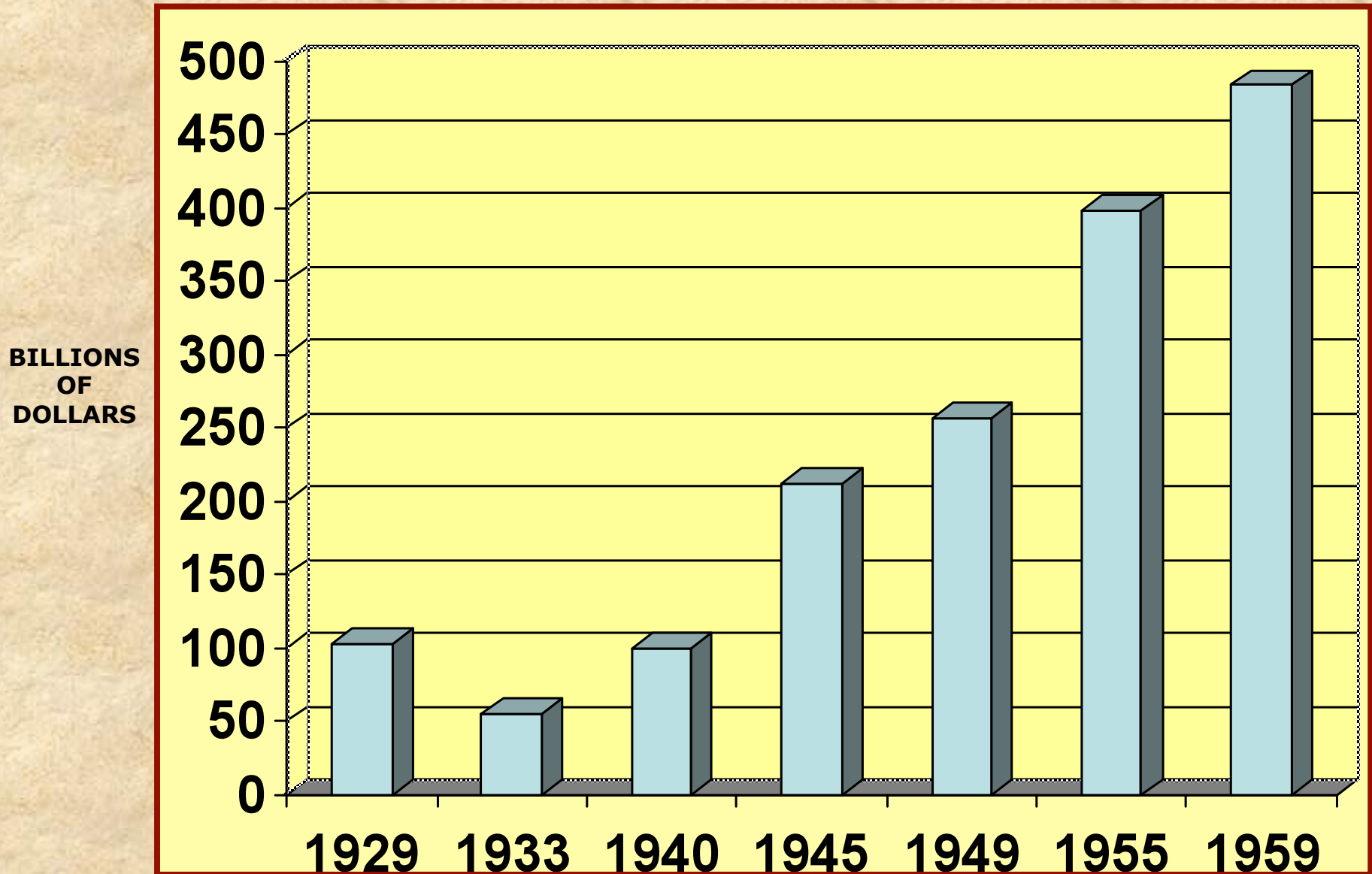
Life in the 1950's

- **OVERVIEW**
- **ECONOMIC DATA**
- **REASONS FOR PROSPERITY**
- **AFFLUENCE**
- **BABY BOOM**
- **AMERICAN DREAM**
- **LEVITTOWN**
- **DEMOGRAPHIC SHIFTS**
- **CHANGING WORKPLACE**
- **AUTOMATION**

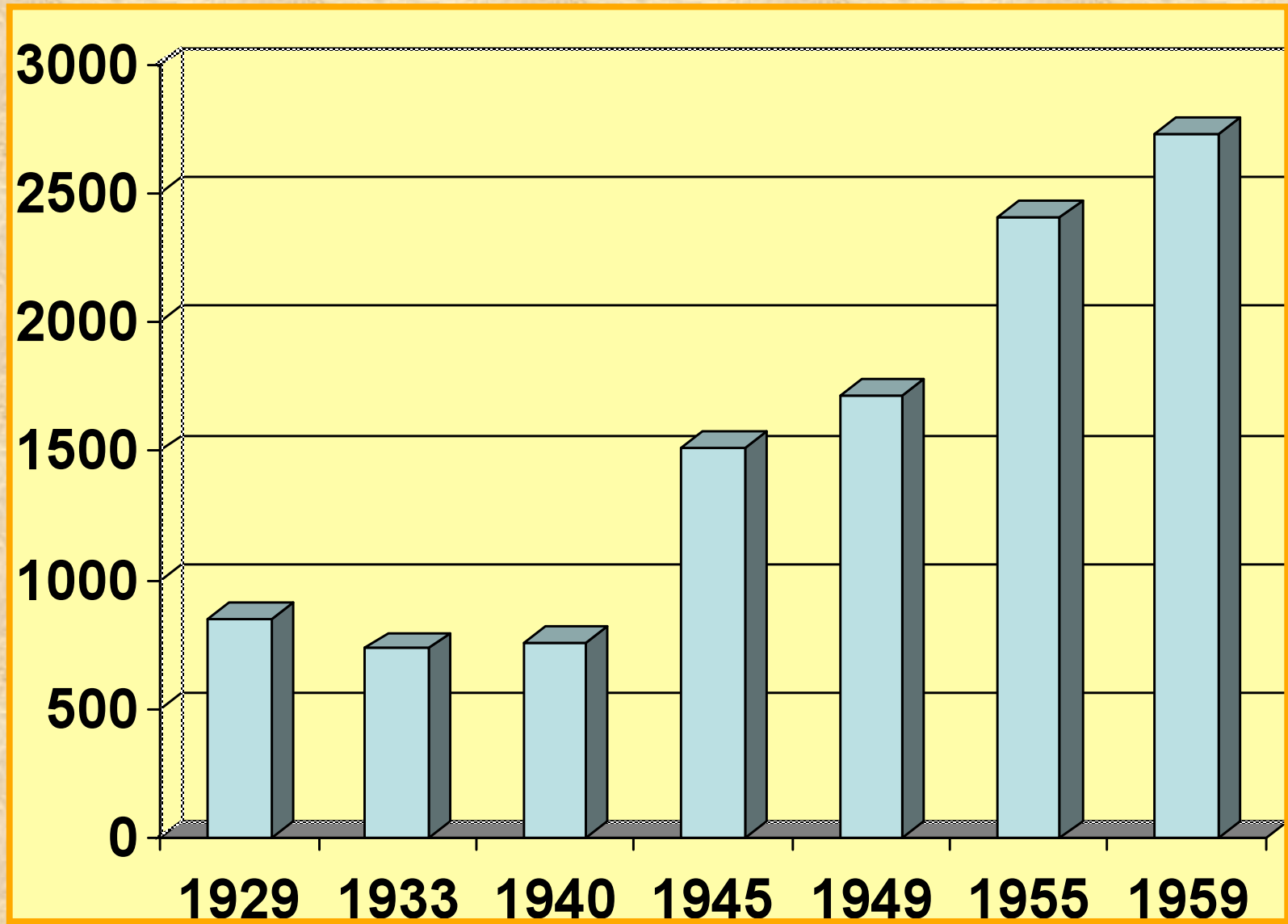
1950's OVERVIEW

- **THE 1950's ARE REMEMBERED AS A TIME WHEN THE MAJORITY OF AMERICANS EXPERIENCED PROSPERITY, STABILITY AND CONFIDENCE IN THE FUTURE. MORE AMERICANS BEGAN TO CONSIDER THEMSELVES PART OF THE MIDDLE CLASS AS CLASS DISTINCTIONS BLURRED.**
- **GROSS NATIONAL PRODUCT, THE TOTAL OUTPUT OF ALL GOODS AND SERVICES, ROSE 250% BETWEEN 1945 AND 1960.**
- **THE U.S., WITH JUST 6% OF THE WORLD'S POPULATION, PRODUCED HALF OF THE WORLDS GOODS AND PRODUCTS AND CONSUMED ALMOST 1/3RD OF THE WORLD'S OUTPUT.**
- **AMERICAN CORPORATIONS BEGAN A SERIES OF TAKEOVERS AND BUYOUTS FORMING GIGANTIC CONGLOMERATES. CONGLOMERATES WERE BUSINESSES WHO HAD INTERESTS IN DIFFERENT TYPES OF INDUSTRY. FOR EXAMPLE, INTERNATIONAL TELEPHONE AND TELEGRAPH BOUGHT SHERATON HOTELS, CONTINENTAL BAKING, HARTFORD FIRE INSURANCE AND AVIS RENT-A-CAR.**
- **OTHER CORPORATIONS BEGAN INVESTING OVERSEAS WHERE LABOR COSTS WERE LOWER.**

RISE IN GNP (TOTAL IN BILLIONS)

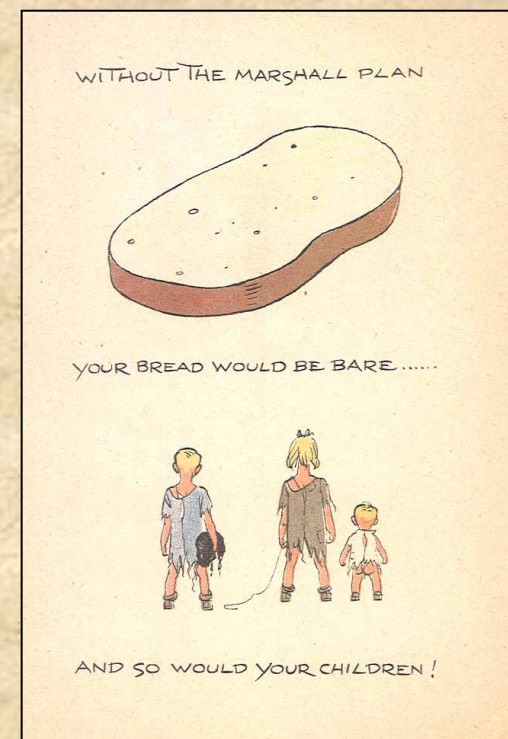


GNP PER CAPITA (DOLLARS)



REASONS FOR THE UNPRECEDENTED POST-WAR PROSPERITY

- PENT UP DEMAND FOR CONSUMER GOODS BROUGHT ABOUT BY WWII SHORTAGES. THE NUMBER OF CARS PRODUCED QUADRUPLED AND CHEAP MORTGAGES LED TO A RAPID EXPANSION OF HOME CONSTRUCTION.
- INCREASED DEFENSE SPENDING TO MEET THE REQUIREMENTS OF THE COLD WAR.
- THE MARSHALL PLAN LED TO A HUGE EXPANSION IN EXPORTS.
- FULLY TWO-THIRDS OF AMERICANS QUALIFIED AS MIDDLE CLASS IN THE POSTWAR ERA. IN THE 1920's, LESS THAN ONE-THIRD COULD BE CONSIDERED MIDDLE CLASS.





Affluence



Now-days when women talk about Automatic Washing



...they talk about **Wonderful Whirlpool**
with **Suds-Miser** and the **7 Rinses**

The most talked-about advances in automatic washing are combined exclusively in Wonderful Whirlpool. It's the washer for modern times and modern fabrics... for maximum economy and convenience... and for Fashion Academy beauty. Your dealer can make it so easy for you to become a delighted Whirlpool owner. See him!

Wonderful Whirlpool
AUTOMATIC WASHER AND DRYER

There's washday's own sparkle comes. Perfectly matched in performance, and in Fashion Academy lines for distinctive beauty of design.



They tell of money-back washdays with exclusive dollar-saving **Suds-Miser**. Keeps rich, soapy water for double wash after wash, such as **Circle-Clean** as the first! *(Optional—just for daily money saving over.)*



They tell of the most thorough rinsing known! Not just three or five, but seven's scientifically thorough rinses free garments of every trace of soap. Your clothes look brighter, iron wrinkles, last longer!

They tell of **Agflow Action**, the perfected spin-and-squeeze-to-wash. Total cleaning—yet so extra-gentle with your delicate things!

They tell of **Goodwill Lamp**. Its switching rays flood evens into each garment as dirt's washed out!

