

# The Eisenhower Era

1952 – 1960

# Affluence and Its Anxieties

- Prosperity in the 1950s
  - Changed US society

# Affluence and Its Anxieties

- Single-family homes
  - Millions of new homes built in 1950s
  - Most new homes built in suburbs

# Suburbia



# Affluence and Its Anxieties

- Science and technology
  - Computers
    - Changed old business practices (Billing, inventory)
    - Opened new businesses (airline scheduling, high-speed printing, telecommunications)
    - International Business Machines (IBM)
  - Aerospace
    - Built on foundation of Cold War technology
    - Boeing

# Working on an Early Computer



# A Boeing Assembly Line



# Affluence and Its Anxieties

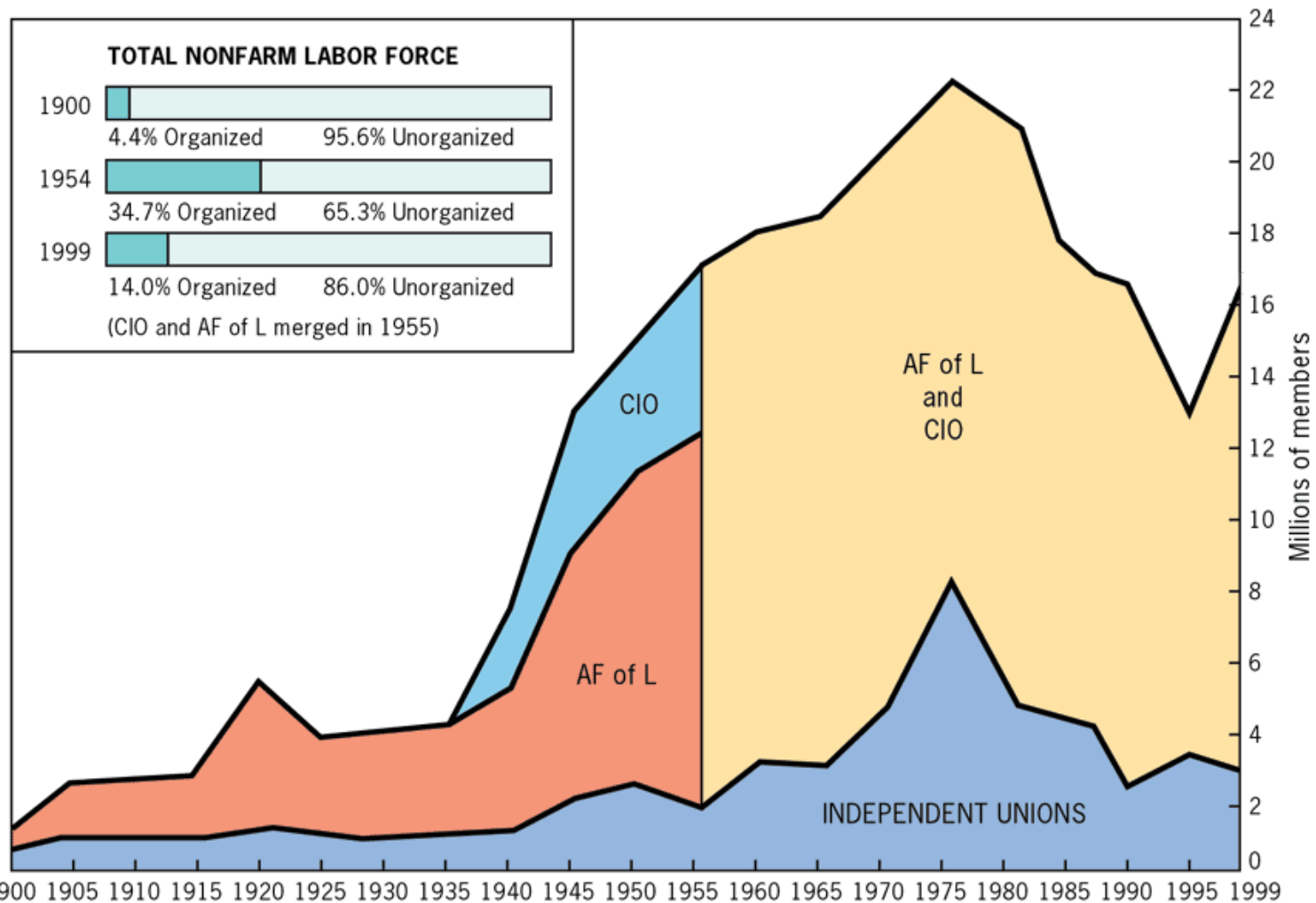
- White- and blue-collar workers
  - 1965 – white-collar outnumbered blue-collar for first time
  - Union membership declined as result



# White Collar Workers in the 1950s



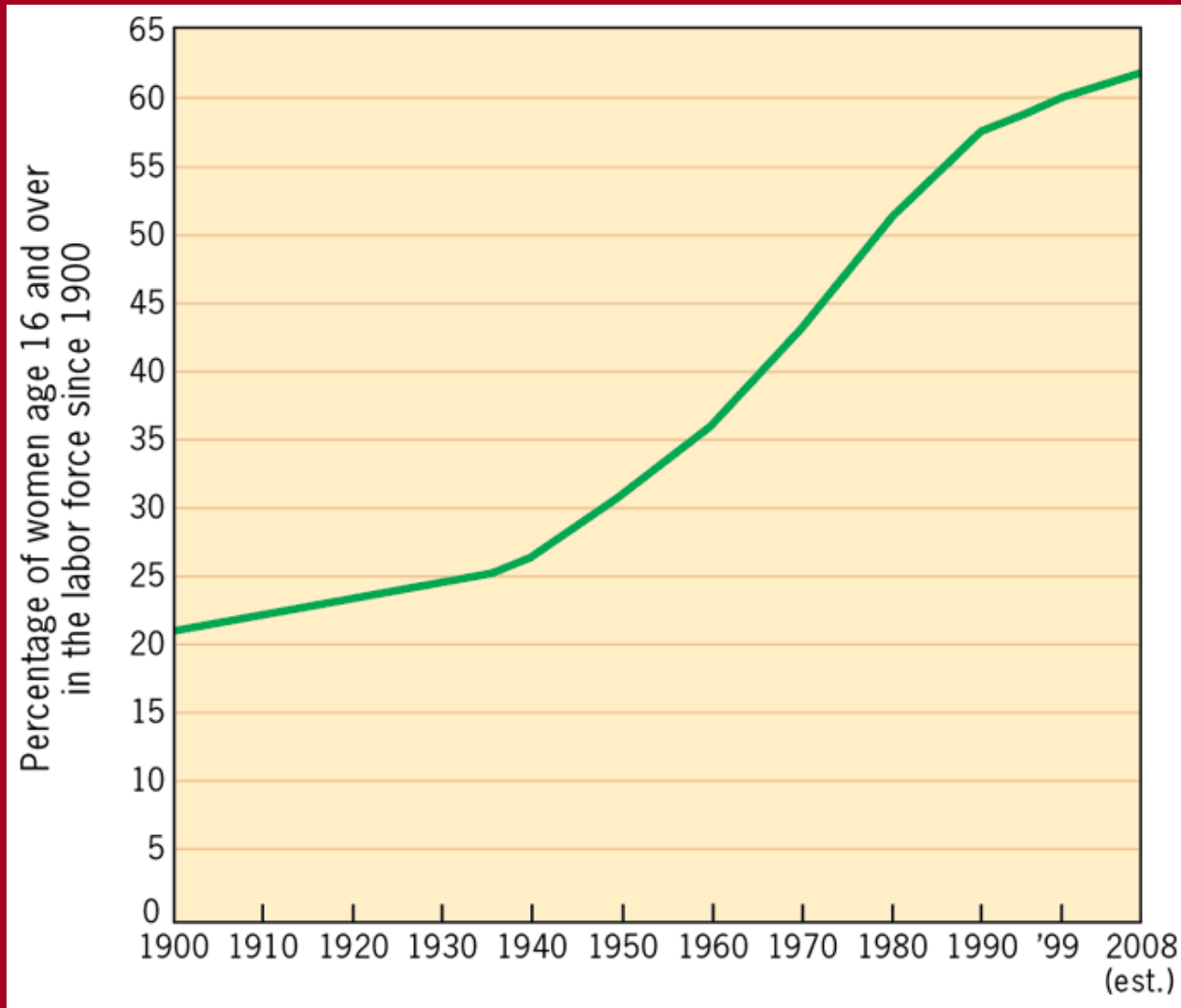
# Rise and Decline of Organized Labor, 1900–1999



# Affluence and Its Anxieties

- Women
  - Most returned to traditional roles after WWII
    - Baby boom
    - “cult of domesticity” celebrated traditional roles for women
  - Women filled majority of new jobs (clerical and service) created in 1950s
    - “pink-collar” workers

# Women in the Labor Force, 1900–2008 (est.)





# A Secretary Typing

# Affluence and Its Anxieties

- Social effects of women entering the workforce
  - Women had worked when US was mainly agricultural
  - Urban America required women to have jobs and be homemakers
  - 1963 – The Feminine Mystique (Betty Friedan)
    - Attacked stifling suburban housewife's life and the “cult of domesticity”
    - Said women should look for fulfillment (and not feel guilt) about working outside of home

# Betty Friedan



# Consumer Culture in the Fifties

- 1950s – huge expansion of middle class and consumer culture
  - Easy credit, fast food, new forms of recreation
    - 1948 – first McDonald's opened in California
    - 1949 – first credit card (Diner's)
    - 1955 – Disneyland opened



