

Mr. Muller - APUSH

Chapter 26

Aim: What was the Cold War like in America?

Do Now: “A people that values its privileges above its principles soon loses both.”

-Dwight D. Eisenhower

“It is clear that the main element of any United States policy towards the Soviet Union must be that of a long-term, patient but firm and vigilant containment of Russian expansive tendencies. . . . It is clear that the United States cannot expect in the foreseeable future to enjoy political intimacy with the Soviet regime. It must continue to regard the Soviet Union as a rival, not a partner, in the political arena. It must continue to expect that Soviet policies will reflect no abstract love of peace and stability, no real faith in the possibility of a permanent happy coexistence of the Socialist and capitalist worlds, but rather a cautious, persistent pressure towards the disruption and weakening of all rival influence and rival power.”

—Mr. X (George F. Kennan), State Department professional, “The Sources of Soviet Conduct,” *Foreign Affairs*, July 1947

1. Which one of the following best reflected the policies advocated in the above excerpt?
 - (A) The proposal to militarily roll back Communism in Eastern Europe
 - (B) General MacArthur’s criticism of the concept of limited wars
 - (C) The Truman Doctrine of aid to Greece and Turkey
 - (D) George Marshall’s negotiations to end the Chinese civil war
2. In what way did the Marshall Plan best implement the goals of George Kennan?
 - (A) It offered economic aid to eastern Europe and the Soviet Union
 - (B) It funded and organized the airlift of supplies to save Berlin
 - (C) It reorganized all military services under the Department of Defense
 - (D) It used U.S. aid to block the appeal of Communism in western Europe

Eisenhower: I Like Ike

- **Republican Dwight Eisenhower** was a moderate Republican elected in 1952
 - Hardcore anticommunist **Richard Nixon** was his **VP**
- His **political moderate** stance can be seen in his acceptance of many of the New Deal programs
- Largest public works project adopted: **Interstate Highway Act (1956)**
 - Provided for the building of 42,000 miles of interstate highways
 - Justified as necessary for national defense
 - Impact: created jobs, growth of suburbs, more **homogenous** culture



THIS IS THE FIRST SECTION
OF THE
NATIONAL SYSTEM OF INTERSTATE
AND DEFENSE HIGHWAYS



The post war world

- 11 million former soldiers transition back to being civilians.
- In 1944, the GI Bill of Rights → Veterans entitled to receive free hospital care, college grants/loans for business investments or housing investments.