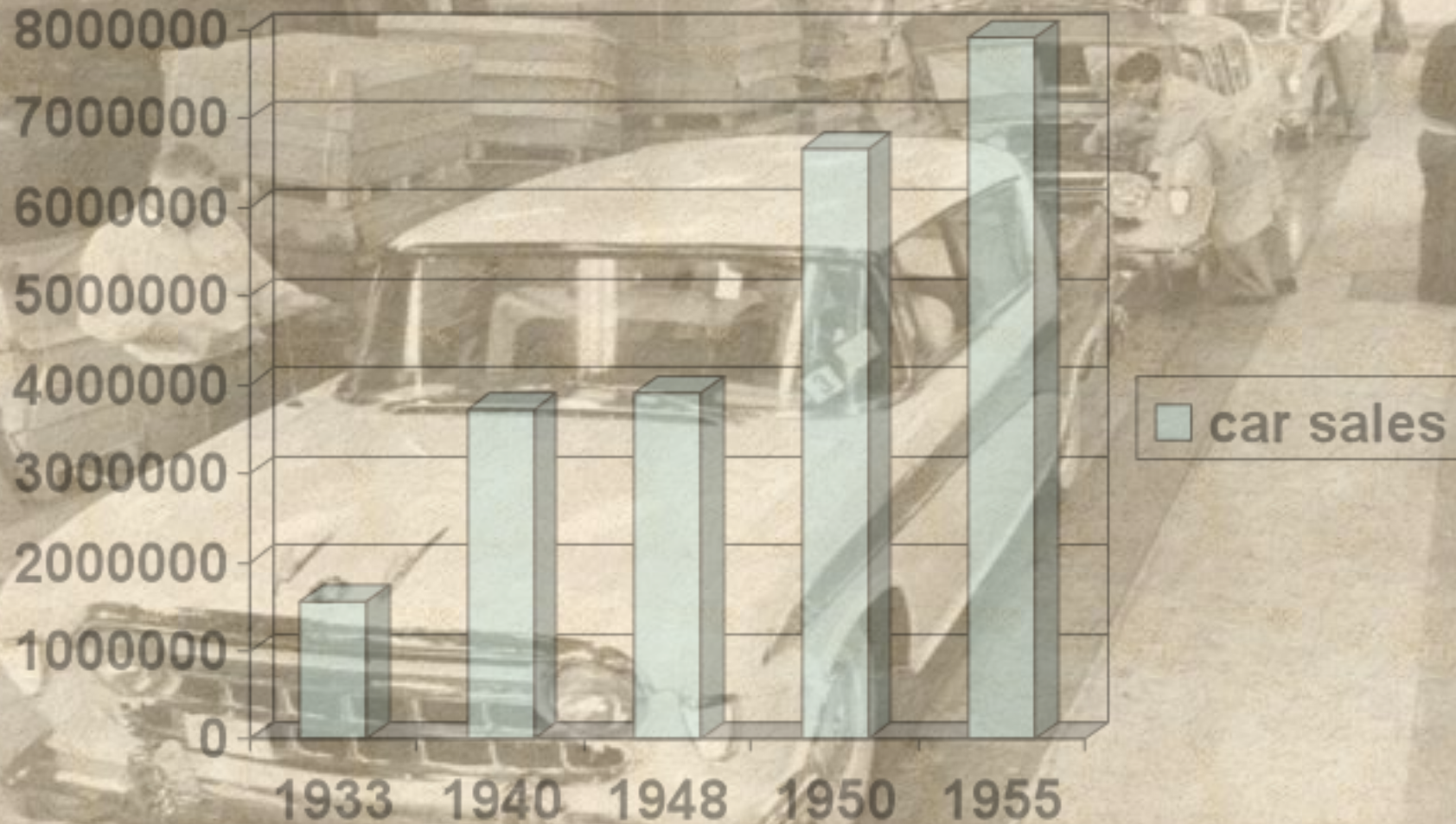
—and steps saved with **Cycle-Time Signal**. Never "looper." Sounds off to announce you when the damp-dry spin is through!

—and **Flexibly Timing**—lets you delay or repeat any operation. Call P.E.C. Company, reliable 3-Year Warranty on Transmission.

WHIRLPOOL—WORLD'S LARGEST MANUFACTURER OF WASHERS, DRYERS, IRONERS



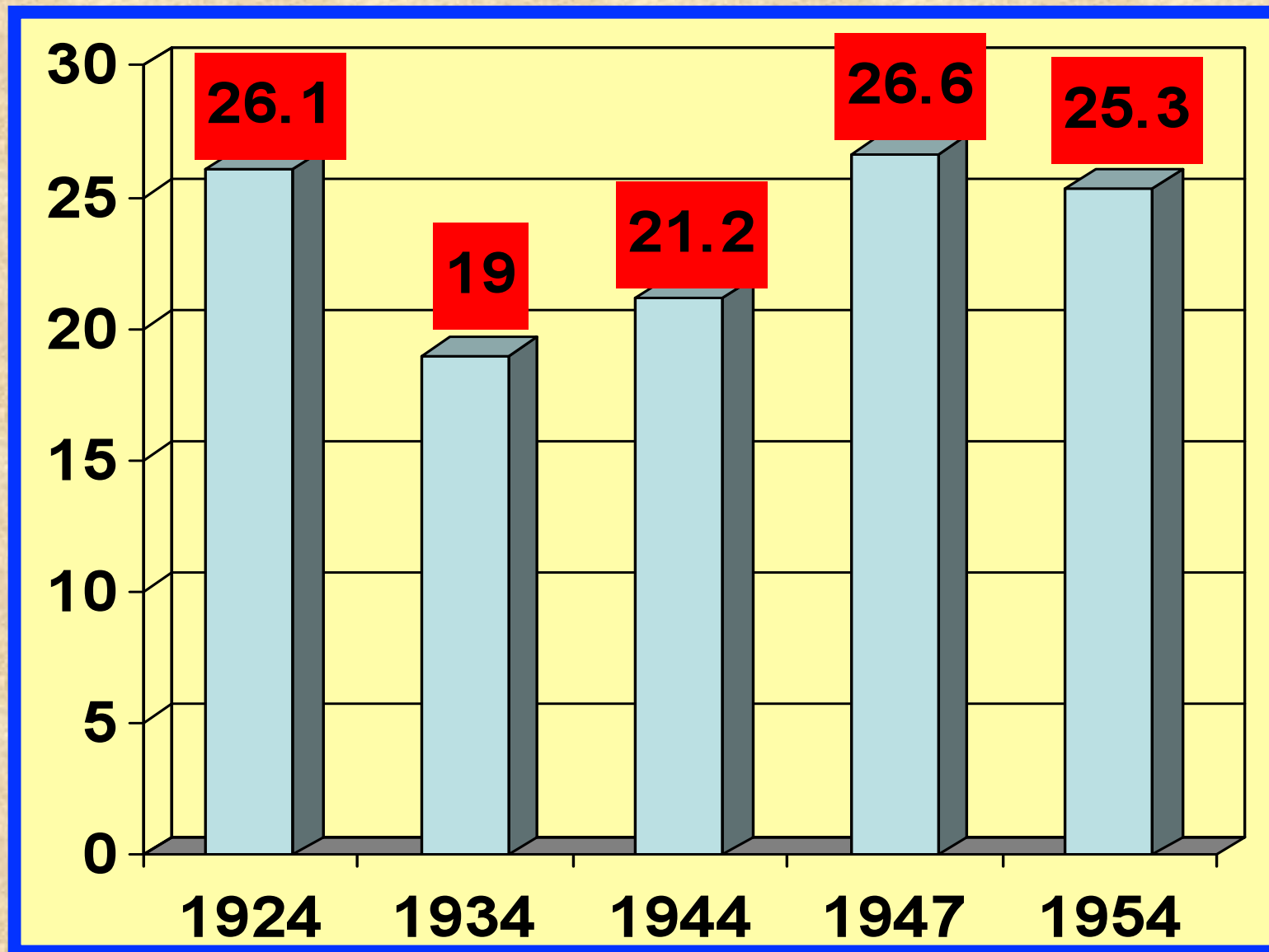
CAR SALES 1933-1955



BABY BOOM



BIRTH RATE PER THOUSAND FOR WOMEN 15-44 YEARS OLD



BABY BOOM BABIES ON PARADE

UNIVERSAL-INTERNATIONAL NEWS

BABIES ON

THE AMERICAN DREAM



OWN YOUR OWN HOME



MOST NEW HOUSING CONSTRUCTION TOOK PLACE OUTSIDE MAJOR CITIES IN NEWLY CREATED SUBURBS



THERE WAS TREMENDOUS PENT UP DEMAND FOR HOUSING AS THERE HAD BEEN LITTLE CONSTRUCTION DURING THE DEPRESSION OR WWII



COUPLES WERE HAVING MORE CHILDREN AND WANTED THEIR OWN HOMES TO RAISE THEM IN



FEDERAL GOVERNMENT LOANS MADE IT POSSIBLE FOR MORE FAMILIES TO PURCHASE THEIR OWN HOMES

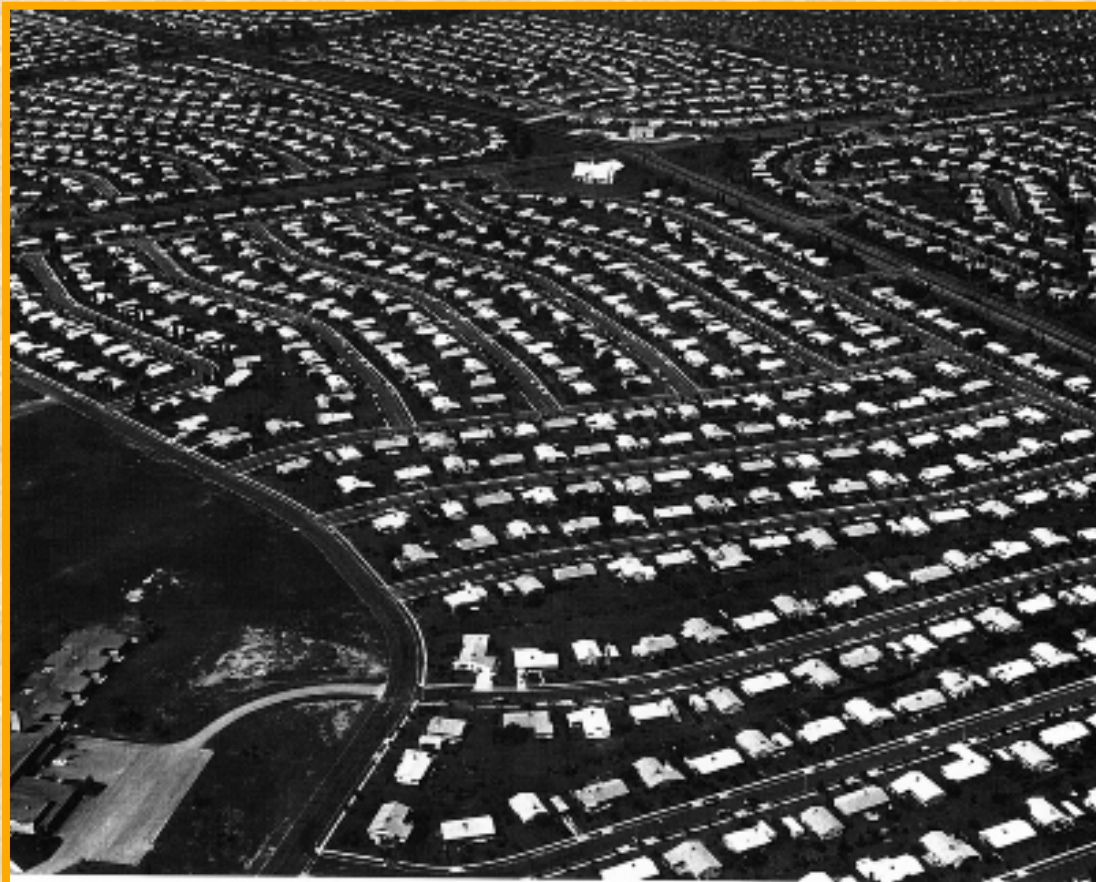


CARS AND SHOPPING CENTERS BECAME THE CENTER PIECES OF THE NEW SUBURBAN LIFESTYLE

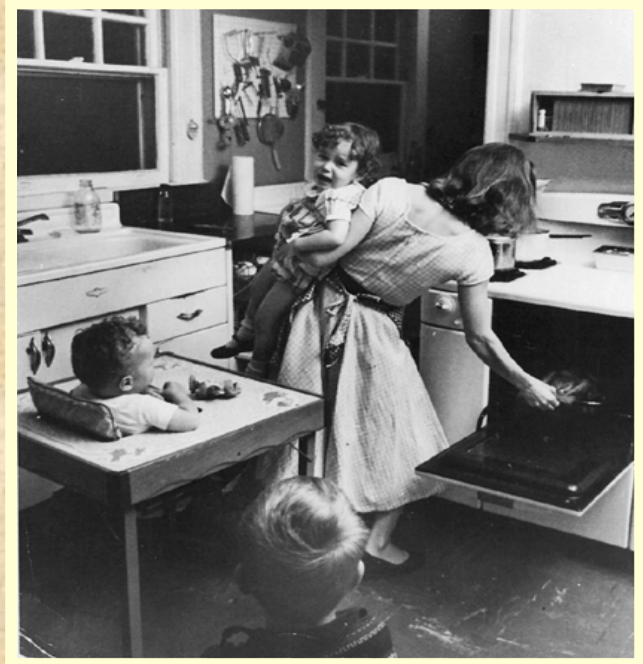
LEVITTOWN'S WERE THE SYMBOL OF THE NEW AMERICAN SUBURB WHERE ALMOST ANYONE COULD AFFORD A NEW HOME. THEY WERE SMALL HOMES BUILT USING MASS PRODUCTION TECHNIQUES.

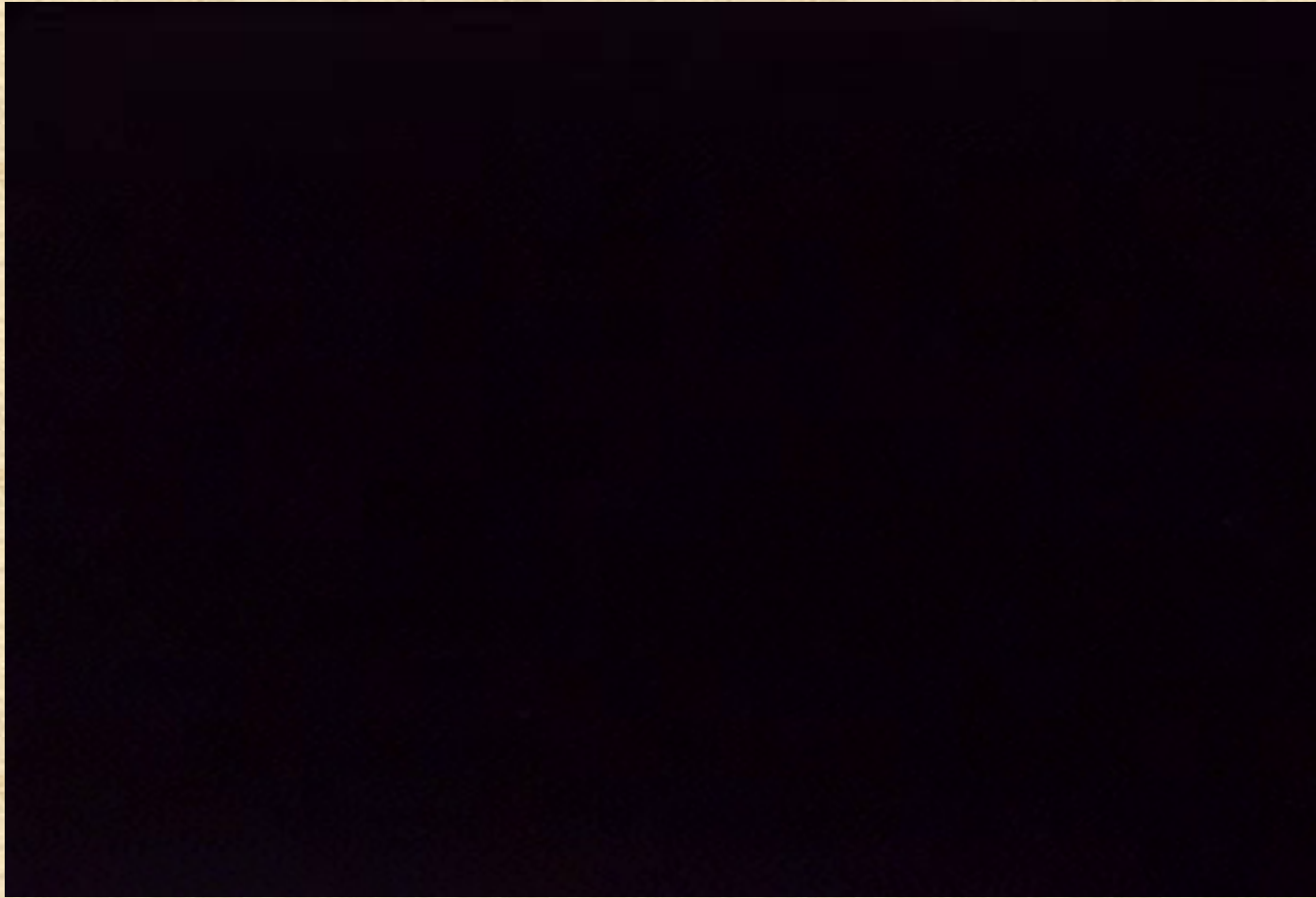


WILLIAM LEVITT ONE OF THE OWNERS OF *LEVITT AND SONS* THAT BUILT SEVERAL LEVITTOWNS.