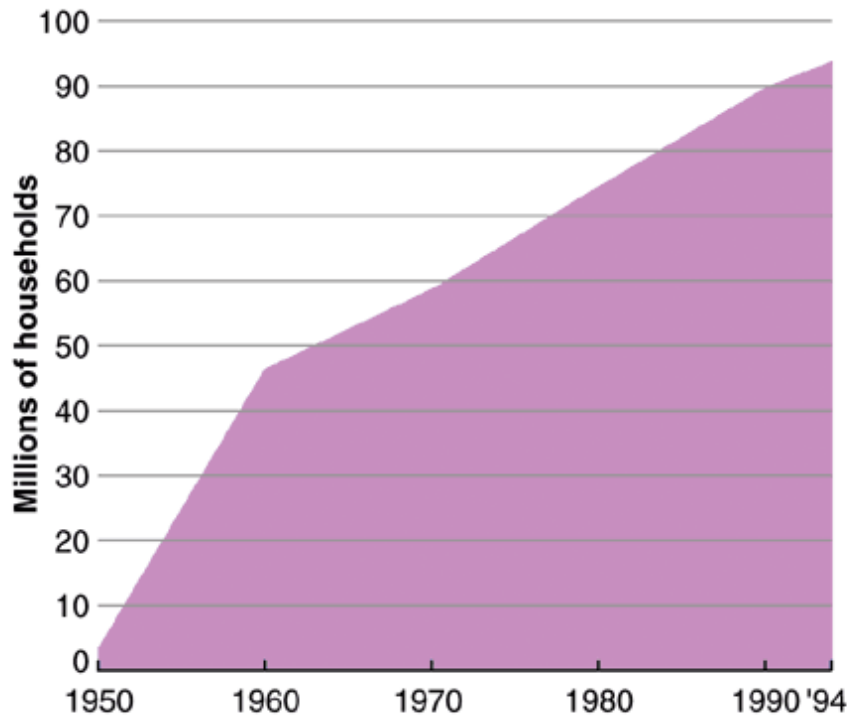


# Consumer Culture in the Fifties

- Television
  - 1940s – few stations; few TVs owned
  - 1950s – hundreds of stations; millions of TVs purchased
  - 1960 – almost every US household had a TV

# The Television Revolution

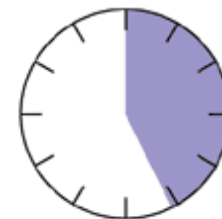
Households Owning Televisions



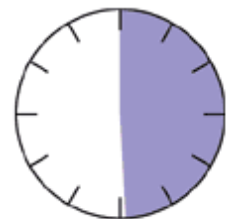
Average Daily Television Viewing



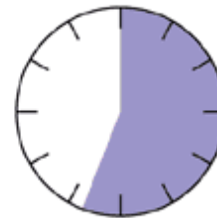
**1950**  
4 hrs. 36 mins.



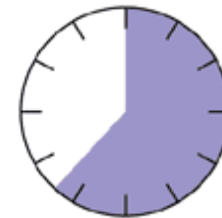
**1960**  
5 hrs. 6 mins.



**1970**  
5 hrs. 54 mins.



**1980**  
6 hrs. 36 mins.



**1990**  
7 hrs. 21 mins.



**1994**  
8 hrs. 1 min.

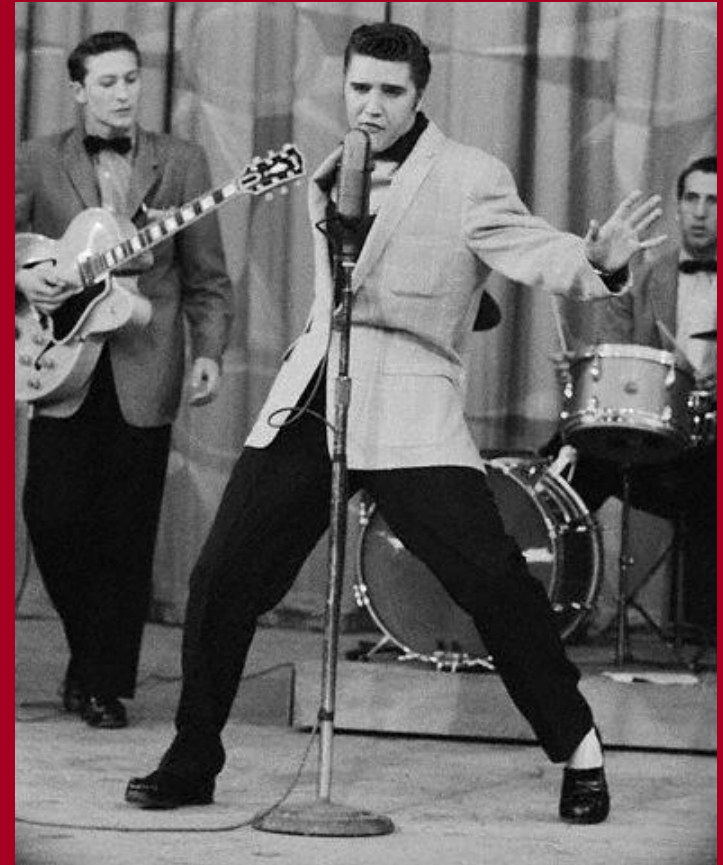
# Consumer Culture in the Fifties

- Effects of television
  - Movie attendance sank
  - Mass advertising
  - Popular TV culture attacked by cultural elites
  - Rise of televangelists
  - Broadcasting of professional sports



# Consumer Culture in the Fifties

- Rock and roll
  - Elvis Presley
    - Fusion of black rhythm and blues with white bluegrass and country
    - Symbol of new rock music and culture
  - “crossover” music
    - Appealed to different audiences (blacks and whites)



# Consumer Culture in the Fifties

- Sex
  - Marilyn Monroe
  - Playboy Magazine
    - First published in 1955
  - Advertising, especially on TV



# Consumer Culture in the Fifties

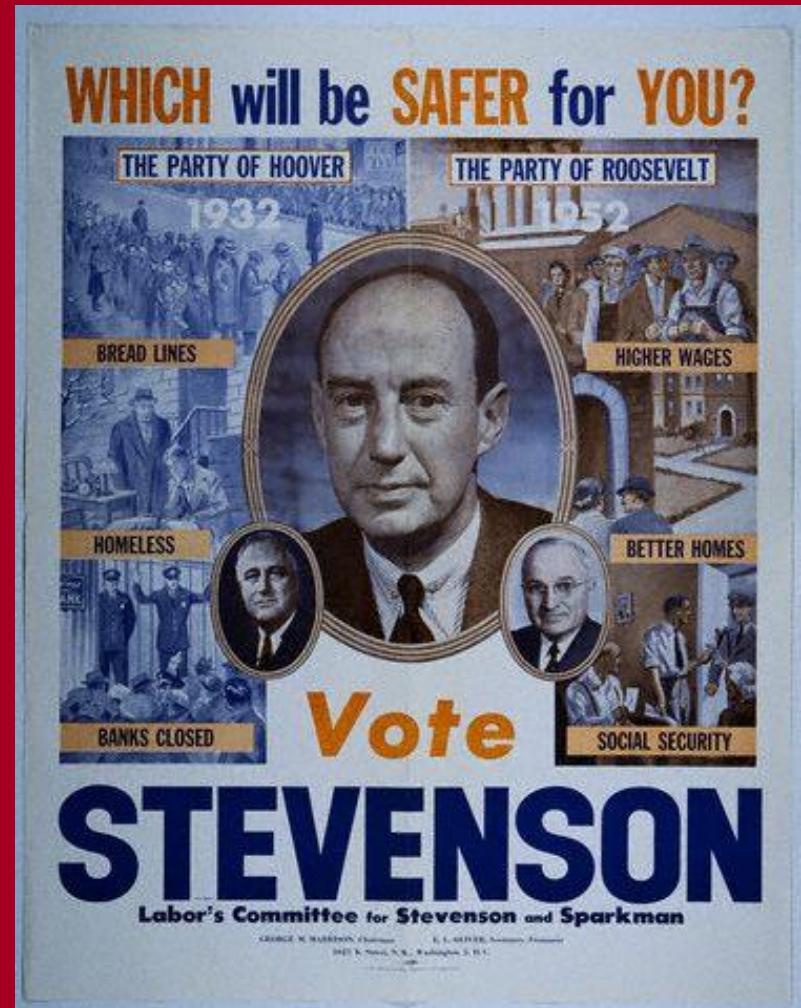
- Criticism of the consumer culture
  - Mostly ignored in the Fifties
  - Postwar generation as conformists
    - The Lonely Crowd (1950) by Harvard sociologist David Riesman
    - The Organization Man (1956) by journalist William H. Whyte, Jr.
    - The Man in the Gray Flannel Suit (1955) by novelist Sloan Wilson
  - Harvard economist John Kenneth Galbraith
    - The Affluent Society (1958)
    - Criticized emphasis on private wealth over the public good

# 1950s Businessmen



# The Advent of Eisenhower

- Election of 1952 – Democrats
  - Weak because of Korea, Truman's clashes with MacArthur, inflation, seeming spread of communism (especially China)
  - Nominate Adlai Stevenson





# The Advent of Eisenhower

- Election of 1952 – Republicans
  - Nominate Dwight D. Eisenhower
    - General during WWII
    - Played the “grandfather”, nonpartisan role
    - Did appear in some TV spots in which he was sold “like toothpaste”
  - Richard Nixon nominated as vice president
    - Attacked Democrats
      - Weak on communism, Korea and corruption
      - “Adlai the appeaser”



Dwight D.  
Eisenhower

# The Advent of Eisenhower

- Nixon's "Checkers Speech"
  - News of secret campaign donations while in Senate almost cost him the nomination
  - Speech on national TV excused the donations and made himself seem like a "regular guy" with a family and dog (Checkers)
  - Saved his candidacy as vice president