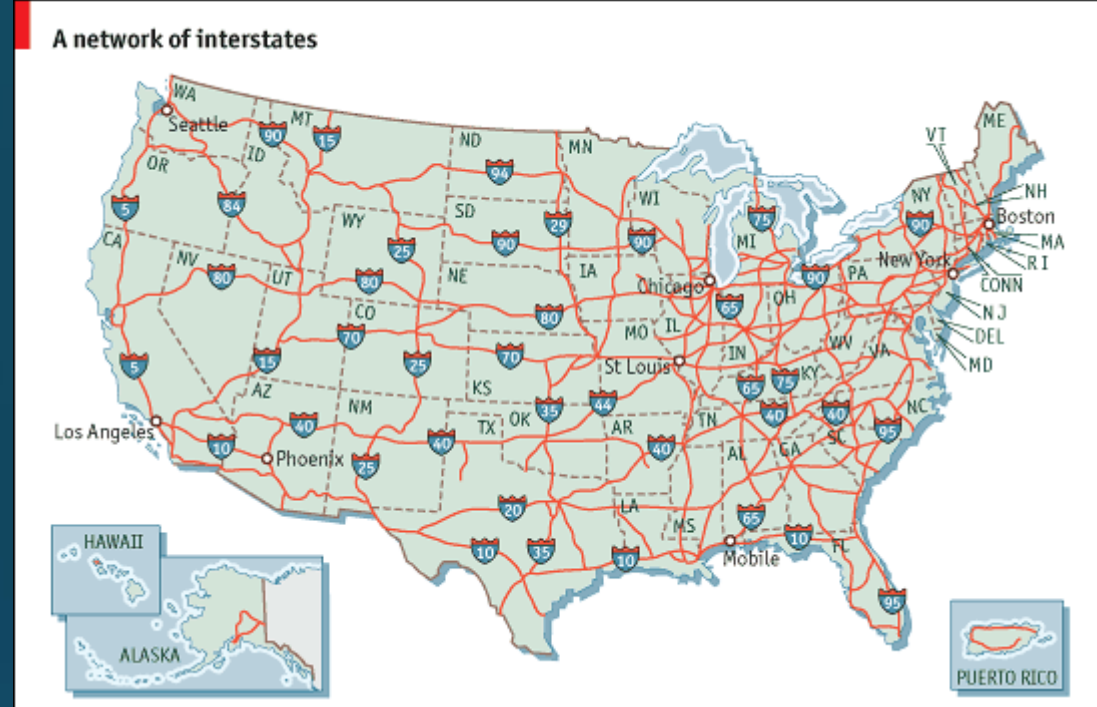
The 1950s

- **Suburbanization** → **Levittown**: Typical house built during the 1950s by Mr. Levitt. People are moving out of cities and to rural areas = “White flight”
 - Costs about \$7,000. Easy for veterans to buy because of the money they receive under the GI Bill.
 - Causes the **Baby Boom** = During the late 1940s, and into the 1960s, the birth rate explodes. At its height there's one baby born every 7 seconds – 1957. Largest generation



The 1950s

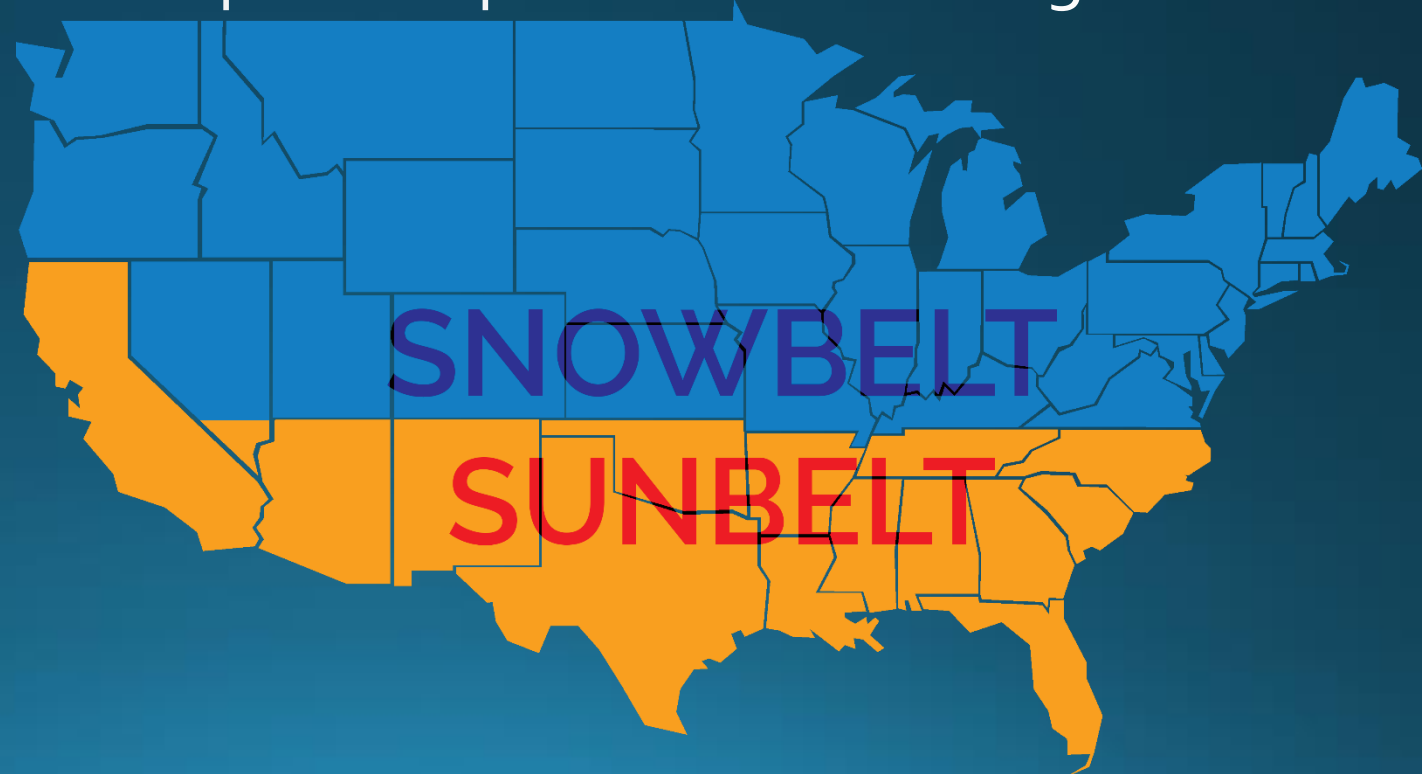
- White flight and suburbia causes the necessity for an expansion of the interstate highway system.