AERIAL VIEW OF A LEVITTOWN. THE ORIGINAL HOMES COST \$8,000 (\$60,00 IN 2002).





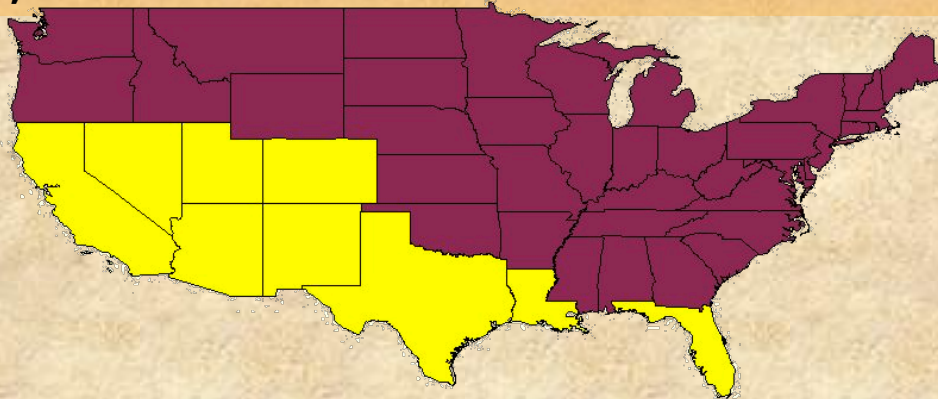
Levittown promotion film, 21 minutes

1950's AMERICAN FAMILY



POPULATION SHIFT TO THE SUNBELT STATES

- ☀️ **"SUNBELT" DESCRIBES THE "SUNNY" AREA FROM THE SOUTHERN ATLANTIC COAST TO CALIFORNIA.**
- ☀️ **FLORIDA, ARIZONA AND NEVADA EXPERIENCED OVER 100% POPULATION GROWTH WHILE STATES LIKE CALIFORNIA, UTAH AND COLORADO SAW THEIR POPULATIONS GROW 51% TO 100%.**
- ☀️ **BY 1963, CALIFORNIA BECAME THE MOST POPULOUS STATE IN THE UNION.**
- ☀️ **ADVANCES IN AIR CONDITIONING, AIR TRAVEL AND AN IMPROVED HIGHWAY SYSTEM CONTRIBUTED TO THIS POPULATION SHIFT.**
- ☀️ **THE FAST GROWING AEROSPACE INDUSTRY WAS LOCATED MAINLY IN SUNBELT AREAS.**
- ☀️ **RETIREMENTS COMMUNITIES SPRANG UP TO SERVE SENIORS LOOKING FOR A WARM, SUNNY CLIMATE**



POPULATION SHIFTS WESTWARD

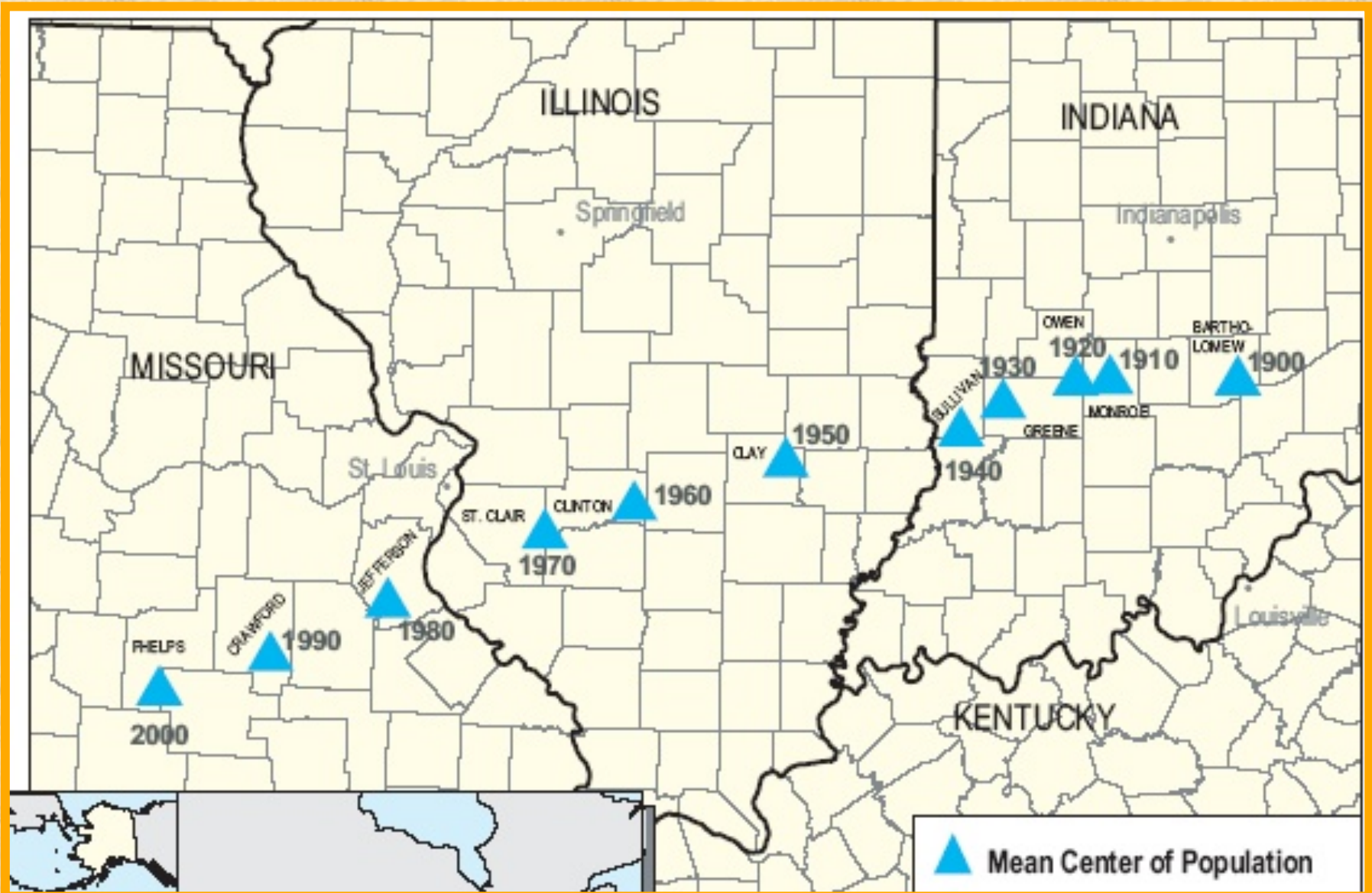
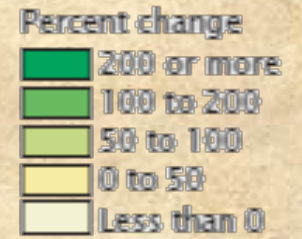
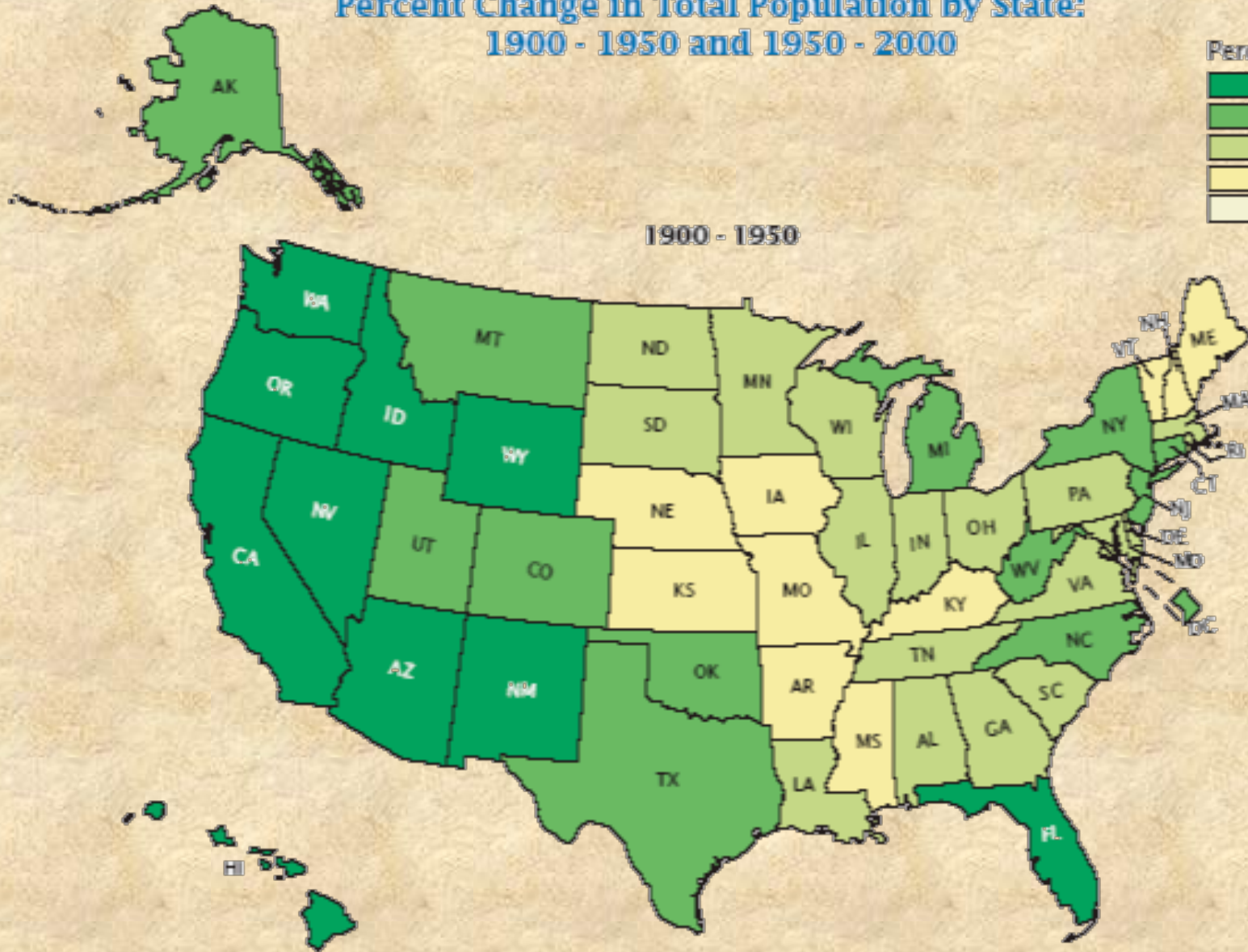


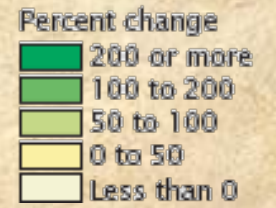
Figure 1-12.
**Percent Change in Total Population by State:
 1900 - 1950 and 1950 - 2000**