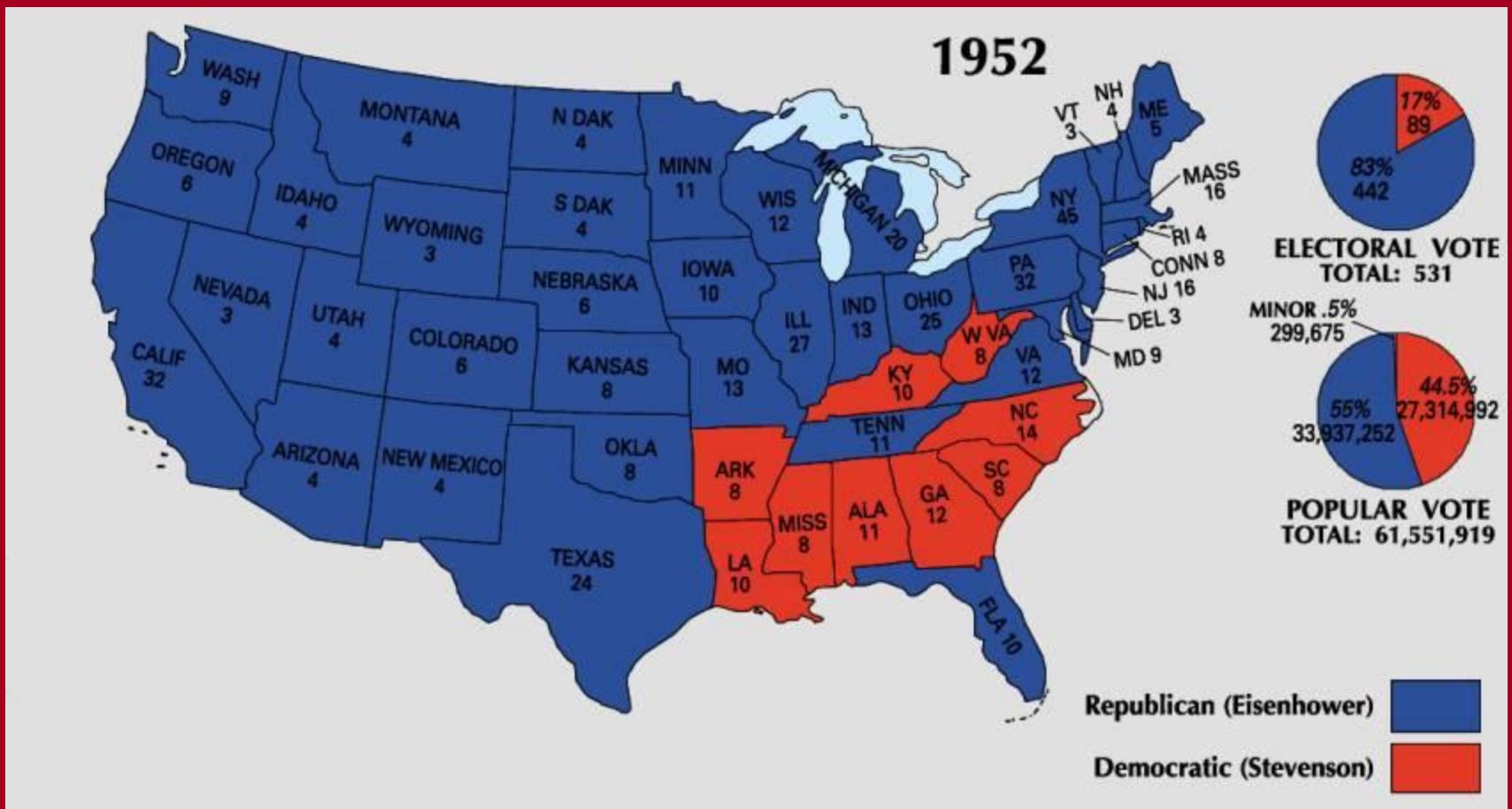


# The Advent of Eisenhower

- Results of the election of 1952
  - Eisenhower went on to overwhelming victory
    - 33 million to 27 million popular votes
    - 442 to 89 electoral votes
  - Republicans gained thin control of Congress



# The Election of 1952



# The Advent of Eisenhower

- Eisenhower and Korea
  - December 1952 – traveled to Korea to help peace negotiations
    - Was not able to hurry them much
  - Threatened atomic weapons
  - July 1953 – peace signed between North and South Korea, the US, and China
    - Chinese ended war because of high costs, not threat of atomic weapons

# The Advent of Eisenhower

- Aftermath of Korea
  - 54,000 Americans died
  - 1 million North Koreans, South Koreans, and Chinese
  - Billions of US dollars spent
  - Brought only return to prewar division at 38<sup>th</sup> parallel



# The Korean Demilitarized Zone at the 38<sup>th</sup> Parallel





# The Advent of Eisenhower

- Eisenhower's political style
  - Played part of “unpolitical” president
    - Serenely above partisan fray
  - Seen as grandfatherly figure who brought stability to the country in time of uncertainty
  - Critics charged he cared more about social harmony than social justice (especially for blacks)

# The Rise and Fall of Joseph McCarthy

- Senator Joseph McCarthy
  - Elected in 1946 to US Senate from Wisconsin
  - February 1950 – accused State Department of knowingly employing 205 Communist party members
  - Later changed to 57 known members
  - Failed to produce evidence of even 1

# Joseph McCarthy Making Accusations



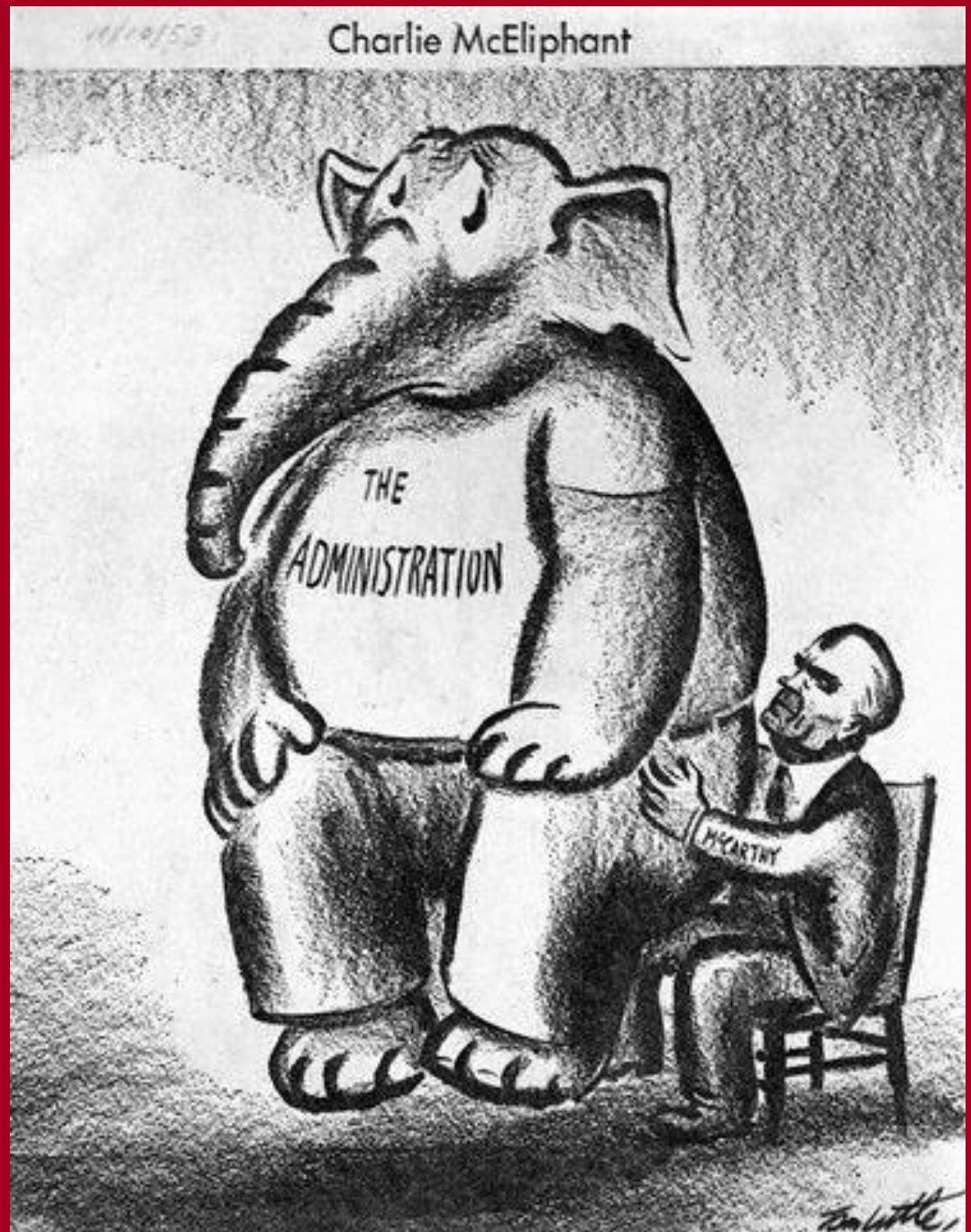
“I Have Here  
in My Hand...”



# The Rise and Fall of Joseph McCarthy

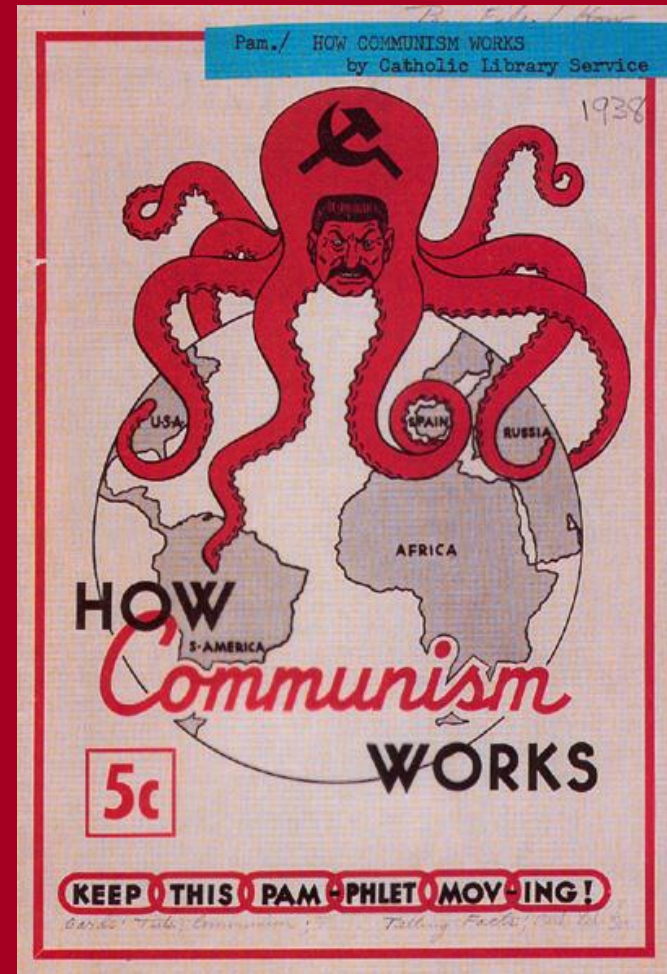
- McCarthy and the Republicans
  - Eisenhower was afraid to confront McCarthy, even though he disagreed with McCarthy's tactics
    - Twice in speeches he cut out condemnations of McCarthy's attacks
  - Republicans benefited politically
    - Victory for president and in Congress came in part from McCarthy's attacks on Democrats
    - "Joe, you're a dirty s.o.b., but there are times when you've got to have an s.o.b. around, and this is one of them." (Ohio Republican Senator John Bricker)