- Cars make transportation easier. Living in suburbia means needing a car. More cars = more roads
- **1956, Eisenhower authorizes the building of 41,000 miles of expressways** connecting the nation

The Sunbelt

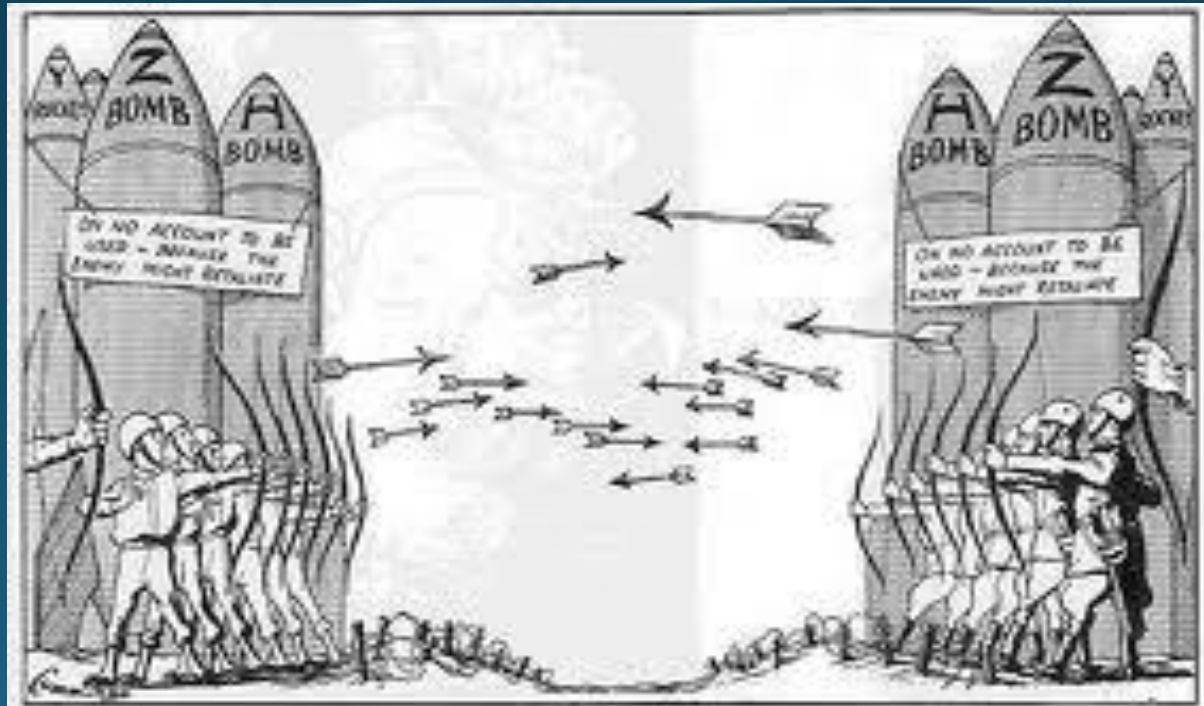
- Moving in postwar America was common.
- Lower taxes, warm climate & economic opportunities in defense-related industries attracted many GIs to the Sunbelt → Florida – California.
- The shift in tax dollars from Northeast & Midwest to South and West, helped shift financing of the industry, people and political power from one region to the other.