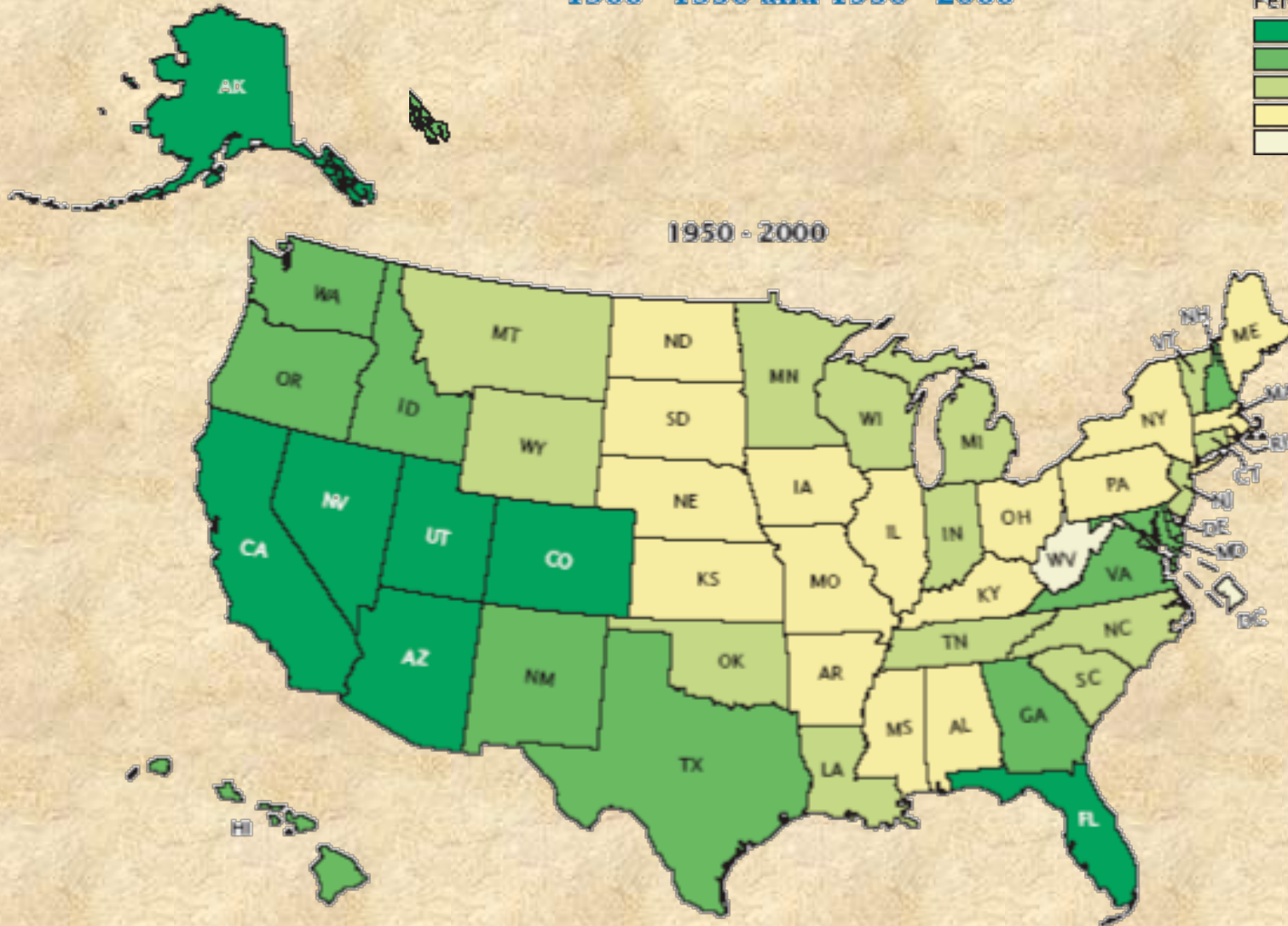
1900 - 1950



Percent Change in Total Population by State: 1900 - 1950 and 1950 - 2000



1950 - 2000



Source: U.S. Census Bureau, decennial census of population, 1900, 1950, and 2000.

AMERICAN WORKERS FACED A CHANGING WORKPLACE AS FACTORY AND MANUAL LABOR JOBS (BLUE- COLLAR) BEGAN DISAPPEARING



FEWER WORKERS PRODUCED GOODS



WORK WAS SHIFTING FROM PRODUCTION TO SERVICES

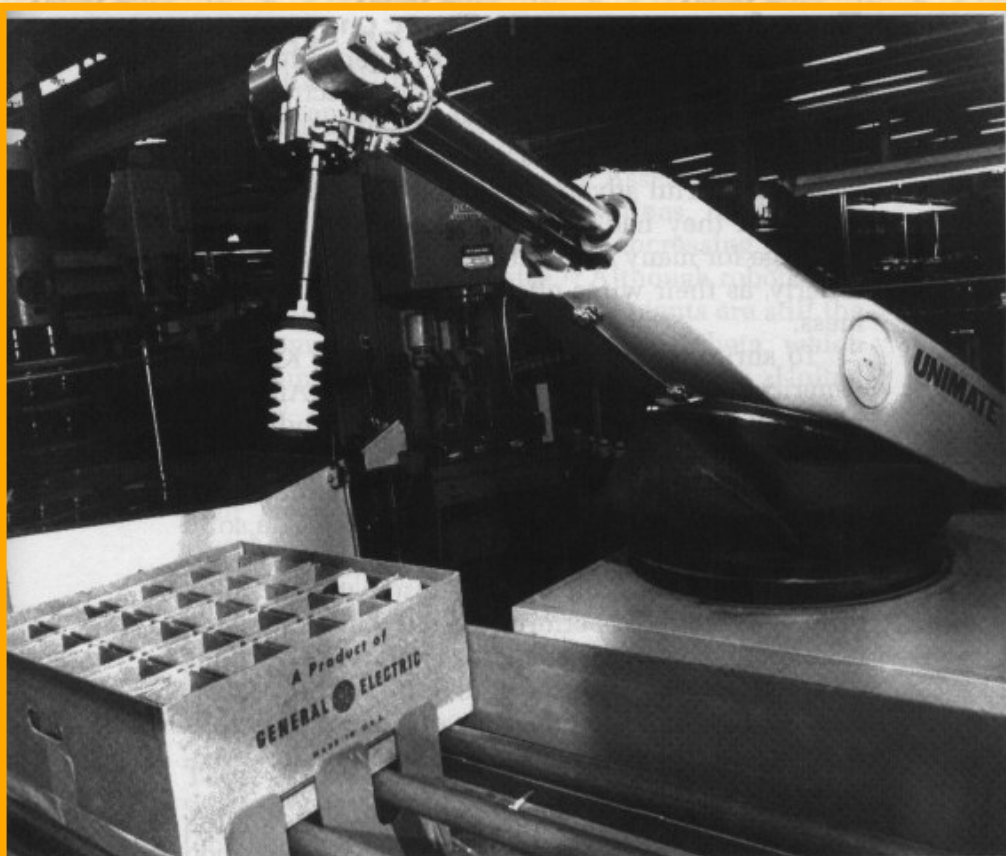


BY 1956, THE MAJORITY OF WORKERS HELD WHITE-COLLAR JOBS SUCH AS CORPORATE MANAGERS, TEACHERS, SALESPERSONS AND OFFICE WORKERS

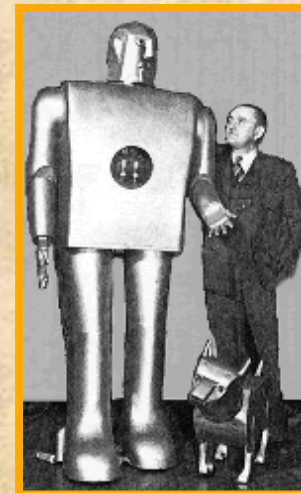


UNION MEMBERSHIP WAS IMPACTED AS THERE WERE LESS UNION JOBS BEING CREATED

Automation of many industries began a trend away from manufacturing jobs to sales and service occupations. This led to some dislocation as workers had to move or retrain to learn new skills.



Armed for duty. A Unimate robot—really, just an arm—picks up and puts down parts in a General Electric factory.



**Robots,
real and
pretend**



Television

- **NEW FORM OF ENTERTAINMENT**
- **STATISTICS**
- **ADVERTISEMENTS**
- **POPULAR PROGRAMS**

BEGINNING IN THE 1950's TELEVISION BECAME THE MOST POPULAR FORM OF ENTERTAINMENT



IN THE EARLY 1950's TV SHOWS WERE LIVE. MANY EARLY SHOWS FEATURED URBAN ETHNIC FAMILIES. BY THE LATE 1950's ALL ETHNIC SHOWS HAD DISAPPEARED. THEY WERE REPLACED WITH SHOWS FEATURING AFFLUENT WHITE FAMILIES LIVING IN THE SUBURBS.



THE EARLY 50's IS OFTEN REFERRED TO AS THE "GOLDEN AGE OF TELEVISION" BECAUSE OF THE QUALITY PROGRAMS.



AS REVENUE FROM ADVERTISING GREW TELEVISION CORPORATIONS BEGAN TO LURE LARGE AUDIENCES BY LOWERING THE QUALITY OF THE SHOWS. INSTEAD OF DRAMAS, NEWS AND EDUCATIONAL FARE, SOAP OPERAS, VIOLENCE, GAME SHOWS, AND SPORTS CAME TO DOMINATE THE AIRWAVES.



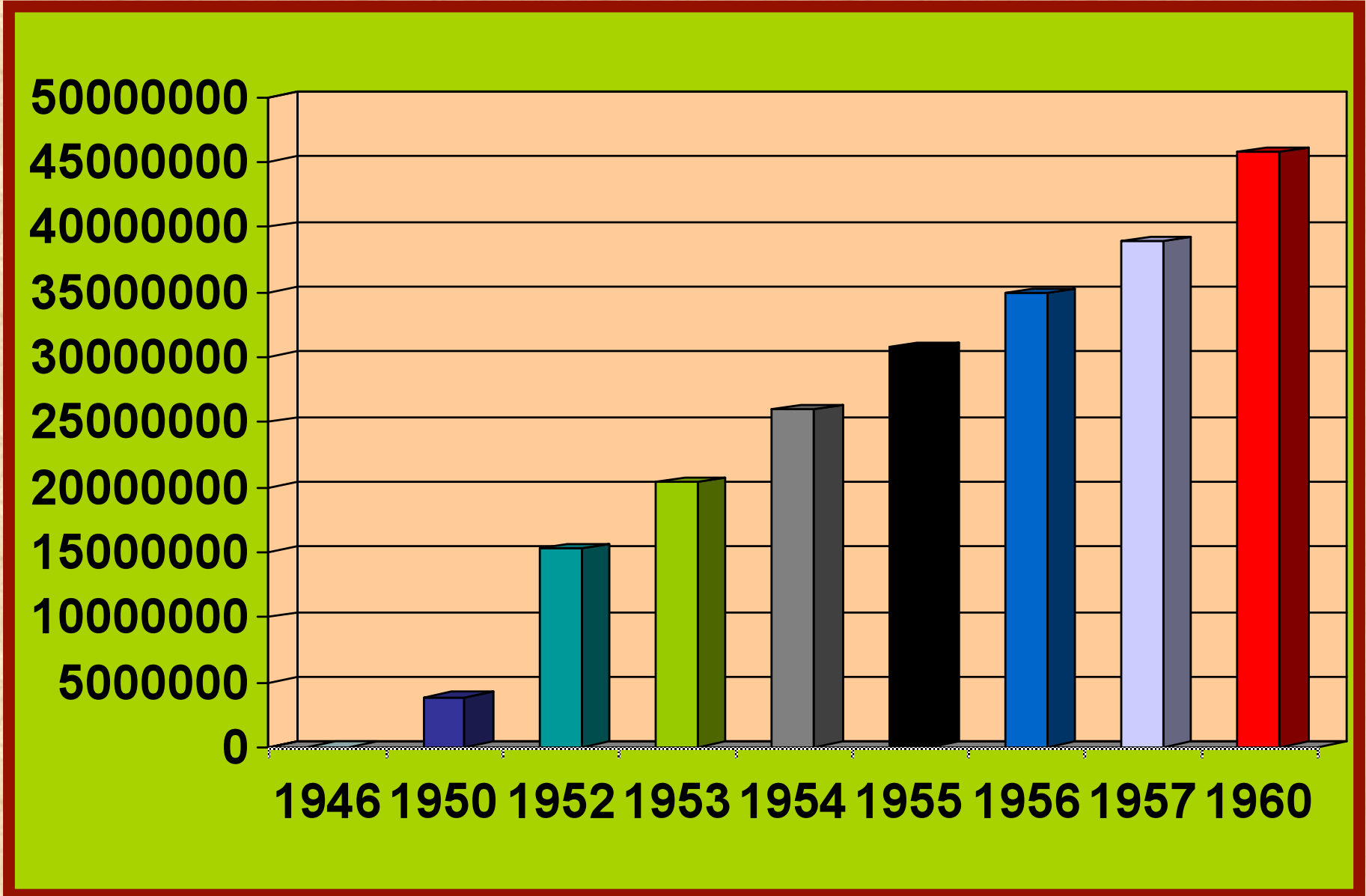
CRITICS CHARGED TV WAS TURNING INTO MINDLESS ENTERTAINMENT. PRESIDENT KENNEDY'S HAND-PICKED CHAIRMAN OF THE FEDERAL COMMUNICATIONS COMMISSION, NEWTON MINOW, SAID TELEVISION HAD TURNED INTO A "VAST WASTELAND".



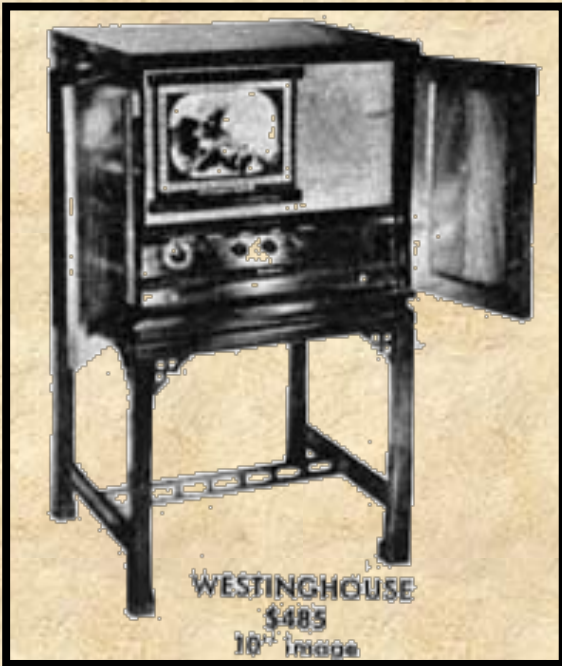
"WHY, I ASK, ISN'T IT POSSIBLE THAT ADVERTISING AS A WHOLE IS A FANTASTIC FRAUD, PRESENTING AN IMAGE OF AMERICA TAKEN SERIOUSLY BY NO ONE, LEAST OF ALL BY THE ADVERTISING MEN WHO CREATE IT?" PROFESSOR DAVID RIESMAN

Year	Number of TV Households	% of American Homes with TV
1950	3,880,000	9.0
1951	10,320,000	23.5
1952	15,300,000	34.2
1953	20,400,000	44.7
1954	26,000,000	55.7
1955	30,700,000	64.5
1956	34,900,000	71.8
1957	38,900,000	78.6
1958	41,920,000	83.2
1959	43,950,000	85.9
1960	45,750,000	87.1
1961	47,200,000	88.8
1962	48,855,000	90.0
1963	50,300,000	91.3