# Charlie McEliphant



# The Rise and Fall of Joseph McCarthy

- McCarthy fed off the paranoia of the Cold War
  - Majority of Americans approved of McCarthy's actions
  - Most Americans believed that Communists were actively trying to infiltrate and destroy America



# The Rise and Fall of Joseph McCarthy

- Spring of 1954 – McCarthy attacked US Army
  - 35 days of televised hearings; 20 million Americans watched
  - US public saw for first time saw McCarthy's meanness and irresponsibility
- March 1954 – journalist Edward R. Murrow broadcast an exposé of McCarthy's tactics
- December 1954 – Senate censured (officially rebuked) McCarthy
- 1957 – McCarthy died of chronic alcoholism



# Painted into a Corner



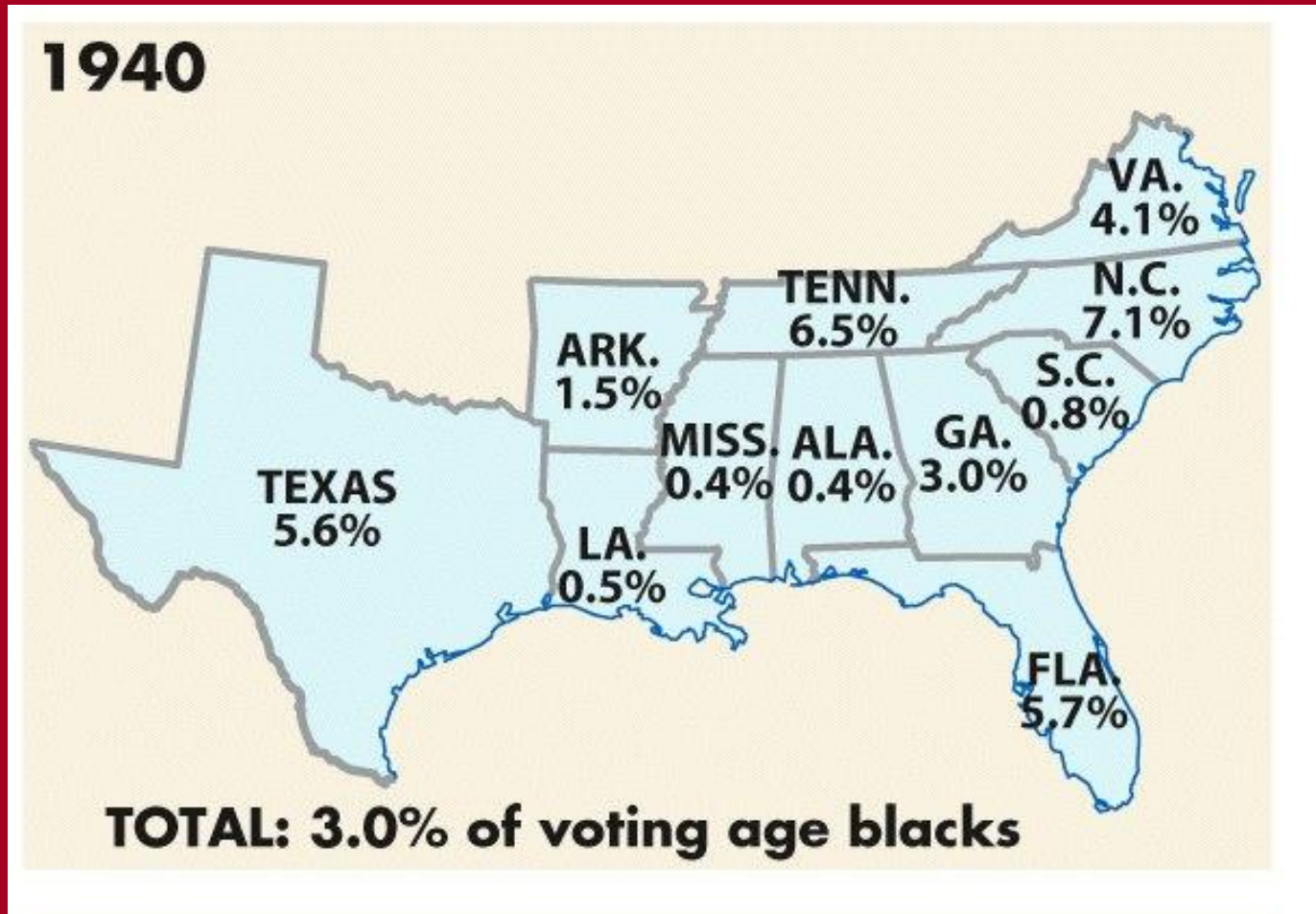
# The Rise and Fall of Joseph McCarthy

- Effects of McCarthyism
  - McCarthyism – the practice of publicizing accusations of political disloyalty or subversion with insufficient regard to evidence
  - Damaged traditions of free speech and fair play
  - Careers of many ruined because of baseless accusations of Communist ties

# Desegregating American Society

- Life for blacks in the South in the 1950s
  - 15 million blacks lived in US
    - 2/3 lived in South
  - Lived under segregation (Jim Crow laws)
    - Kept them isolated from whites, economically inferior, politically powerless
    - Separate schools, toilets, drinking fountains, restaurants, waiting rooms, train and bus seating
  - Only 20% registered to vote
    - 5% in some Deep South states

# Percentage of Voting Age Blacks Registered to Vote, 1940

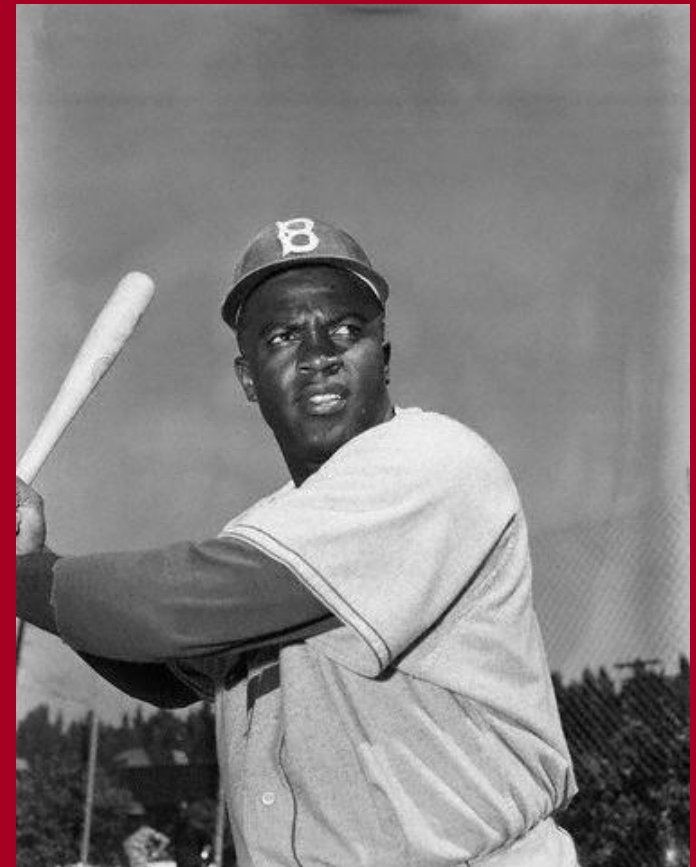


# Desegregating American Society

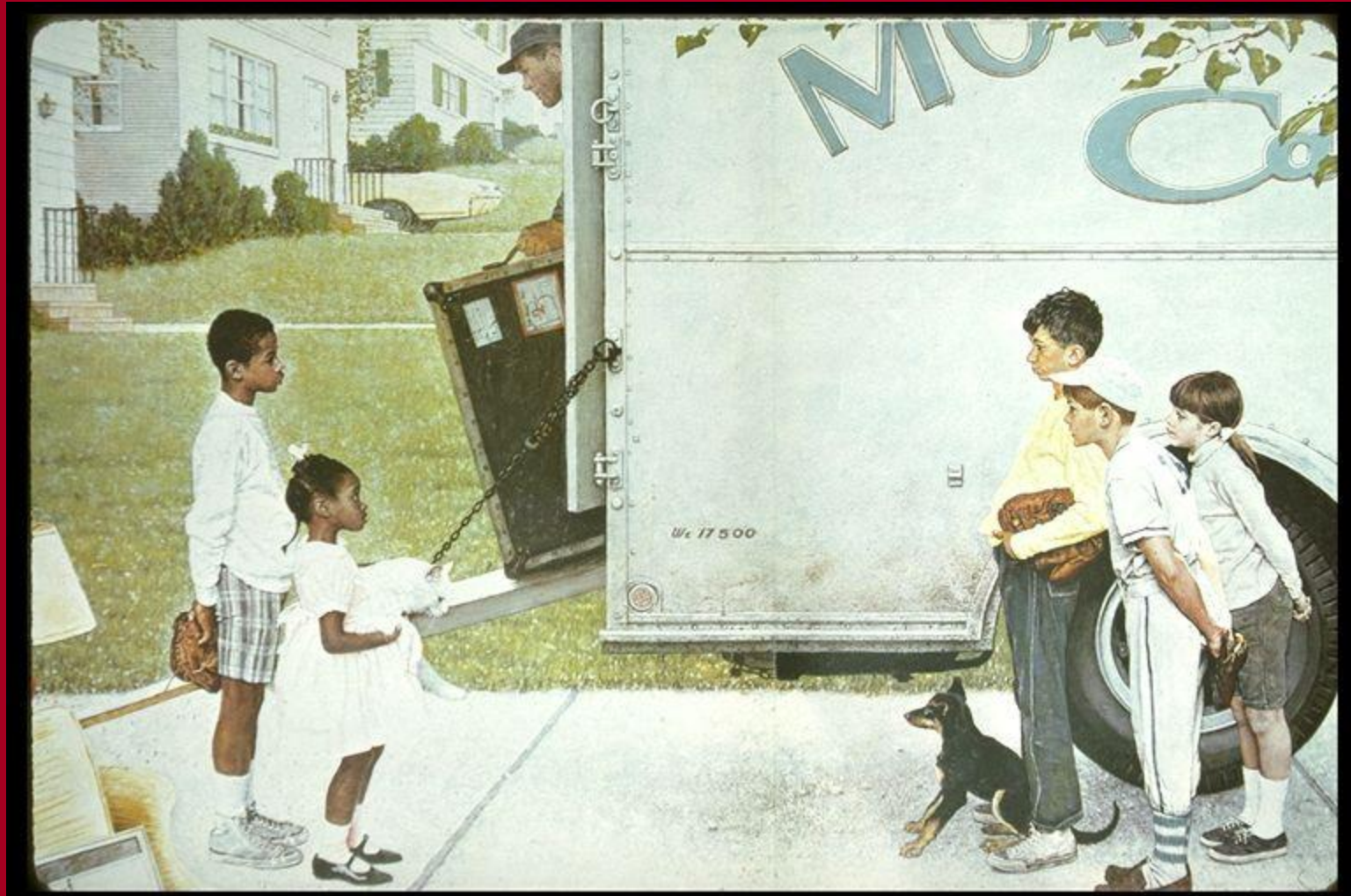
- Enforcement of segregation
  - Police and the law
  - Vigilante violence
    - Lynchings and other attacks against blacks who tried to change the social order