Brinkmanship

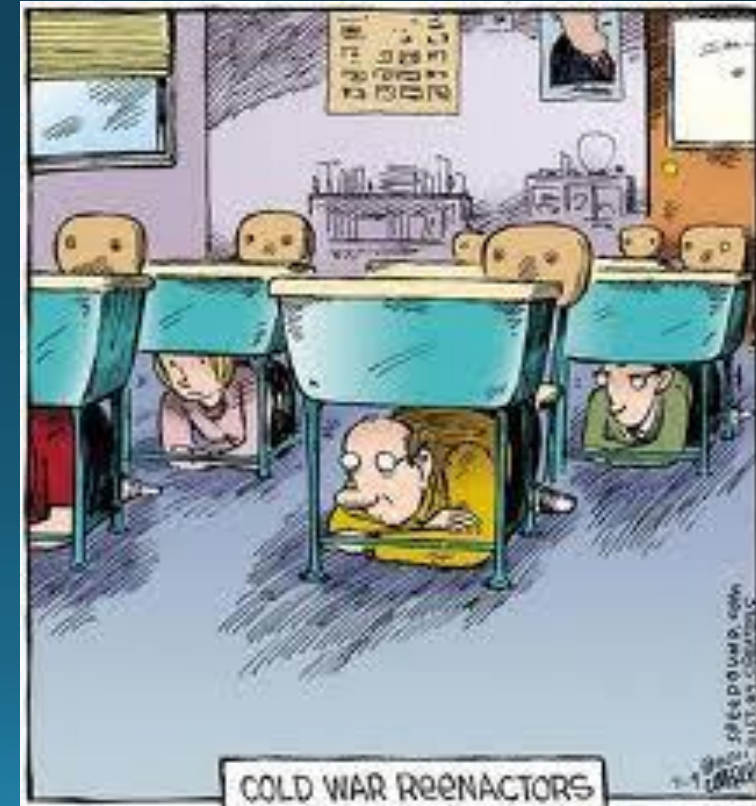
- President Eisenhower's **Secretary of State John Foster Dulles, is anti-communist.**
- **He has a philosophy of being willing to rage nuclear warfare and all of the U.S. force to prevent the spread of Communism.**

What's the idea of preventing the spread of Communism called?



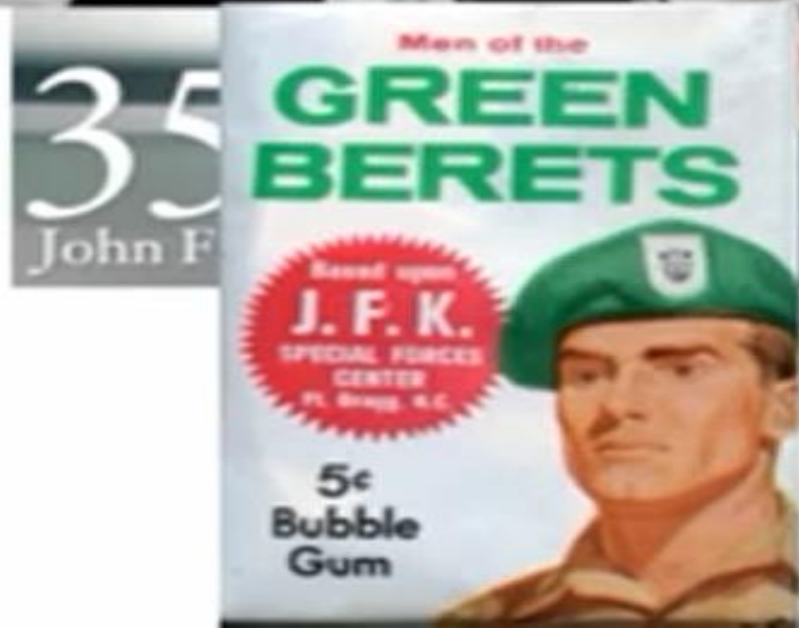
THE ARMS RACE

- **Arms Race:** When two sides compete on the building of weapons
- **US and Soviet Union compete on building nuclear weapons**
- **NIKITA KHRUSHCHEV** becomes the leader of the Soviet Union after Stalin's death in 1953



ARM'S RACE CONTINUES

- Kennedy administration moved away from the Dulles idea of **massive retaliation** and “**New Look**” policy of reliance on nuclear weapons
- Problem was nuclear weapons could not be used in smaller conflicts in countries such as Vietnam
- **Flexible Response** (Secretary of Defense **Robert McNamara**):
increased spending **on conventional weapons** and maintain a variety of options
 - **Green Berets**
- Defense spending continued to rise under JFK



SUPERPOWER

- In 1960s the US and the Soviet Union were the world's superpowers
- A superpower is a nation with enough military, economic and political strength to influence events in many areas around the world
- Today, the US is the only remaining superpower



1950's Society & Economics

- **Economic prosperity of the decade**
 - Rise of the American **middle class**
- **1st time in history white collar workers outnumber blue collar**
- **Post WW2: move to suburbs, Levittown, and baby boom**
- **Credit cards** introduced in the 1950s allow for increase in **consumerism**
- **Television** becomes a common household item and contributed to **homogeneity** of American culture