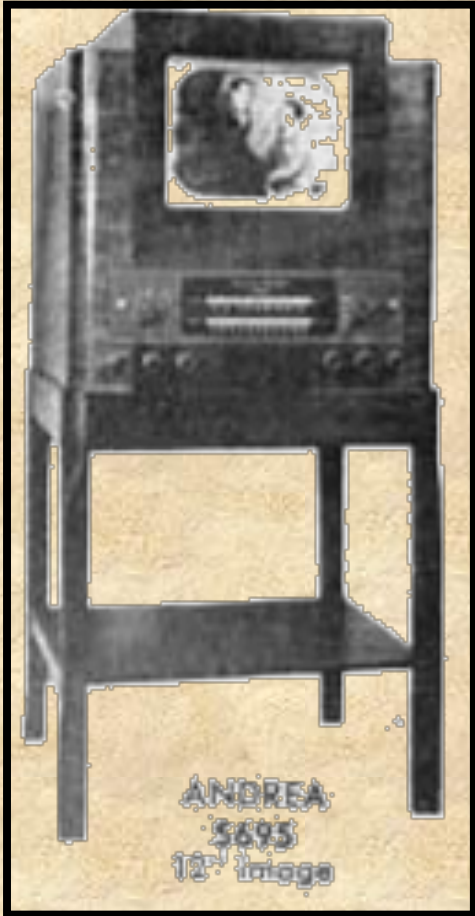
Households with Televisions



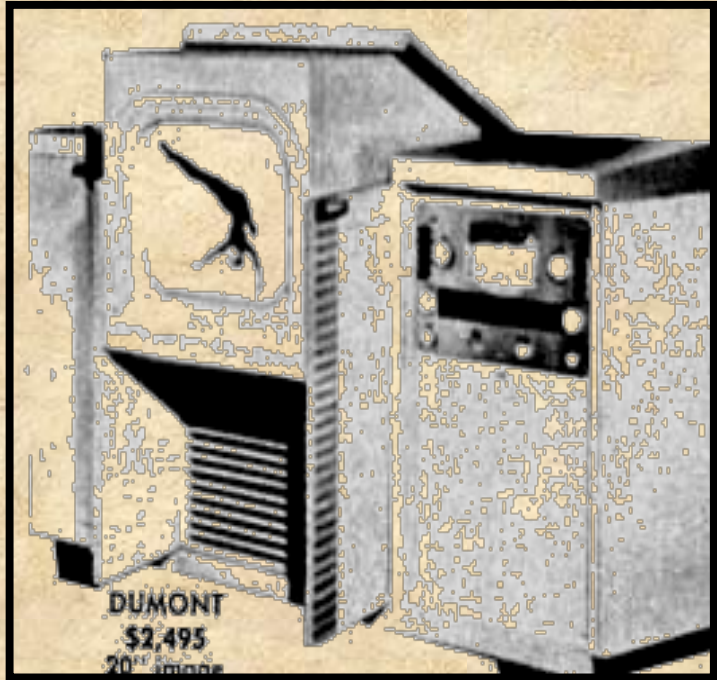
1948 Television sizes and prices



**10" screen
in 2002 would cost
\$3,758**



**12" screen
in 2002 would
cost \$5,386**



**20" screen
in 2002 would
cost \$19,336**

1959 COLOR
TV WOULD
COST \$3291
IN 2002



My second most prized possession

No, Color TV is not Lilly Daché's most prized possession. That exquisite Nepalese altar piece is.

And we won't argue with designer Daché's choice. Especially since she placed Color TV second on her "most prized" list. You probably know some of the reasons for that selection already. The wonderful difference Color TV makes. The continuing enjoyment it gives. The beauty of the color picture. The pride in owning the finest.

(An interesting sidelight: When she first decided on Color TV, Miss Daché chose the least expensive of RCA Victor's dozen or

so models—the \$495 one. Just a matter of personal taste. And anyone who has admired a Daché hat could question Lilly's taste.)

In short, our case pro Color TV is this: "Living Color" TV is the best television there is. That's why RCA Victor Color TV appeals to more and more people like Miss Daché. People who lead the colorful life.

RCA Victor offers Color TV sets at prices from \$495. If you are considering one as a second (or third) most prized possession of your own, ask your RCA Victor dealer to arrange a demonstration. See the difference Color TV makes—for yourself.





Television transforms American life





I love Lucy

1950's TV shows



Howdy Doody



Sid Caesar



Playhouse 90




American Bandstand

Culture and Society


- **RELIGIOUS REVIVAL**
- **SEARCH FOR SECURITY AND THE SILENT/ APATHETIC GENERATION**
- **ROCK 'N' ROLL**
- **FEAR OF JUVENILE DELINQUENCY**
- **ACADEMIC CRITICS OF SOCIETY**
- **"BEATS"**
- **EDUCATIONAL CRISIS**

RELIGIOUS REVIVAL


 UP UNTIL 1950 LESS THEN 50% OF AMERICANS BELONGED TO A CHURCH OR TEMPLE.

 BY THE LATE 1950'S, 75% BELONGED TO A RELIGIOUS ORGANIZATION AND MANY MORE CLAIMED A BELIEF IN GOD.

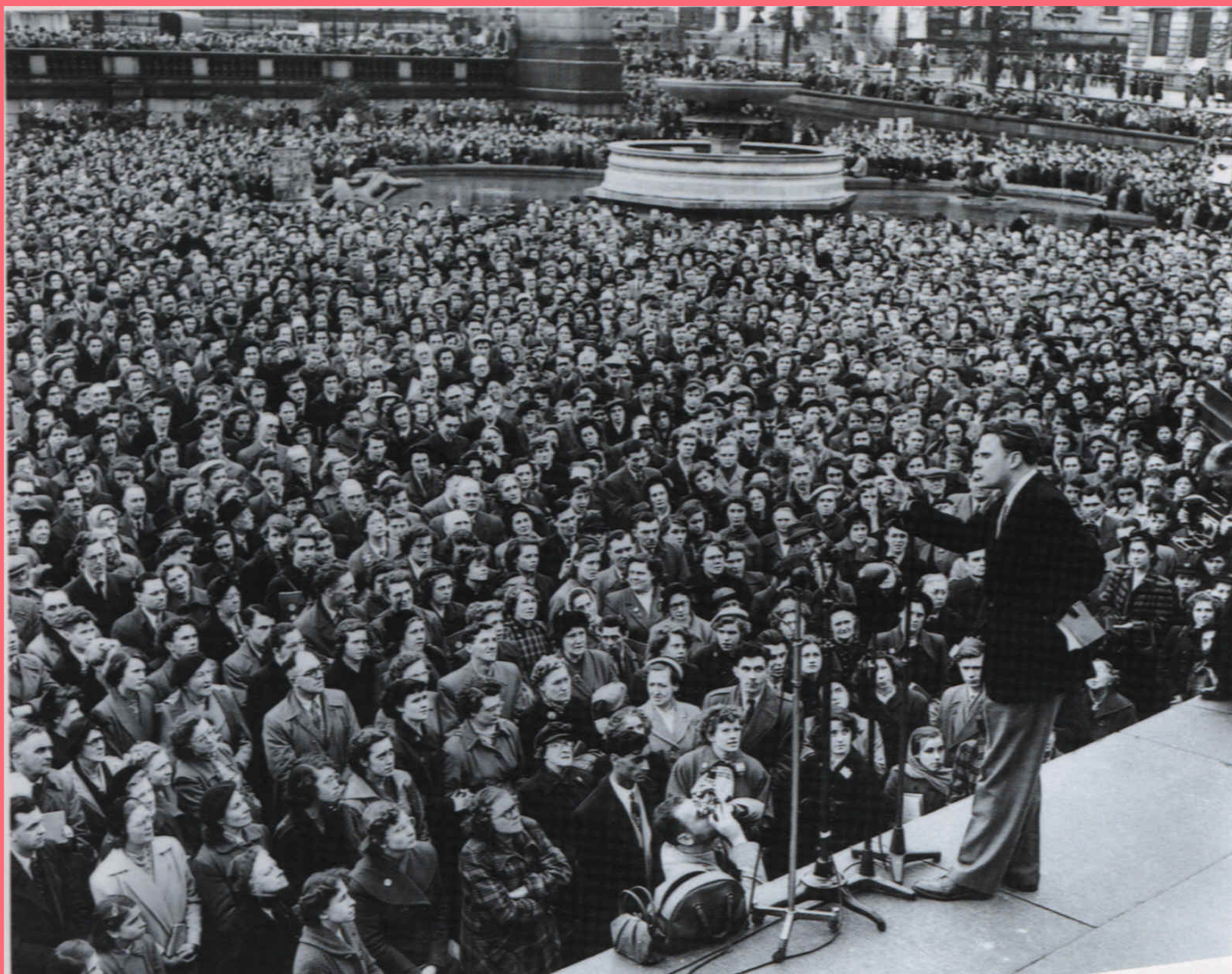
 TELEVISION WAS USED EXTENSIVELY TO PROMOTE RELIGION AND A NEW WORD, "TELEVANGELIST", ENTERED THE VOCABULARY.

 MANY THEORIES WERE ADVANCED AS TO WHY THIS UPSURGE IN RELIGION OCCURRED. THESE THEORIES RANGED FROM THE FEARS GENERATED BY THE COLD WAR AND COMMUNISM TO THE TURNING AWAY FROM THE CRASS CONSUMERISM, COMMERCIALISM, AND STATUS-SEEKING THAT DOMINATED POST WAR SOCIETY.

 THE WELL KNOWN PREACHER, BILLY GRAHAM, CAME TO PERSONIFY THIS NEW INTEREST IN RELIGION.

 THE EXPRESSION "UNDER GOD" WAS ADDED TO THE PLEDGE OF ALLEGIANCE.

BILLY GRAHAM GIVES A SERMON TO AN OUTDOOR AUDIENCE





SEARCH FOR SECURITY AND THE SILENT/ APATHETIC GENERATION

- **SOCIOLOGIST DAVID REISMAN IN HIS CLASSIC BOOK, THE LONELY CROWD AN ANALYSIS OF THE NEW MIDDLE CLASS, NOTED THE AMERICAN SOCIETY OF THE 1950's WAS "OTHER DIRECTED" WHICH CONTRIBUTED TO STABILITY AND CONFORMITY.**
- **THE MEDIA, ESPECIALLY TELEVISION, REINFORCED CONFORMITY AND TRADITION BY PORTRAYING ACCEPTED SOCIAL PATTERNS ALL COULD IDENTIFY WITH. SHOWS THAT TYPIFY CONFORMITY AND SUBURBAN LIFESTYLES INCLUDED FATHER KNOWS BEST, LEAVE IT TO BEAVER AND THE ADVENTURES OF OZZIE AND HARRIET.**
- **FAMILY ROLES WERE CLEARLY MARKED. IN THE MODEL FAMILY, FATHER WAS THE BREADWINNER WHO WORKED IN AN OFFICE, MOTHER WAS A HOMEMAKER AND THE CHILDREN WERE INVOLVED WITH SCHOOL AND FRIENDS.**
- **DESPITE THE STEREOTYPED PORTRAYAL MORE AND MORE WOMEN WERE ENTERING THE WORKFORCE. IN 1950 24% OF THE FEMALE POPULATION WAS IN THE WORKFORCE. BY THE END OF THE DECADE THIS PERCENTAGE HAD RISEN TO 33%.**
- **YOUTH IN THE 1950's, CONTEMPORARY OBSERVERS NOTED, SEEMED APATHETIC AND NOT INTERESTED IN CHALLENGING THE POLITICAL OR SOCIAL NORMS OF THE TIME.**



**David
Reisman,
sociologist and
professor**





Leave It to Beaver

1950's TV shows presenting ideal American families

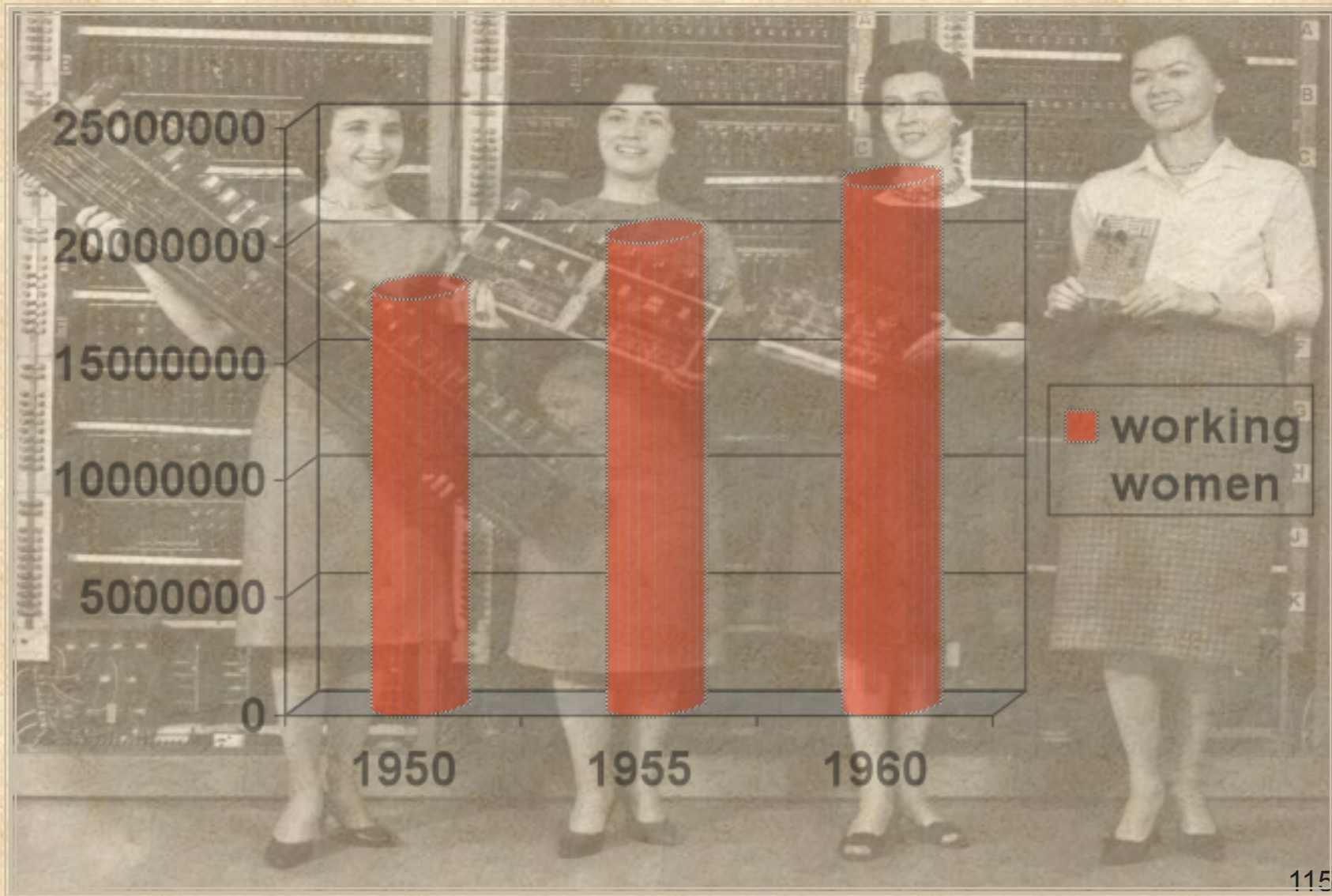


The Adventures of Ozzie and Harriet



Father Knows Best

Working Women



ROCK 'N' ROLL AND THE FEAR OF JUVENILE DELINQUENCY



ROCK 'N' ROLL MUSIC BECAME POPULAR AMONG TEENAGERS IN THE 1950's. SINCE MANY ADULTS DID NOT LIKE THE MUSIC IT WAS SEEN AS A TEENAGE FORM OF EXPRESSION DIFFERENT FROM THE PREVAILING CONFORMITY.