# Desegregating American Society

- More racial progress in North
  - Blacks won equal access to public accommodations in some cities and states
  - 1947 – Jackie Robinson signed to Brooklyn Dodgers




# “Moving In”, by Norman Rockwell



# Threat Letter Sent to Jackie Robinson, 1951

NOTE  
WE HAVE ALREADY  
GOT RID  
OF SEVERAL  
LIKE YOU  
ONE WAS FOUND IN RIVER  
JUST RECENTLY

ROBINSON  
WE ARE GOING  
TO KILL YOU  
IF YOU ATTEMPT  
TO ENTER A  
BALL GAME AT  
CROSLY FIELD  
THE  TRAVELERS



# Desegregating American Society

- Intellectuals and racial progress
  - One World (1943) by Wendell Willkie
    - Republican candidate for president in 1940
    - Wanted universal world without racial prejudice
  - An American Dilemma (1944) by Gunnar Myrdal
    - Swedish scholar
    - Exposed contradiction between “American Creed” (progress, liberty, equality, humanitarianism) and the US’s actual treatment of black citizens

# Desegregating American Society

- Blacks begin to fight segregation
  - War had led to new militancy and desire to end segregation and inequality
  - 1944 – *Smith v. Allwright*
    - “white primary” ruled illegal
    - Only whites had been allowed to participate in Democratic party primaries
    - Gave whites control of Democratic party
    - Blacks still had been allowed to vote in general elections for the candidates whites had chosen
  - 1950 – *Sweatt v. Painter*
    - Separate professional sports ruled unequal

# Desegregating American Society

- Montgomery Bus Boycott
  - 1955 – Rosa Parks arrested for refusing to give up a seat in the “whites only” section of a bus in Montgomery, Alabama
  - Sparked a boycott by blacks of Montgomery’s buses that lasted a year
  - 27-year old Martin Luther King, Jr. became leader of civil rights movement during the boycott

# Rosa Parks Booked





Martin Luther  
King, Jr.  
During the  
Montgomery  
Bus Boycott

# Seeds of the Civil Rights Revolution

- 1946 – Truman ordered commission studying civil rights (“To Secure These Rights”)
  - Response to lynching of several black veterans in South
- 1948 – Truman ordered desegregation in federal government and armed forces
- Congress refused to pass civil rights legislation
- Supreme Court took lead in granting civil rights to blacks in 1950s

# Seeds of the Civil Rights Revolution

- Chief Justice Earl Warren
  - Activist judicial intervention in social problems
  - Attacked by conservatives
    - Eisenhower later said nominating Warren as chief justice had been the biggest mistake of his life
    - “Impeach Earl Warren” signs appeared across South



Earl  
Warren



# “Save Our Republic! Impeach Earl Warren” – Birmingham, Alabama (1963)



# Seeds of the Civil Rights Revolution

- 1954 – Brown v. Board of Education of Topeka, Kansas
  - Segregation in public schools was “inherently unequal” and therefore unconstitutional
  - Unanimous decision that reversed Plessy v. Ferguson (1896)
  - Desegregation must occur “with all deliberate speed”

# A Supreme Court Bomb



**A Supreme Court Bomb!**

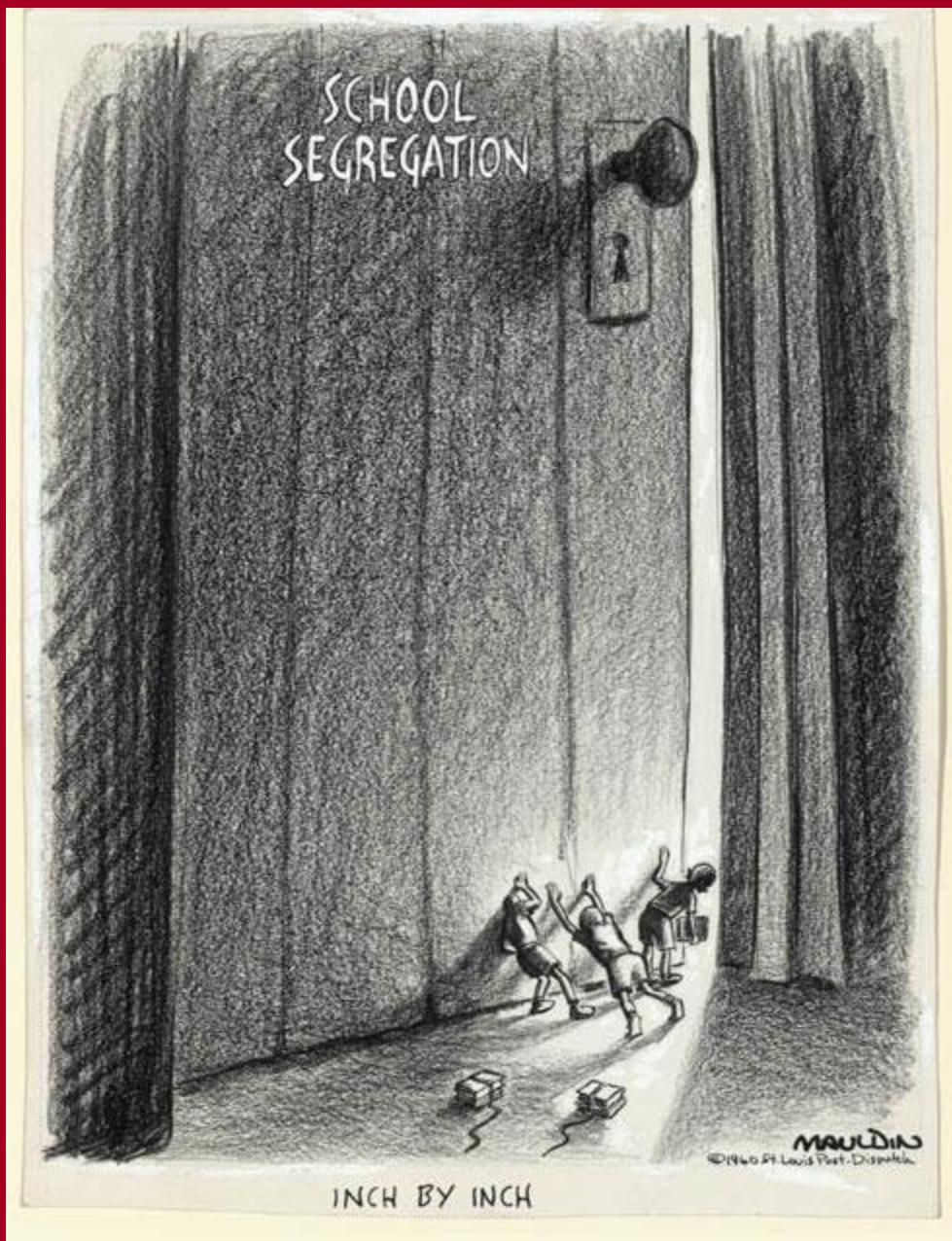
# Seeds of the Civil Rights Revolution

- Resistance in the South to the Brown decision
  - Border States generally made efforts to comply
  - “massive resistance” in Deep South
    - 1956 - over 100 southern representatives and senators signed “Declaration of Constitutional Principles” pledging resistance to segregation
    - Some states used public money to set up private schools where desegregation would be harder to enforce
    - 1964 – only 2% of eligible blacks in desegregated classrooms

"I'M EIGHT. I WAS BORN ON THE DAY OF THE SUPREME COURT DECISION"



I'm Eight, I  
Was Born  
on the Day  
of the  
Supreme  
Court  
Decision



# Inch by Inch

# Seeds of the Civil Rights Revolution

- Eisenhower's reluctance to support civil rights
  - Had lived with segregation all his life
    - Hometown, army
  - Had advised against desegregation in army
  - Believed Brown decision had upset “the customs and convictions of at least two generations of Americans”
  - Refused to publicly endorse Brown decision
    - “I do not believe that prejudices, even palpably unjustifiable prejudices, will succumb to compulsion.”