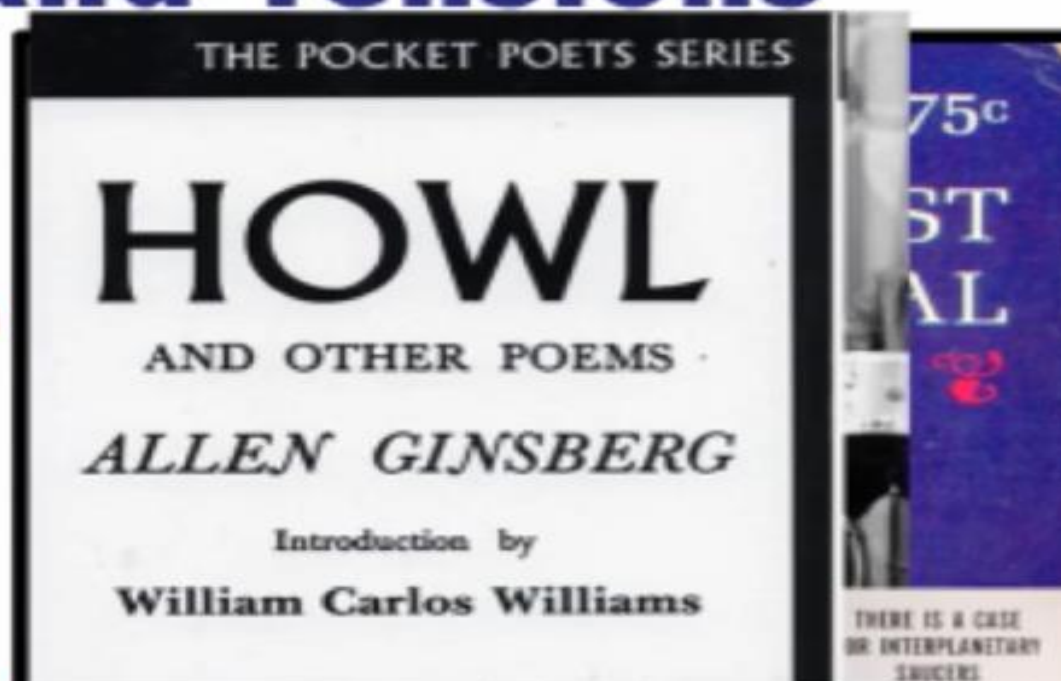


A vintage advertisement for a 1952 Zenith TV. The top part of the ad features the headline "1952 Zenith TV" and the slogan "the set with the 'Silver Fingers'". Below this, there is a photograph of the television set. To the right of the TV, the text reads "Custom-Tuned for your home, in your home!". Below this, there is a block of smaller text describing the TV's features. At the bottom of the ad, there is a small Zenith logo and the text "ONLY ZENITH HAS IT!". The ad is set against a background of a room with several white chairs.