THE MUSIC WAS A BLEND OF BLACK BLUES, WHITE COUNTRY, AND BLACK GOSPEL.



ROCK 'N' ROLL DANCING SHOCKED ADULTS MANY OF WHOM ALSO DISLIKED THE INTERRACIAL NATURE OF THE MUSIC.



THE "KING" OF ROCK 'N' ROLL WAS ELVIS PRESLEY.



Elvis eventually went on to sell 77 million albums in the 20th century.





**Buddy
Holly**



Chuck Berry

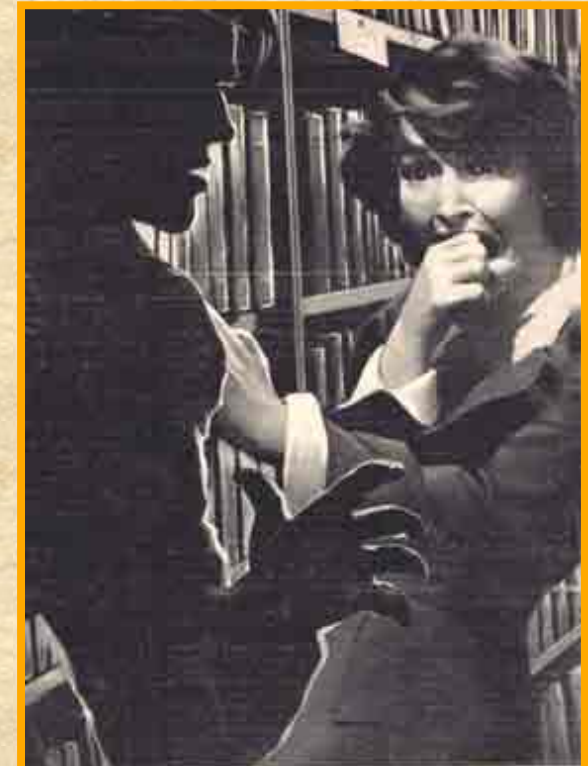
Little Richard



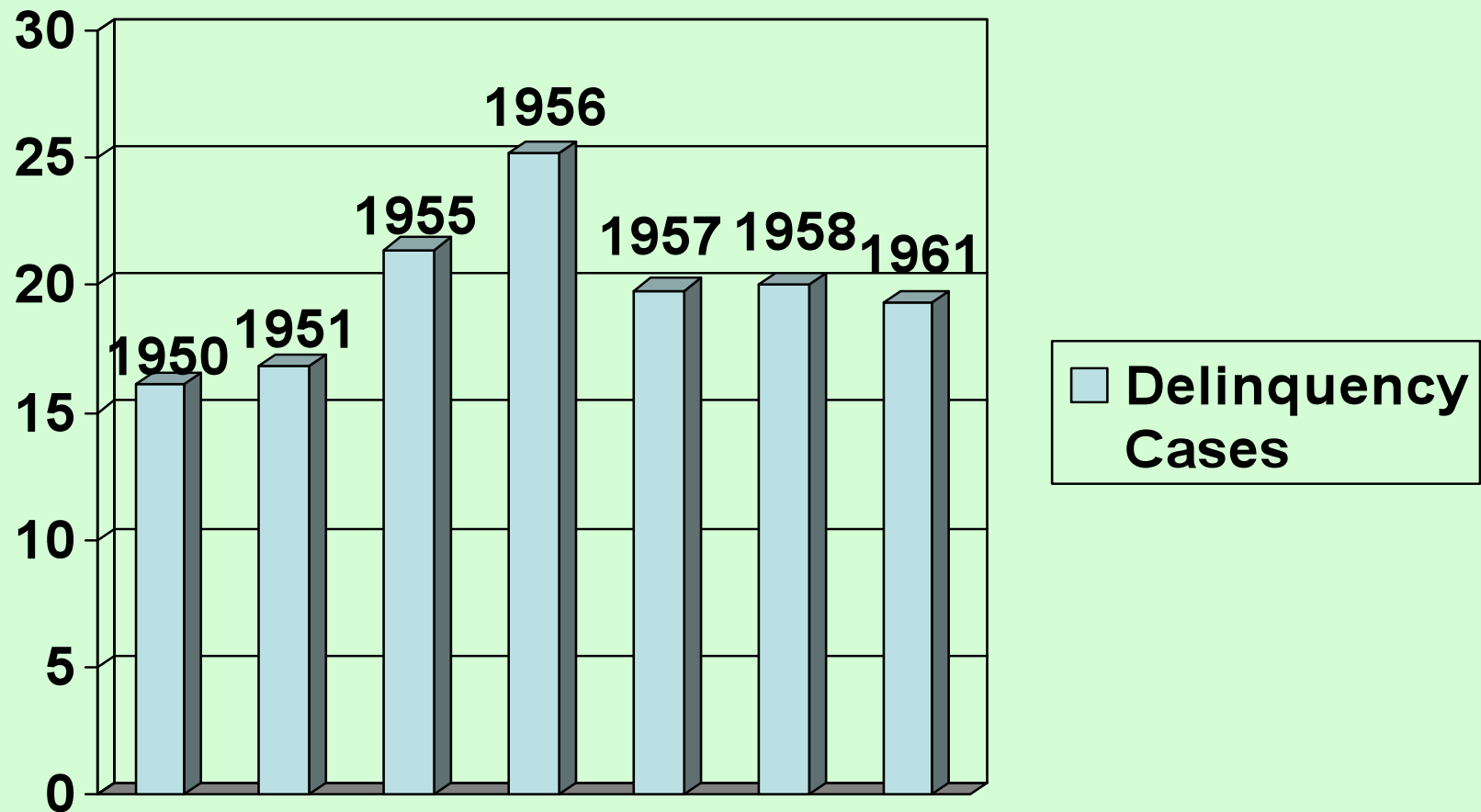
Fear of Juvenile Delinquency



1950's
movies which
reinforced
the idea there
was an
epidemic of
juvenile
violence



Juvenile Delinquency Cases per 1,000 population



THERE WAS WIDESPREAD FEAR IN THE 1950's THAT JUVENILE CRIME WAS RISING RAPIDLY. LAW ENFORCEMENT STATISTICS DID NOT SUPPORT THIS CONCLUSION BUT THE FEAR WAS REAL. IN 1954, SENATOR ESTES KEFAUVER HELD HEARINGS ON JUVENILE CRIME. HIS TOP WITNESS AND CONSULTANT WAS PSYCHIATRIST DR. FREDRIC WERTHAM. DR. WERTHAM BELIEVED "HEAVY COMIC BOOK READING" WAS A DIRECT CAUSE OF JUVENILE DELINQUENCY. HE WROTE A BOOK CALLED SEDUCTION OF THE INNOCENT WHICH CHARGED COMICS INCLUDING SUPERMAN AND BATMAN WERE CORRUPTING AMERICAN YOUTH. DR. WERTHAM BELIEVED "THE TIME HAS COME TO LEGISLATE THESE BOOKS OFF THE NEWSSTANDS....". THE RESULT WAS THE ESTABLISHMENT OF A "COMIC CODE" TO REGULATE COMIC CONTENT.

**LURID COMIC BOOKS FROM THE 1950's LED TO
A DEMAND FOR REGULATION**





ACADEMIC CRITICS OF SOCIETY

SOCIOLOGIST C. WRIGHT MILLS

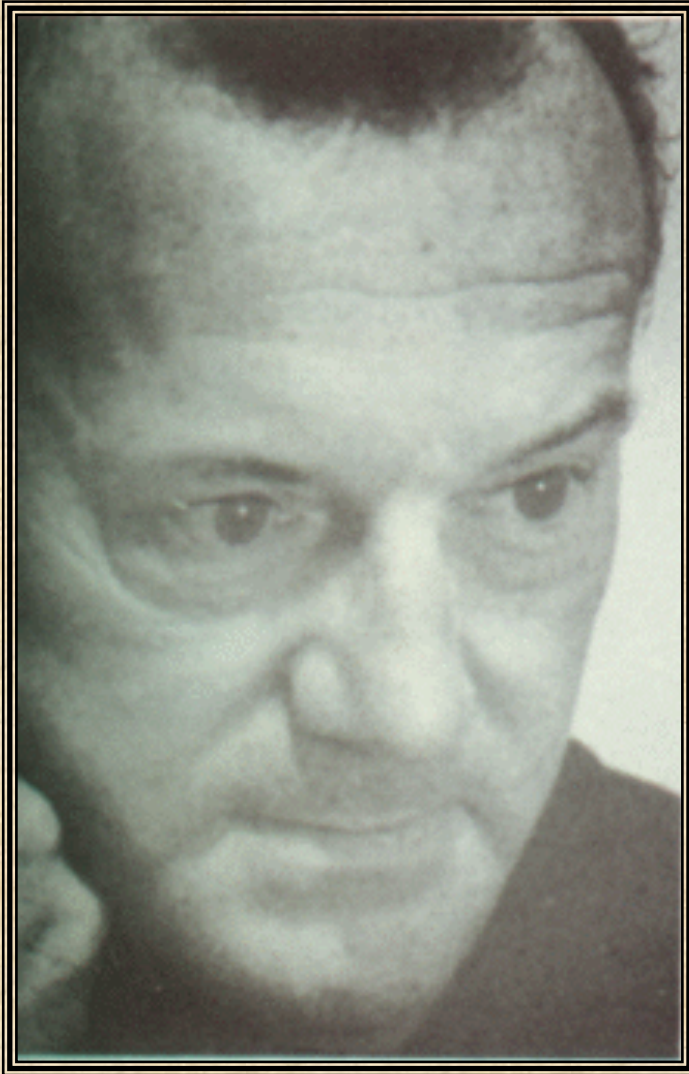
MILLS BELIEVED A NEW ASCENDANCY OF "WHITE COLLAR" WAS REPLACING THE OLDER "BLUE COLLAR" WORKERS. THESE NEW WORKERS WERE UNORGANIZED AND DEPENDENT ON LARGE BUREAUCRACIES FOR THEIR EXISTENCE. ALONG WITH SOCIOLOGIST DAVID REISMAN, MILLS WAS APPREHENSIVE ABOUT THE DECLINE IN INDIVIDUALISM IN THE NEW CONSUMER BASED SOCIETY.

QUOTES FROM C. WRIGHT MILLS

"THE LIFE-FATE OF THE MODERN INDIVIDUAL DEPENDS NOT ONLY UPON THE FAMILY INTO WHICH HE WAS BORN OR WHICH HE ENTERS BY MARRIAGE, BUT INCREASINGLY UPON THE CORPORATION IN WHICH HE SPENDS THE MOST ALERT HOURS OF HIS BEST YEARS"

"PRESTIGE IS THE SHADOW OF MONEY AND POWER. WHERE THESE ARE, THERE IT IS. LIKE THE NATIONAL MARKET FOR SOAP OR AUTOMOBILES AND THE ENLARGED ARENA OF FEDERAL POWER, THE NATIONAL CASH-IN AREA FOR PRESTIGE HAS GROWN, SLOWLY BEING CONSOLIDATED INTO A TRULY NATIONALIST SYSTEM"

"PEOPLE WITH ADVANTAGES ARE LOATHE TO BELIEVE THAT THEY JUST HAPPEN TO BE PEOPLE WITH ADVANTAGES"



C. Wright Mills

MILLS WROTE IN HIS BOOK WHITE COLLAR, "WHEN WHITE COLLAR PEOPLE GET JOBS THEY SELL NOT ONLY THEIR TIME AND ENERGY, BUT THEIR PERSONALITIES AS WELL."

WILLIAM H. WHYTE, IN HIS BOOK THE ORGANIZATION MAN, PRESENTED A PICTURE OF PEOPLE OBSESSED WITH FITTING INTO THEIR COMMUNITY AND JOB.

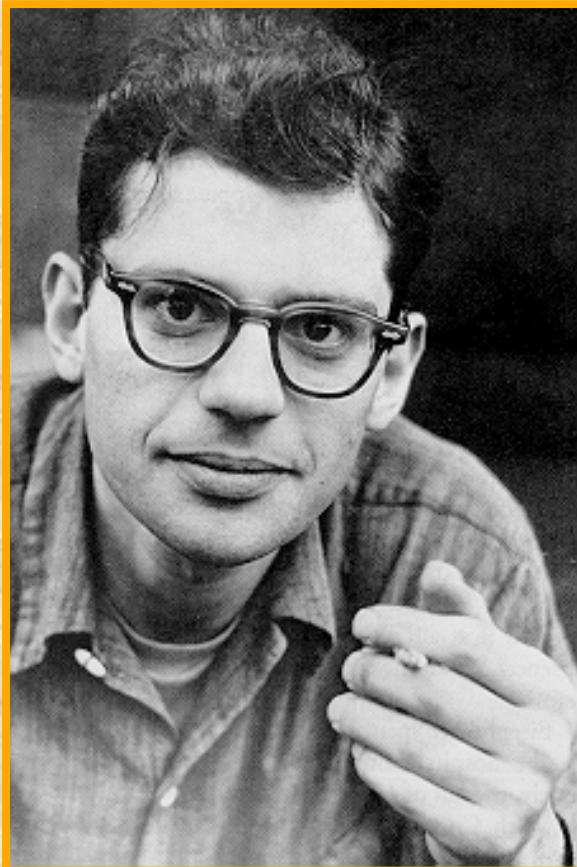
A BEST SELLING NOVEL OF THE 1950'S, MAN IN THE GREY FLANNEL SUIT DESCRIBED A BUSINESSMAN WHO REJECTED SACRIFICING HIS LIFE FOR HIS JOB.