# Seeds of the Civil Rights Revolution

- Eisenhower forced to act because of direct state challenge to federal authority
  - September 1957 – Orval Faubus, governor of Arkansas, mobilized National Guard to stop nine black students from enrolling in Little Rock's Central High School
  - Eisenhower sent federal troops to escort the children to class



# The “Little Rock Nine”

## LITTLE ROCK CENTRAL HIGH



RAY



ROBERTS



PATTILLO



THOMAS



WALLS



MOTHERSHED



BROWN



ECKFORD



GREEN



# The “Little Rock Nine” Escorted by National Guardsmen



# “The Problem We All Live With”, by Norman Rockwell



# Governor Faubus Holding a Newspaper Headline Regarding Desegregation



# Seeds of the Civil Rights Revolution

- 1957 – Congress passed first Civil Rights Act since Reconstruction
  - Characterized by Eisenhower as “the mildest civil rights bill possible”
  - Set up a Civil Rights Commission to investigate violations of civil rights
  - Authorized federal injunctions (court orders) to protect voting rights

# Seeds of the Civil Rights Revolution

- 1957 – Southern Christian Leadership Conference (SCLC)
  - Organized by King
  - Used power of black churches to fight for civil rights
  - Churches were most organized and largest black institutions

# Seeds of the Civil Rights Revolution

- February 1, 1960 – “sit-ins” begin in Greensboro, North Carolina
  - Spontaneous reaction to segregation, without plan or black institutional support
  - Four students demanded service at whites-only lunch counter in Woolworth’s and were refused
  - February 2 – 19 students came
  - February 3 – 85 students came
  - End of the week – over 1,000 students had joined sit-ins in Greensboro
  - 6 months later – Greensboro’s civic leaders abandon segregation of lunch counters
  - Sit-in movement then spread across South

# Greensboro Sit-In

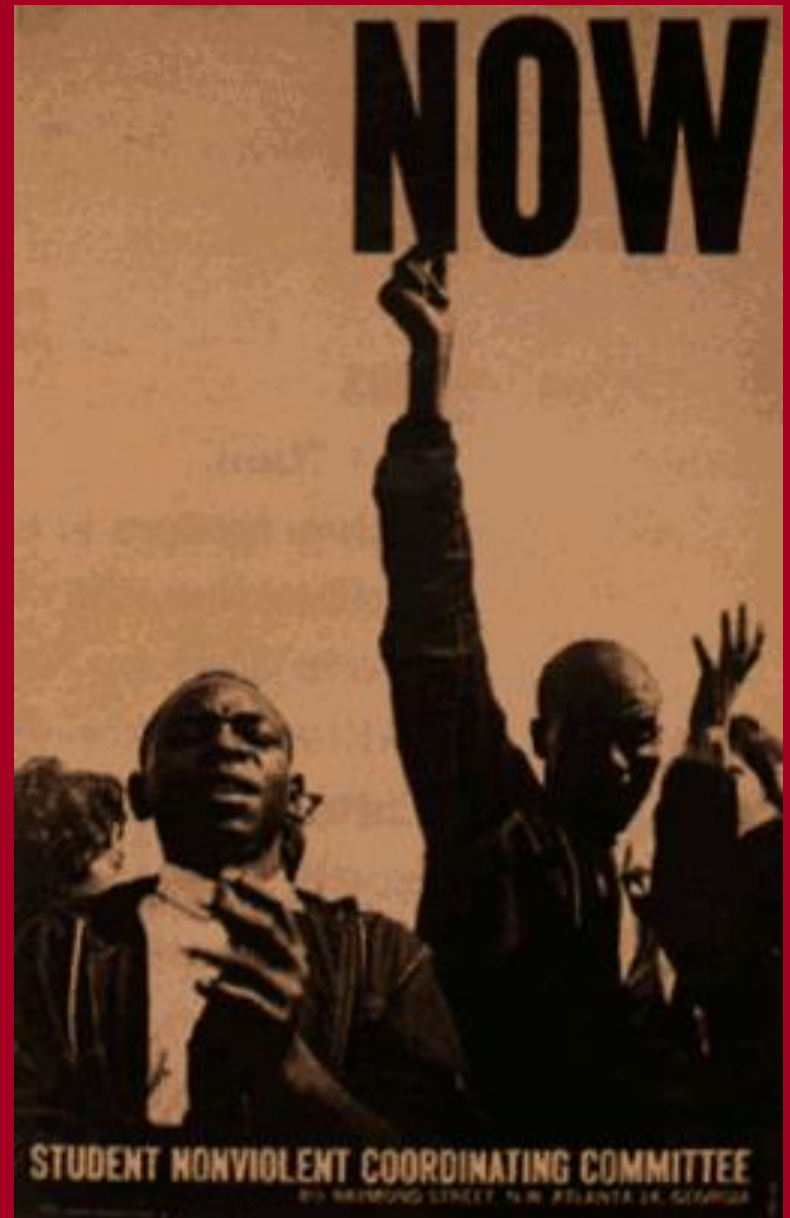




# Seeds of the Civil Rights Revolution

- April 1960 – Student Nonviolent Coordinating Committee (SNCC, pronounced “snick”)
  - Organized by students to organize sit-in movements
  - Later broke with SCLC and NAACP because they were seen as too conservative

# SNCC Poster



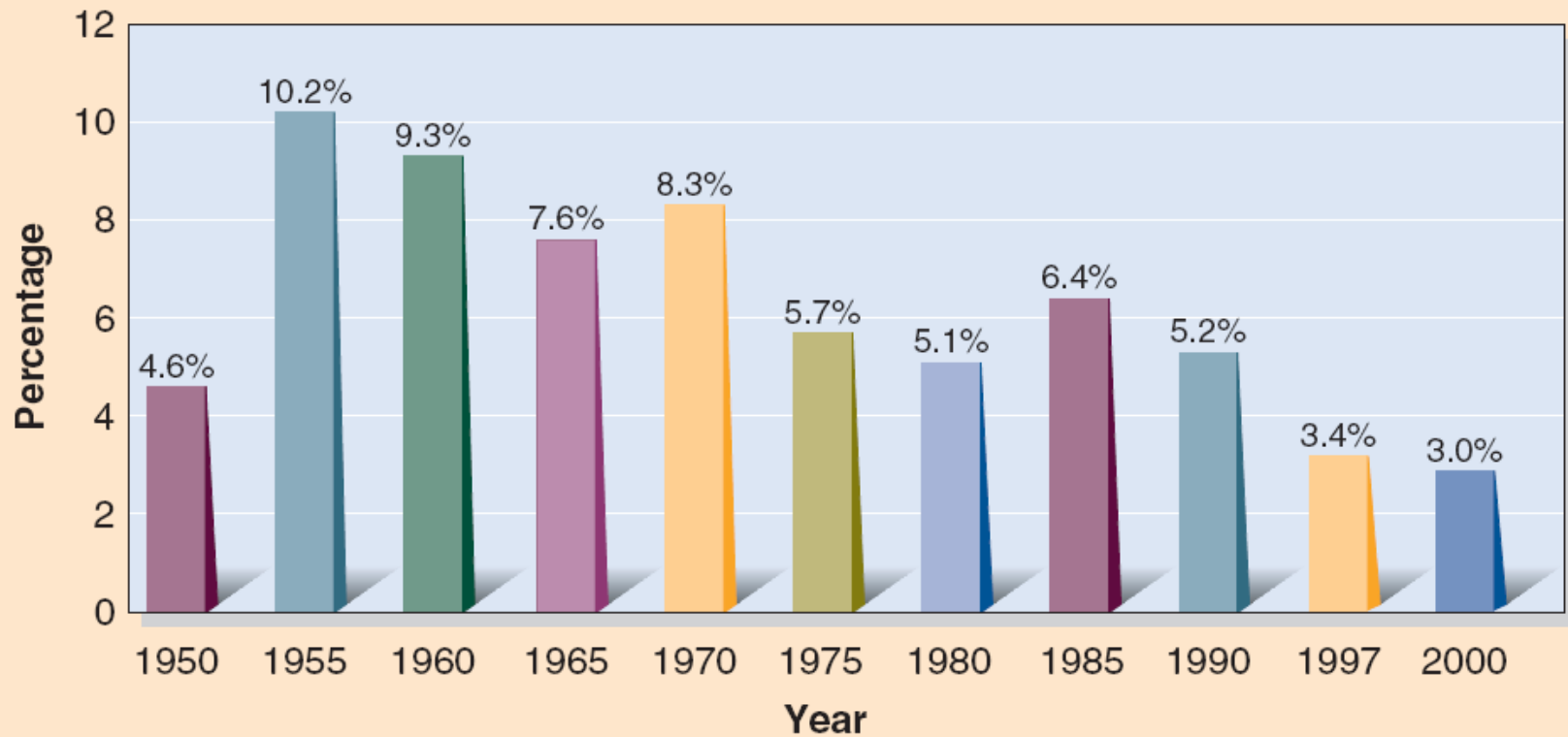
# Eisenhower Republicanism at Home

- “dynamic conservatism”
  - Liberal when it came to people
  - Conservative when it came to taxes and spending (including balancing the budget)

# Eisenhower Republicanism at Home

- Guard against “creeping socialism”
  - Stopped increase in buildup of armed forces begun under Truman, although defense spending remained high
  - Encouraged competition with TVA
  - Condemned free distribution of polio vaccine (“socialized medicine”)

# Defense Spending as a Percentage of GDP, 1950 - 1997



# Eisenhower Republicanism at Home

- Relations with minorities
  - Mexicans
    - 1954 – massive roundup of over 1 million illegal immigrants in response to fears of Mexican government that bracero program (legalized immigration for migrant Mexican workers begun during WWII) could be undermined
  - Indians
    - Wanted to end federal support for Indian tribes in place since 1934 and go back to the assimilationist goals of Dawes Severalty Act (1887)
    - Most Indians resisted and the policy was ended in 1961

# Eisenhower Republicanism at Home

- Eisenhower and the New Deal
  - Pragmatically accepted many New Deal programs
  - Gave legitimacy to them (support from a Republican president) and made them permanent part of US

# Eisenhower Republicanism at Home

- Interstate Highway Act of 1956
  - Huge public works project much bigger than anything from New Deal
  - \$27 billion to build 42,000 miles of interstates across US
  - Effects
    - Many new jobs
    - Suburbanization of US
    - Air quality problems
    - Increased energy consumption
    - Railroads hurt by competition from trucks and cars