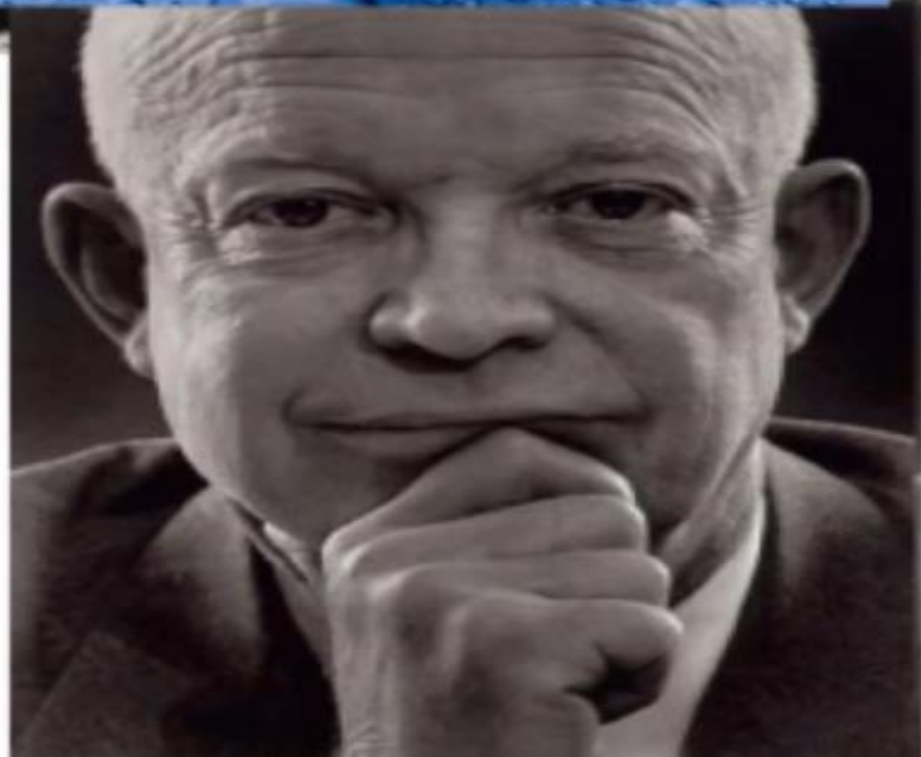
Cultural Changes and Tensions

- The rise of **television** led to questions regarding the nations morals, politics, etc.
- Television glamorized the **suburban** life, woman homemaker
 - **Cult of domesticity** celebrated and re-enforced
- Example of Tension in the 1950s
- **Betty Friedan** writes **“The Feminine Mystique”** which questioned the status of women in society
- **Rock n Roll** music and **Elvis Presley**
- **Marilyn Monroe**, **Playboy** magazine challenge sexual norms
- **“Beatniks”** such as **Jack Kerouac** (“On the Road”) and **Allen Ginsberg** (“Howl”) criticized the conformity of the decade



THE COLD WAR

- **Stalin dies** in 1953
- **Ike calls for a relaxation of tensions** and a reduction in the **arms race**
 - “**Atoms for Peace**” plan proposed
- 1955 Eisenhower met with Soviet leaders at Geneva
 - “**Spirit of Geneva**”
- **1st thaw** of the Cold War
- Soviet leader **Nikita Khrushchev** in a speech talked about “peaceful coexistence” with the U.S.



THE COLD WAR



- **Hungarian Revolution** crushed
- In 1957 the **Soviet Union** shocks the U.S. when they launched the first satellite **"Sputnik"**
 - Fear we were technologically behind the Soviet Union
- **National Defense of Education Act** passed in 1958 to provide federal money to improve education
- **NASA** created in 1958 to help develop technology such as missiles and space exploration
 - **"Space Race"**
- **U-2 Spy** plane was shot down by the Soviet Union (1960)

U-2 incident

- A U-2 is a plane that was used to fly over Soviet territory. It spied on the Soviet troops and missiles. Because of their high altitude, they went largely unnoticed.
- May 1st, 1960 a U-2 is shot down, Eisenhower has to admit to Nikita Khrushchev that we were spying → Tensions rise.



The Kennedy years

- As the 1960 election drew closer, America needed a breath of fresh air.
- The Soviet landing of Sputnik left Americans doubtful about the U.S. and its race with the Soviets



The election of 1960

- September 26th, 70 million viewers watched a 43 year old, **inexperienced John F. Kennedy (Democrat) take on Republican Vice President Richard Nixon**, in the first national televised debate.



- Nixon wasn't rehearsed like Kennedy was in his answers. He didn't appear as handsome or appealing to Americans
- This launches a new era in politics : The T.V.



Kennedy on Civil Rights

- In October 1960, the arrest of Martin Luther King Jr. and 33 other African American demonstrators are arrested for sitting at a segregated lunch table.
- **Kennedy** contacted MLK's wife, expressing sympathy, while his brother Robert persuaded the judge to let them out on bail → **Gets JFK the African American community's vote**
- **Kennedy wins the Presidency**

John F. Kennedy

- **Election of 1960: Kennedy vs. Nixon**
 - 1st time candidates faced off in **televised debates**
 - 1st Catholic candidate elected
- **JFK domestic program was known as the "New Frontier"**
 - Fed \$ to education, health care programs, civil rights, etc.
 - Most of his domestic agenda will be blocked by Congress and overshadowed by concerns over foreign affairs.
- Kennedy openly called on the nation to be the 1st to put a **man on the moon**
- **Peace Corps** created to send Americans to underdeveloped countries



I believe that this Nation should commit itself to achieving the goal, before this decade is out, of landing a man on the moon and returning him safely to earth.



Space Race/Star Wars

- On October 4th, 1957 the Soviet Union launches the world's first artificial satellite → Sputnik
- On January 31st, 1958 the U.S. launches its first.
- Americans were shocked the Soviets beat us!
- It won't be until 1969 when Neil Armstrong walks on the moon
- As Kennedy promises, the U.S. put a man on the moon, by the end of the decade (1969) → **The New Frontier!**