MOVIE MADE FROM
THE BOOK

BEATS: LITERARY REBELS AGAINST CONFORMITY AND THE CONSUMER CULTURE

- ☐ THEY TOOK THEIR NAME FROM A ZEN BUDDHIST TERM WHICH MEANS TO SEARCH FOR INNER GRACE.**
- ☐ BEATS MET IN COFFEE HOUSES WHERE THEY RECITED POETRY ACCOMPANIED BY JAZZ MUSIC**
- ☐ SEVERAL FAMOUS POETS AND AUTHORS IDENTIFIED WITH THE BEAT MOVEMENT. ALLEN GINSBURG'S POEM HOWL SERVED AS AN ANTHEM FOR THE MOVEMENT.**
- ☐ JACK KEROUAC, THE MOST FAMOUS WRITER OF THE GROUP, HAD LITERARY AND FINANCIAL SUCCESS WITH HIS NOVELS, THE MOST POPULAR BEING ON THE ROAD.**
- ☐ THE BEATS WERE A FORERUNNER TO THE LARGER COUNTERCULTURE MOVEMENTS WHICH WOULD TAKE PLACE IN THE 1960's.**



Allen Ginsburg



THE MOST TALKED ABOUT AD IN NEW YORK

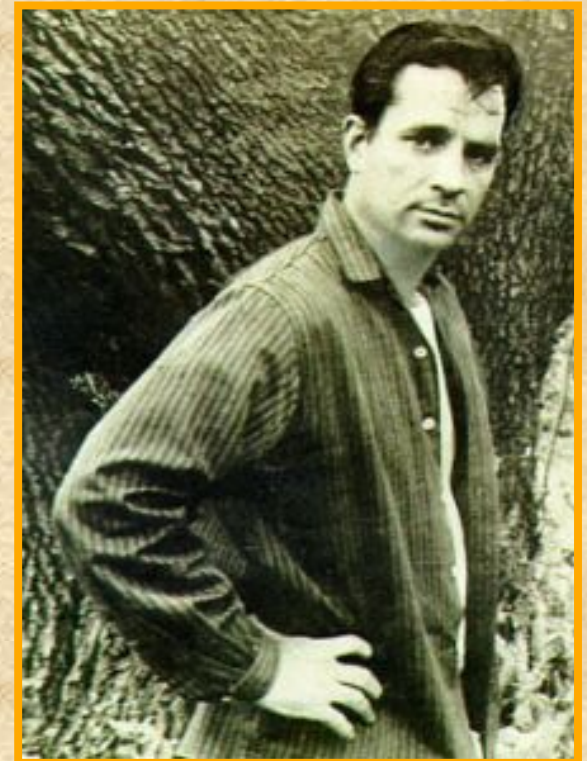
Who is The Beat Generation the most significant literary event in our time? Get the real story from the real beats.

RENT GENUINE BEATNIKS

BADLY GROOMED BUT BRILLIANT (Male and Female)

n.b.

FOR FUND RAISING & PRIVATE PARTIES/
TO LECTURE AT YOUR CLUB/MODEL FOR
PHOTOGRAPHS/ENTERTAIN OR READ POETRY
PLAY BONGO DRUMS / BOX 400 /
VOICE / 22 GREENWICH AVE. / N. Y. 11



Jack Kerouac

MALVINA REYNOLDS PROTEST FOLK SONG

1. Little boxes on the hillside,
Little boxes made of ticky-tacky,
Little boxes, little boxes,
Little boxes, all the same.
There's a green one and a pink
one
And a blue one and a yellow one
And they're all made out of ticky-
tacky
And they all look just the same.

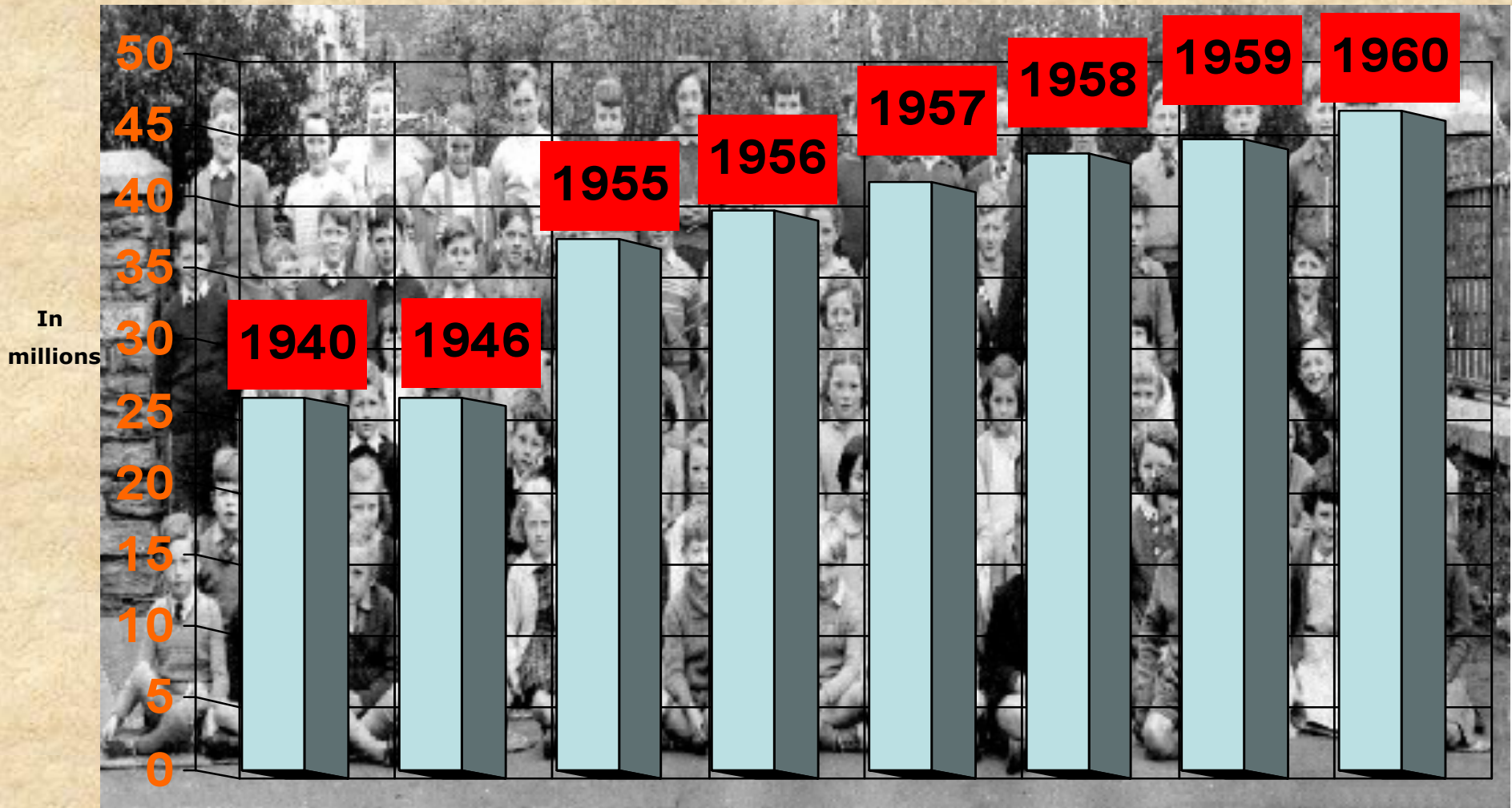
2. And the people in the houses
All go to the university,
And they all get put in boxes,
Little boxes, all the same.
And there's doctors and there's
lawyers
And business executives,
And they're all made out of ticky-
tacky
And they all look just the same.

3. And they all play on the golf-
course,
And drink their Martini 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,
And they all get put in boxes
And they all come out the same.

4. And the boys go into business,
And marry, and raise a family,
And they all get put in boxes,
Little boxes, all the same.
There's a green one and a pink
one
And a blue one and a yellow one
And they're all made out of ticky-
tacky
And they all look just the same.

CRISIS IN EDUCATION

CHILDREN OF THE BABY BOOM WERE OVERWHELMING EXISTING SCHOOL FACILITIES. CHART SHOWS INCREASING SCHOOL ENROLLMENT IN MILLIONS.



EDUCATION IN THE 1950's



SCHOOL DISTRICTS NEEDED LARGE CASH INFUSIONS WHICH WERE OFTEN NOT AVAILABLE TO BUILD NEW SCHOOLS. CALIFORNIA WAS BUILDING ONE NEW SCHOOL A WEEK TO KEEP UP WITH ENROLLMENT.



PRESIDENT EISENHOWER DID LITTLE TO HELP SCHOOLS UNTIL 1958 WITH THE NATIONAL DEFENSE EDUCATION ACT

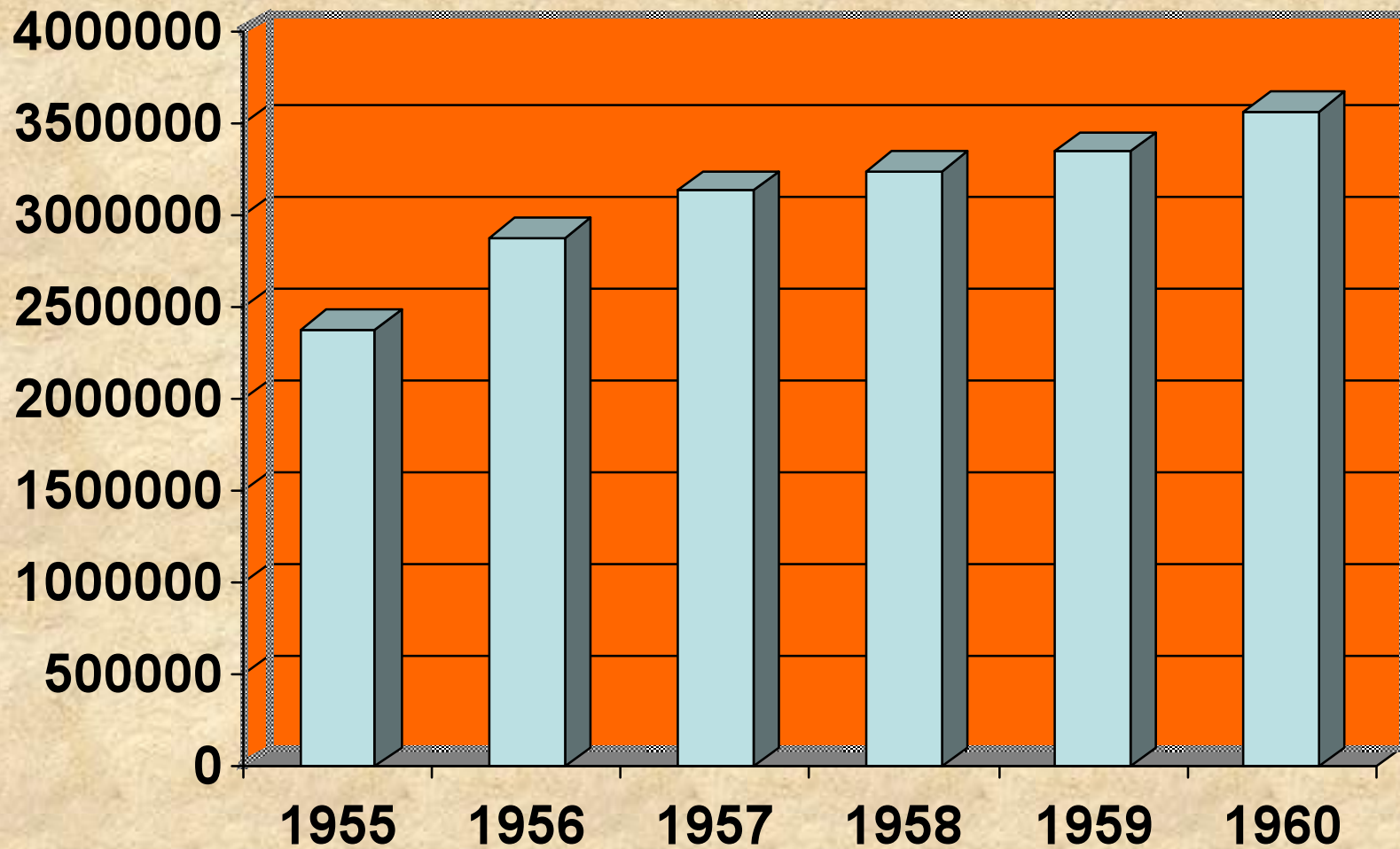


A BOOK WRITTEN IN 1955 ENTITLED WHY JOHNNY CAN'T READ LED TO DEMANDS FOR EDUCATIONAL REFORM BUT NOT THE FUNDING TO CARRY THEM OUT



COLLEGE ENROLLMENT INCREASED FROM 1.4 MILLION IN 1940 TO 3.6 MILLION IN 1960

COLLEGE ENROLLMENT 1955-1960 IN MILLIONS OF STUDENTS



NATIONAL DEFENSE EDUCATION ACT 1958

THE FEDERAL GOVERNMENT BEGAN GIVING MONEY TO LOCAL SCHOOL DISTRICTS TO IMPROVE EDUCATION. THE U.S.S.R.'S LAUNCHING OF SPUTNIK IN 1957 AND THE FEAR OUR SCHOOLS WERE NOT PRODUCING ENOUGH SCIENTISTS WAS THE IMPETUS FOR THE ACT.

"THE CONGRESS FINDS THAT AN EDUCATIONAL EMERGENCY EXISTS AND REQUIRES ACTION BY THE FEDERAL GOVERNMENT. ASSISTANCE WILL COME FROM WASHINGTON TO HELP DEVELOP AS RAPIDLY AS POSSIBLE THOSE SKILLS ESSENTIAL TO TILE NATIONAL DEFENSE."