# Main US Highways, 1930 – 1970



— Main U.S. highways, 1930



— Interstate highways, 1970

# Automobiles and Highways, 1945 - 1960

<b>Year</b>	<b>Factory Sales (in 1,000s)</b>	<b>Registrations (in 1,000s)</b>	<b>Miles of Highway (in 1,000s)</b>
1945	69.5	25,796.9	3,035
1946	2,148.6	28,217.0	5,057
1947	3,558.1	30,849.3	15,473
1948	3,909.2	33,355.2	21,725
1949	5,119.4	36,457.9	19,876
1950	6,665.8	40,339.0	19,876
1951	5,338.4	42,688.3	17,060
1952	4,320.7	43,823.0	22,147
1953	6,116.9	46,429.2	21,136
1954	5,558.8	48,468.4	20,548
1955	7,920.1	52,144.7	22,571
1956	5,816.1	54,210.9	23,609
1957	6,113.3	55,917.8	22,424
1958	4,257.8	56,890.5	28,137
1959*	5,591.2	59,453.9	32,633
1960	6,674.7	61,682.3	20,969

*\*Denotes first year for which figures include Alaska and Hawaii.  
Historical Statistics of the United States, 1976, vol. 2, pp. 711, 716.*

# Highway Construction in the 1950s



# A “New Look” in Foreign Policy

- “new look” in foreign policy
  - Condemned containment as “negative, futile, and immoral”
  - Made contradictory promises
    - Secretary of State John Foster Dulles promised to “roll back” gains of communists and “liberate captive peoples”
    - Eisenhower also promised to balance the budget by cutting military spending

# A “New Look” in Foreign Policy

- Reliance on nuclear weapons and “massive retaliation”
  - Decreased spending on army and navy and increasing funding for superbombers armed with huge nuclear bombs
  - Seemed to promise deterrence with a cheaper price tag (“more bang for the buck”)
  - Eisenhower also tried to negotiate with new leader of USSR, Nikita Khrushchev, who came to power in 1953 when Stalin died

# A “New Look” in Foreign Policy

- Problems with “massive retaliation”
  - Khrushchev rejected Eisenhower’s “open skies” proposal that would have allowed flights over each other to monitor military installations
  - 1956 – Hungary rose in revolt against USSR
    - USSR used troops to put down rebellion
    - Hungarians asked for US aid
    - Revealed that nuclear weapons were overkill for a small incident like Hungary
  - Long-range planes and nuclear weapons more expensive than Eisenhower first believed

# The Vietnam Nightmare

- Nationalist movements in Southeast Asia, including Vietnam, want to get rid of French colonial rule
  - 1919 – Ho Chi Minh had asked Wilson for support for Vietnamese independence at Versailles
  - 1940s – Franklin Roosevelt had increased hopes while talking about “self-determination” after WWII
  - Post WWII – nationalist leaders became allied with communists while US opposed communist expansion
    - Made it impossible for US to support nationalist movements

# The Vietnam Nightmare

- US helps France battle the nationalists in Vietnam
  - To oppose communism as well as gain French support for rearming of West Germany
  - By 1954, US paying 80% of costs of French army



# The Vietnam Nightmare

- 1954 – French are surrounded at Dienbienphu
  - Dulles, Nixon, Joint Chiefs of Staff favor using US bombers to help French
  - Eisenhower refuses
    - Does not want to get into another war in Asia after Korea had just ended
    - Aware that US will not receive British support
  - Dienbienphu falls to the nationalists

# The Vietnam Nightmare

- 1954 – Geneva Conference
  - Vietnam split in 1/2 at 17<sup>th</sup> parallel
  - Elections promised within 2 years to reunify Vietnam
    - Nationalists would not have agreed to split otherwise
  - Ngo Dinh Diem ruled in south; Ho Chi Minh in north
  - Elections did not take place because of realistic fear that Communists would win

# The Far East, 1955 – 1956



# The Vietnam Nightmare

- US did not sign Geneva Accords
  - Wanted someone to fight Communists without sending in US troops
  - Eisenhower promised continued aid to Diem regime if he carried out social reforms
  - Social reforms did not happen but aid continued

# Cold War Crises in Europe and the Middle East

- NATO and Warsaw Pact
  - Hardened Cold War in Europe between 2 competing alliances
  - 1955 – rearmed West Germany admitted to NATO

# Cold War Europe, 1955



# Cold War Crises in Europe and the Middle East

- 1955 – early 1956 – Cold War seemed to be thawing a little
  - USSR agreed to end occupation of Austria
  - Conciliatory spirit bred at conference in Geneva
    - Although no real progress on the issues was made
  - Khrushchev denounced bloody crimes of Stalin

# Cold War Crises in Europe and the Middle East

- Late 1956 – Hungarians revolt for freedom
  - Brutally put down by Soviet tanks
  - Hungarians asked for US aid but were denied for fear of open war with USSR



# Soviet Tanks in Hungary



# Cold War Crises in Europe and the Middle East

- 1953 – democratic government of Iran overthrown by CIA
  - Iran resisted power of huge Western oil companies
  - Shah of Iran, Mohammed Reza Pahlevi installed as dictator
  - Led to eventual overthrow of shah and installation of radically anti-American Islamic government in 1979



# The Shah of Iran

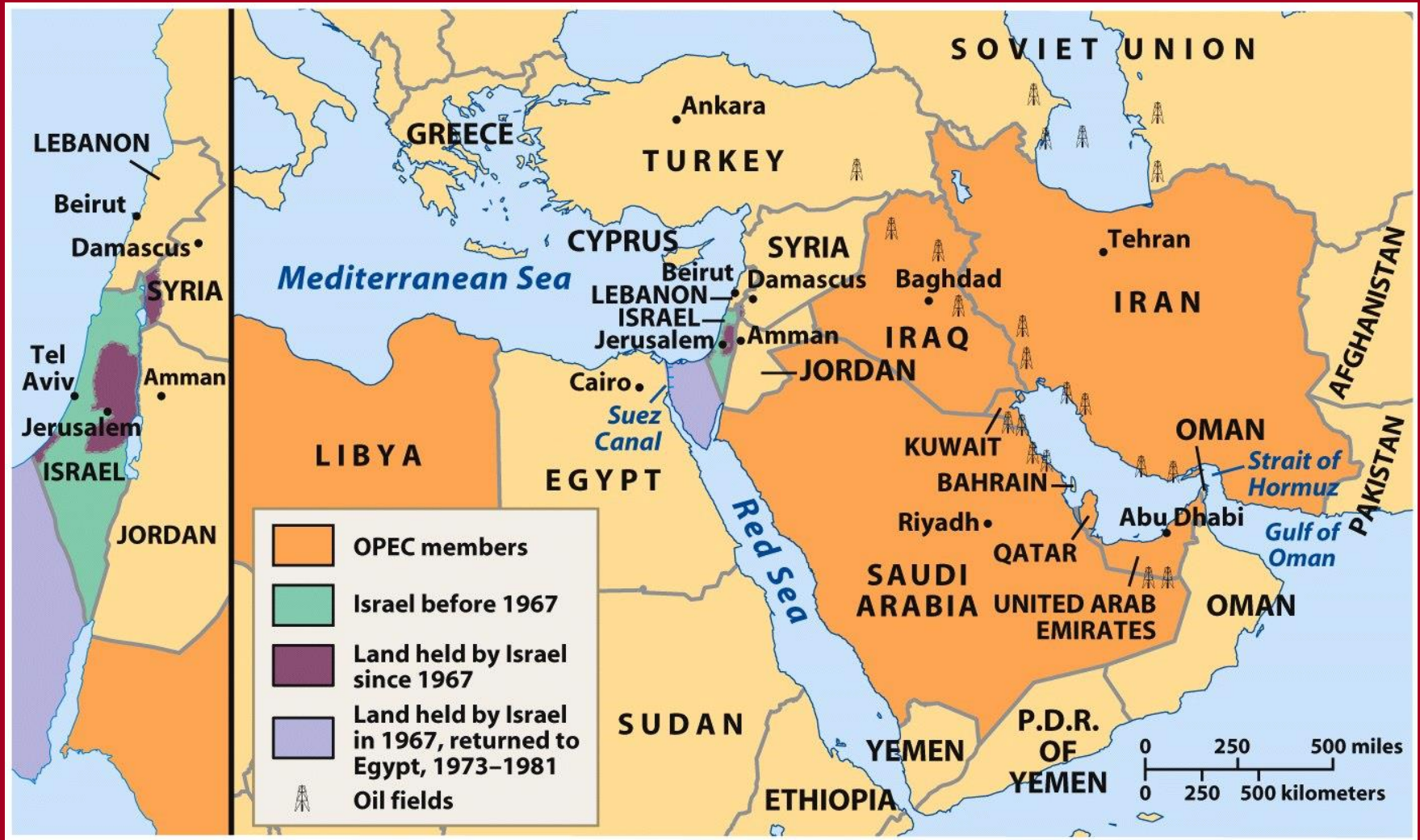
# Cold War Crises in Europe and the Middle East

- Background of the Suez crisis
  - Arab nationalist President Nasser of Egypt wanted to build a dam on the upper Nile for irrigation and power
    - US and Britain offered money to help
  - Nasser went to USSR for more money
    - US withdrew its offer
  - Nasser nationalized Suez Canal
    - Owned by British and French stockholders
    - Vital route for Europe's oil supply

Gamal  
Abel  
Nasser



# The Middle East, 1948-1989



# Cold War Crises in Europe and the Middle East

- The Suez crisis
  - October 1956 – Britain, France (with Israel) launch assault on Egypt
    - Did not inform Eisenhower
  - Britain and France thought US would provide them with oil while supplies disrupted in Middle East
    - Furious Eisenhower let them “boil in their own oil”; refused to release emergency supplies
  - Britain and France forced to withdraw their troops
    - UN peacekeeping force sent in

# Cold War Crises in Europe and the Middle East

- Importance of Middle East's oil supplies
  - 1940 – US had produced 2/3 of world's oil
    - Middle East had supplied just 5%
  - 1948 – US had to import more oil than it could produce
    - Middle East became very strategically important



# Cold War Crises in Europe and the Middle East

- The Eisenhower Doctrine (1957)
  - US military and economic aid promised to Middle Eastern nations threatened by communist aggression
- Real threat was nationalism, not communism
  - Not addressed by Eisenhower Doctrine or other US policies