NDEA FOCUSED ON THE ADVANCEMENT OF EDUCATION IN SCIENCE, MATHEMATICS, AND MODERN FOREIGN LANGUAGES; BUT IT ALSO PROVIDED AID IN OTHER AREAS, INCLUDING TECHNICAL EDUCATION, AREA STUDIES, GEOGRAPHY, ENGLISH AS A SECOND LANGUAGE, COUNSELING AND GUIDANCE, SCHOOL LIBRARIES AND LIBRARIANSHIP, AND EDUCATIONAL MEDIA CENTERS. THE ACT PROVIDED INSTITUTIONS OF HIGHER EDUCATION WITH 90% OF CAPITAL FUNDS FOR LOW-INTEREST LOANS TO STUDENTS. NDEA ALSO GAVE FEDERAL SUPPORT FOR IMPROVEMENT AND CHANGE IN ELEMENTARY AND SECONDARY EDUCATION. THE ACT PROHIBITED FEDERAL DIRECTION, SUPERVISION, OR CONTROL OVER THE CURRICULUM, PROGRAM OF INSTRUCTION, ADMINISTRATION, OR PERSONNEL OF ANY EDUCATIONAL INSTITUTION, WHICH ACCOUNTS FOR THE DIFFERENCES IN AMERICAN EDUCATION FROM STATE TO STATE.

FEDERAL AID TO EDUCATION INCREASED OVER THE YEARS ALONG WITH ADDITIONAL FEDERAL RULES AND GUIDELINES



Civil Rights Movement

- **TIMELINE OF MAJOR EVENTS**
- **HEADLINES FROM THE MOVEMENT**

TIMELINE OF THE CIVIL RIGHTS MOVEMENT

1948-1960



1948 PRESIDENT TRUMAN ISSUED TWO EXECUTIVE ORDERS. ONE INSTITUTED FAIR EMPLOYMENT PRACTICES IN THE CIVILIAN AGENCIES OF THE FEDERAL GOVERNMENT; THE OTHER PROVIDED FOR "EQUALITY OF TREATMENT AND OPPORTUNITY IN THE ARMED FORCES WITHOUT REGARD TO RACE, COLOR, RELIGION, OR NATIONAL ORIGIN." THIS WAS A MAJOR VICTORY FOR CIVIL RIGHTS ADVOCATES IN THE QUEST FOR FULL CITIZENSHIP.



1954 & 1955 *BROWN V. BOARD OF EDUCATION OF TOPEKA, KANSAS*, SUPREME COURT RULED SCHOOLS MUST BE DESEGREGATED "WITH ALL DELIBERATE SPEED"



1955 ROSA PARKS REFUSED TO GIVE UP HER BUS SEAT TO A WHITE MAN AND WAS ARRESTED. THIS LED TO THE MONTGOMERY BUS BOYCOTT LED BY MARTIN LUTHER KING JR. BUS SEGREGATION WAS RULED UNCONSTITUTIONAL BY THE SUPREME COURT



1957 STRUGGLE FOR INTEGRATION AT CENTRAL HIGH SCHOOL IN LITTLE ROCK ARKANSAS. PRESIDENT EISENHOWER WAS FORCED TO SEND FEDERAL TROOPS TO ENSURE INTEGRATION OF THE SCHOOL.



1957 *THE CIVIL RIGHTS ACT OF 1957*, MADE IT A FEDERAL CRIME TO INTERFERE WITH THE VOTING RIGHTS OF U.S. CITIZENS. THE CIVIL RIGHTS COMMISSION WAS ESTABLISHED TO INVESTIGATE INFRINGEMENTS OF THIS LAW.

PRESIDENT TRUMAN WIPES OUT SEGREGATION IN ARMED FORCES

2nd Order Sets Up FEPC In All Government Jobs

In a dramatic and historic move, unprecedented since the time of Lincoln, President Harry Truman issued Monday afternoon two executive orders which from now on will govern the armed forces of the United States and guarantee equal job opportunities to the Federal government, and all of its branches.

Executive Order No. 1

Establishing President's Committee on Equality of Treatment and Opportunity in the Armed Services.

WHEREAS it is essential that there be maintained in the armed services of the United States the highest standards of democracy, with equality of treatment and opportunity for all those who serve in our country's defense; and

WHEREAS, by virtue of the authority vested in me as President of the United States by the Constitution and the Statutes of the United States, it is my duty to see that the highest standards of democracy are maintained in the armed services of the United States; and

WHEREAS, it is my duty to see that the highest standards of democracy are maintained in the armed services of the United States; and

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NATIONAL Edition
Chicago Defender
WORLD'S GREATEST WEEKLY
10¢ PAY NO MORE

Under 'States' Rights' Posse, Bent On Lynching, Searches Woods For Prey

By GEORGE C. SHARPER

WASHINGTON, July 26 (AP)—A posse of about 20 men, bent on lynching a Negro man, searched woods for prey today in a remote section of the South.

The posse, which included several members of the Ku Klux Klan, was organized in the name of "States' Rights" and "local law enforcement."

Come Back And Do A Job Is Truman Edict

GOV Must Decide What Comes First, Party Or Nation



Intended Victims Show As Protesters

Rumor Negroes Would Resist Scatters Mob

Intended Victims Show As Protesters

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

By JOHN LEFKOER

MONTESSERY, Ala.—Confident his attack on Dixie states who would not of the Democratic convention met President Truman's civil rights program, Aubrey Williams, without another liberal, bid today to get out of Dixie states and stay out.

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

By VENICE SPRAGOR

PHILADELPHIA—Henry A. Wallace has an intention of abandoning his "progressive" label following completion of the new Progressive Party which attracted a widespread following.

Leaders To Help Raise Funds For Demo Campaign

A national committee of prominent leaders is being formed to help raise funds for the Democratic Party in its campaign for the 1948 election.

Snub Truman's Wife; Friends Are Too Dark

The Public House and the Brown Hotel refused to admit Mrs. Truman and her friends to a dinner party in Philadelphia.

Klan Increases Members To Score Negroes From Voting

PROSECUTORS, Ga.—Gurled in Indiana's progress from Nashville, Ga., to the South, the Klan is increasing its membership to score Negroes from voting.

Demand Return To Dixie Of Coast Businessmen Freed 21 Days Ago

DALLAS, Cal.—Following freedom, 600 East Coast businessmen demanded today that they be returned to Dixie states where they were arrested 21 days ago.

6 Killed, 19 Hurt As Trucks Collide On Memphis Highway

FRENCHMAN'S BAY, Ark.—Six workers, killed and 19 others injured today in a collision between a truck loaded with cement and a large city bus.

Judge Moore's Reappointment Wins Bar Nod

WASHINGTON—The American Bar Association today reappointed Judge Moore to the federal bench.

WRITE YOUR CONGRESSMAN—TODAY

—Urge Him To VOTE FOR PRESIDENT TRUMAN'S CIVIL RIGHTS LEGISLATION

Hint L. Lomas Jr. To Many Writer

WASHINGTON—L. Lomas Jr. is being hinted to many writers as a potential candidate for the White House.

Asks Integration Department In U. S. Department

WASHINGTON—A bill is being introduced to create a Department of Integration in the U.S. Government.

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EXECUTIVE ORDER

ESTABLISHING THE PRESIDENT'S COMMITTEE ON EQUALITY OF TREATMENT AND OPPORTUNITY IN THE ARMED SERVICES

WHEREAS it is essential that there be maintained in the armed services of the United States the highest standards of democracy, with equality of treatment and opportunity for all those who serve in our country's defense:

NOW, THEREFORE, by virtue of the authority vested in me as President of the United States, by the Constitution and the statutes of the United States, and as Commander in Chief of the armed services, it is hereby ordered as follows:

1. It is hereby declared to be the policy of the President that there shall be equality of treatment and opportunity for all persons in the armed services without regard to race, color, religion or national origin. This policy shall be put into effect as rapidly as possible, having due regard to the time required to effectuate any necessary changes without impairing efficiency or morale.
2. There shall be created in the National Military Establishment an advisory committee to be known as the President's Committee on Equality of Treatment and Opportunity in the Armed Services, which shall be composed of seven members to be designated by the President.
3. The Committee is authorized on behalf of the President to examine into the rules, procedures and practices of the armed services in order to determine in what respect such rules, procedures and practices may be altered or improved with a view to carrying out the policy of this order. The Committee shall confer and advise with the Secretary of Defense, the Secretary of the Army, the Secretary of the Navy, and the Secretary of the Air Force, and shall make such recommendations to the President and to said Secretaries as in the judgment of the Committee will effectuate the policy hereof.
4. All executive departments and agencies of the Federal Government are authorized and directed to cooperate with the Committee in its work, and to furnish the Committee such information or the services of such persons as the Committee may require in the performance of its duties.
5. When requested by the Committee to do so, persons in the armed services or in any of the executive departments and agencies of the Federal Government shall testify before the Committee and shall make available for the use of the Committee such documents and other information as the Committee may require.
6. The Committee shall continue to exist until such time as the President shall terminate its existence by Executive order.

HARRY S. TRUMAN

THE WHITE HOUSE

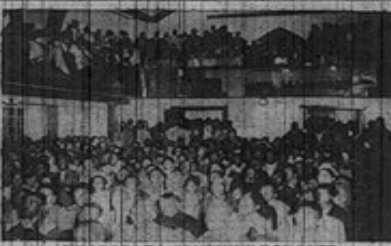
July 26, 1948

GROUP FROM...
MONTGOMERY, ALA., TUESDAY MORNING, DECEMBER 6, 1955
26 Pages
Price 5 Cents

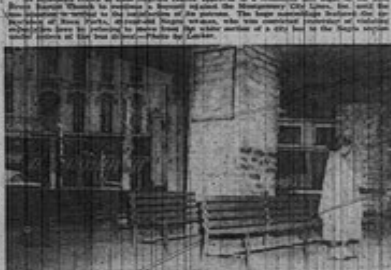
The Weather
Montgomery, Ala., Tuesday, Dec. 6, 1955.
Forecast: High 65, low 45, with light rain or drizzle.

5,000 At Meeting Outline Boycott; Bullet Clips Bus

By JOE ARBELL
Advertiser City Editor
An estimated 5,000 Montgomery Negroes packed the First Street Baptist Church in the early hours last night to hear the Rev. Martin Luther King, Jr. outline the boycott of the Montgomery City Lines bus.



NEGROES TO CONTINUE BOYCOTT



LONE NEGRO WAITS AT BUS STOP

By JOE ARBELL
Advertiser City Editor
The bus boycott movement which is being organized by the Rev. Martin Luther King, Jr., is expected to continue its fight against the Montgomery City Lines bus system.

By JOE ARBELL
Advertiser City Editor
The Rev. Martin Luther King, Jr., said that the boycott of the Montgomery City Lines bus system is a necessary step in the fight for civil rights.

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Voters To Tackle King-Sized Ballot Over State Today

Education Aid Top Two Items To Face Test

By JOE ARBELL
Advertiser City Editor
Election officials today expect voters to tackle the test of the proposed amendment to be voted on by today's election.

By JOE ARBELL
Advertiser City Editor
The proposed amendment to the state constitution, which would provide for the creation of a state board of education, is expected to be one of the top items on the ballot.

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THE CIVIL RIGHTS STRUGGLE WOULD GAIN FINAL SUCCESS IN THE 1960'S WITH THE PASSAGE OF SEVERAL VOTING RIGHTS BILLS.

THE CIVIL RIGHTS STRUGGLE IS COVERED EXTENSIVELY IN THE HMS HISTORICAL MEDIA POWERPOINT PRESENTATION "CIVIL RIGHTS"

Remember we are Fighting For JCsoe Do Not Ride A Bus Today

NEGRO BOYCOTT POSTER
This is a poster for the Montgomery bus boycott, featuring a drawing of a bus and text encouraging people to participate in the boycott.

17
Sunday, Dec 11, 1955

FIVE TRENDS OF THE 1950's WOULD BEAR FRUIT IN THE TURBULENT DECADE OF THE 1960's

- **EISENHOWER'S AID TO THE NEWLY FORMED SOUTH VIETNAMESE GOVERNMENT WOULD MUSHROOM INTO A FULL SCALE WAR THAT COST THE LIVES OF 58,000 AMERICANS AND OVER A MILLION VIETNAMESE.**
- **THE BROWN VS BOARD OF EDUCATION RULING AND 1950's PROTESTS WOULD BECOME A MASS MOVEMENT THAT WOULD CHANGE AMERICAN RACE RELATIONS FOREVER.**
- **THE BEAT MOVEMENT AND ACADEMIC CRITICISM OF MASS CONFORMITY WOULD BLOSSOM INTO THE COUNTER CULTURE MOVEMENT OF THE 1960's.**
- **REACTION TO THE CONSERVATISM OF THE 1950's WITH ITS HANDS OFF, PRO-BUSINESS APPROACH TO GOVERNMENT WOULD BRING THE LIBERAL REFORMS OF THE NEW FRONTIER OF KENNEDY AND THE GREAT SOCIETY OF LYNDON JOHNSON.**
- **THE FIRST ATTEMPTS AT SPACE EXPLORATION WOULD RESULT IN PLACING AMERICANS ON THE MOON IN 1969.**

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Colonization to Reconstruction: Early U.S. Review

Colonial Era

American Revolution

The New Nation: Washington to J.Q. Adams

First Industrial Revolution in America: 1790-1860

Slavery

Westward Movement

Expansion and Reform: 1820-1860

Causes of the Civil War

Civil War

Reconstruction

Miners, Ranchers, Farmers, and Native Americans: 1865-1900

Rise of Industrial America

Response to Industrialism

Immigration and Urbanization

America becomes a world power: Imperialism

The Progressive Era

The U.S. and World War One

1920's

Great Depression and New Deal: 1930's

Causes of World War Two

World War Two

1950's

1960's

Civil Rights Movement

Cold War: Truman to Kennedy

Cold War: Johnson to the fall of the Berlin Wall

Vietnam

Late History Overview: 1970s, 1980s, 1990s

America's Smaller Wars: 1798-1991

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U.S. Government PowerPoint presentations

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Presidency

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Head of State

The President functions as the head of the government and is a symbol of the United States.

The President attends ceremonies, present medals and awards, and visits disaster areas to encourage hope.



President Clinton gives the Medal of Honor, the nation's highest award for valor, to Army medic Alfred Rascon

President Bill Clinton Giving President's Medal to Hank Aaron



President G.W. Bush offers comfort after Hurricane Katrina



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