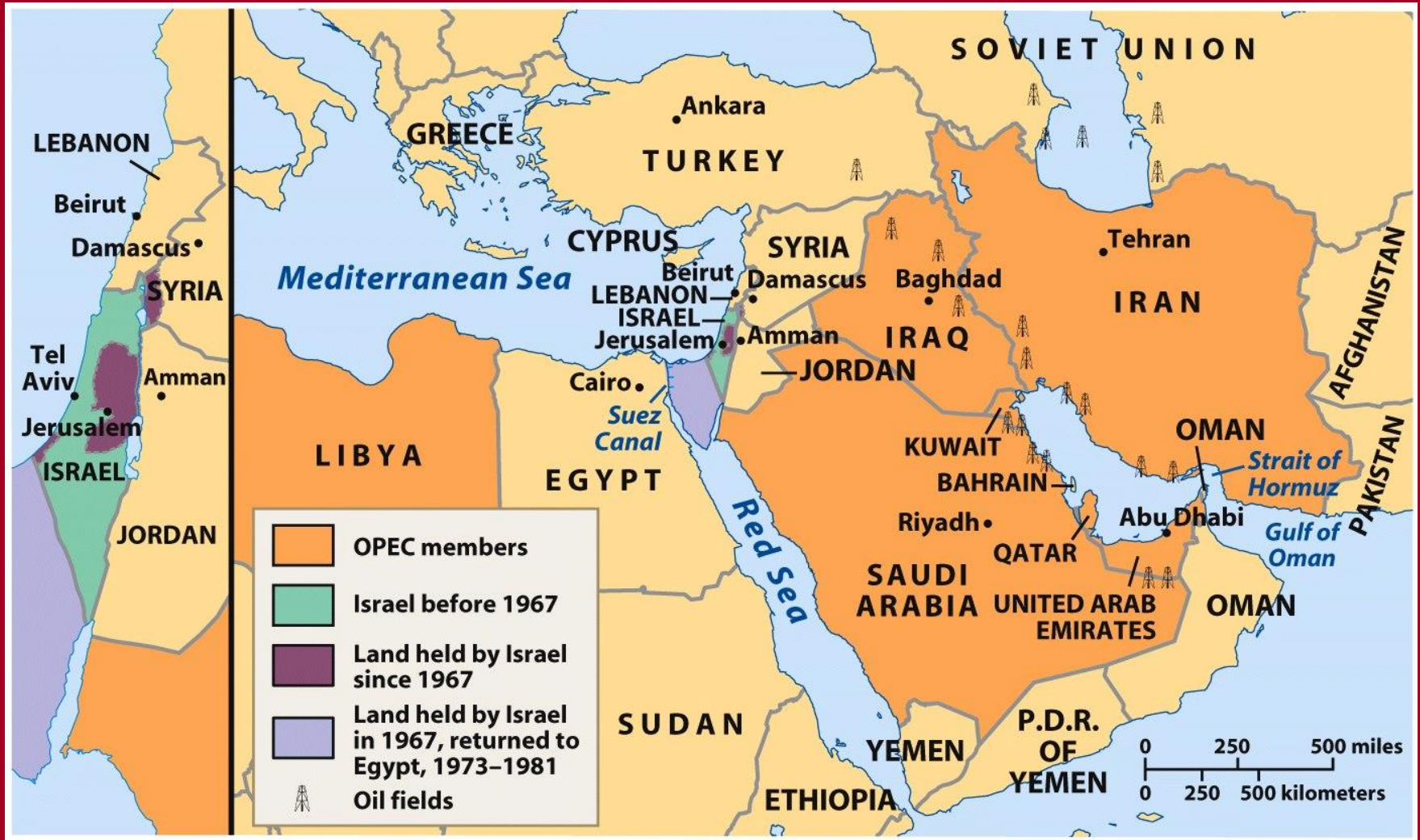
# America's Cold War Alliances in the Middle East



# Round Two for Ike

- 1960 – Organization of Petroleum Exporting Countries (OPEC) formed
  - Saudi Arabia, Kuwait, Iraq, Iran, Venezuela
  - OPEC gains great control over Western economies

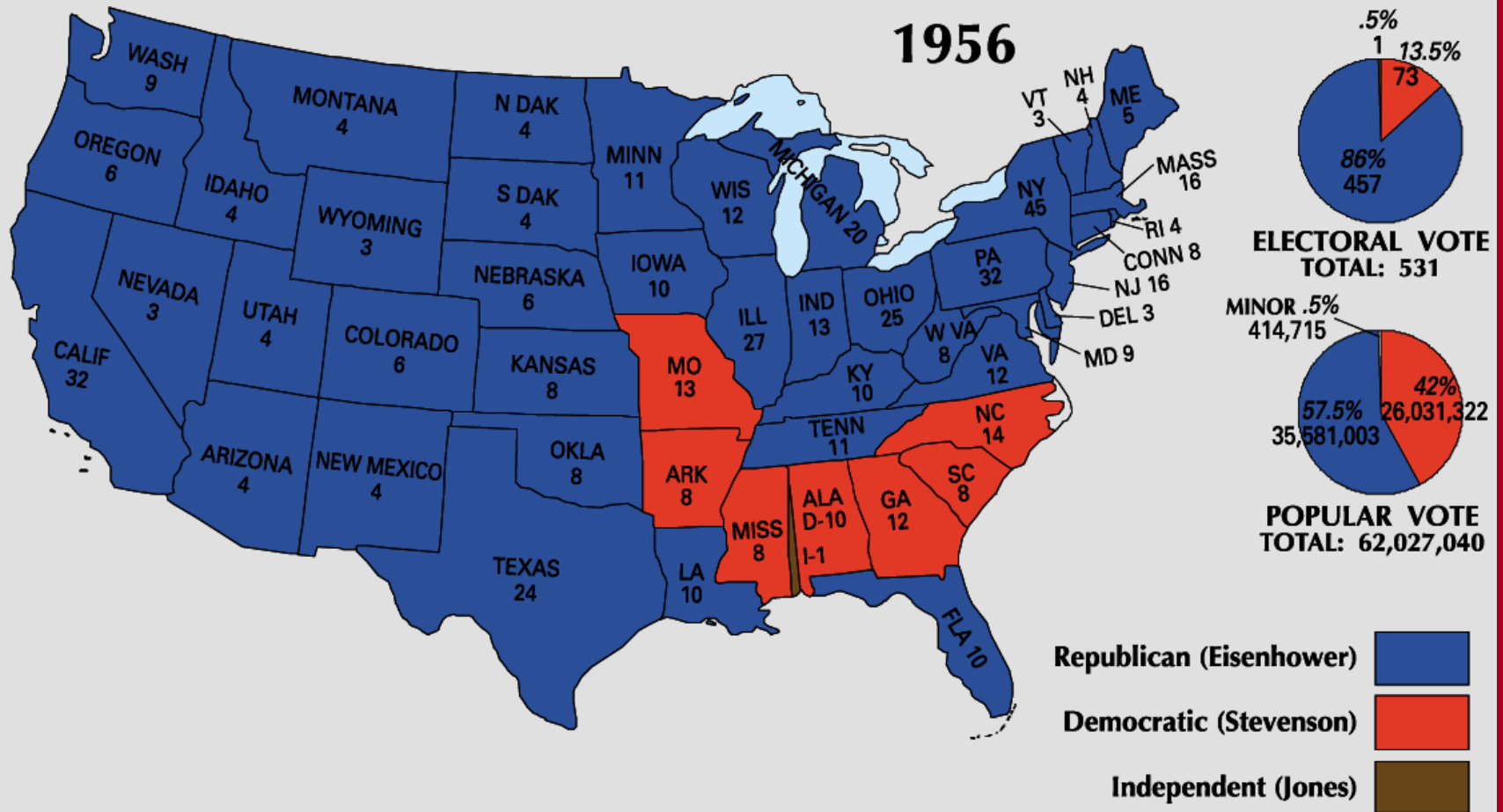
# The Middle East, 1948-1989



# Round Two for Ike

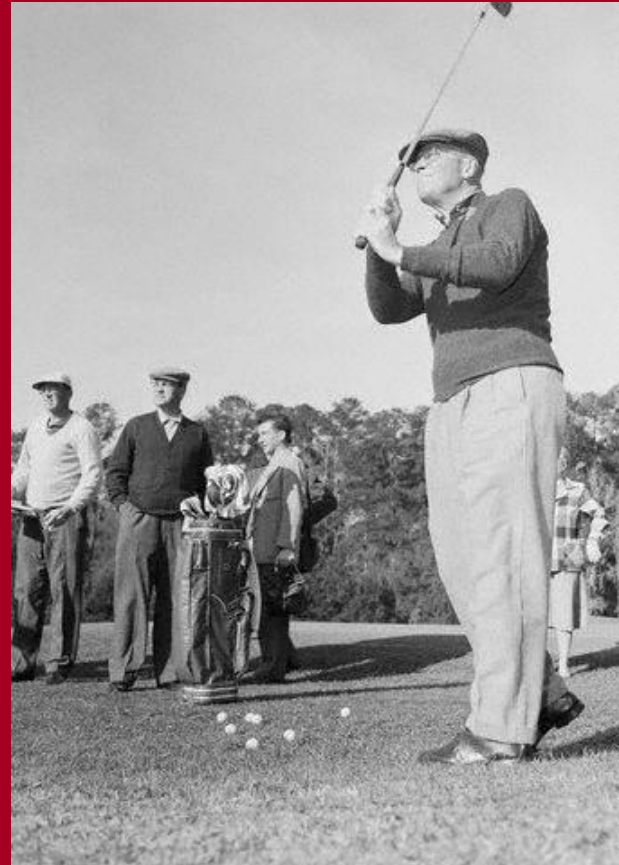
- Election of 1956
  - Democrats renominate Adlai Stevenson
    - Few issues on which to attack popular president
  - Results
    - Eisenhower wins overwhelmingly
      - 35 million to 26 million popular votes
      - 457 to 73 electoral college votes
    - Democrats kept control of Congress

# The Election of 1956



# Round Two for Ike

- Eisenhower began 2<sup>nd</sup> term in poor health
  - Critics said he spent more time golfing, fishing, and hunting than governing



# Round Two for Ike

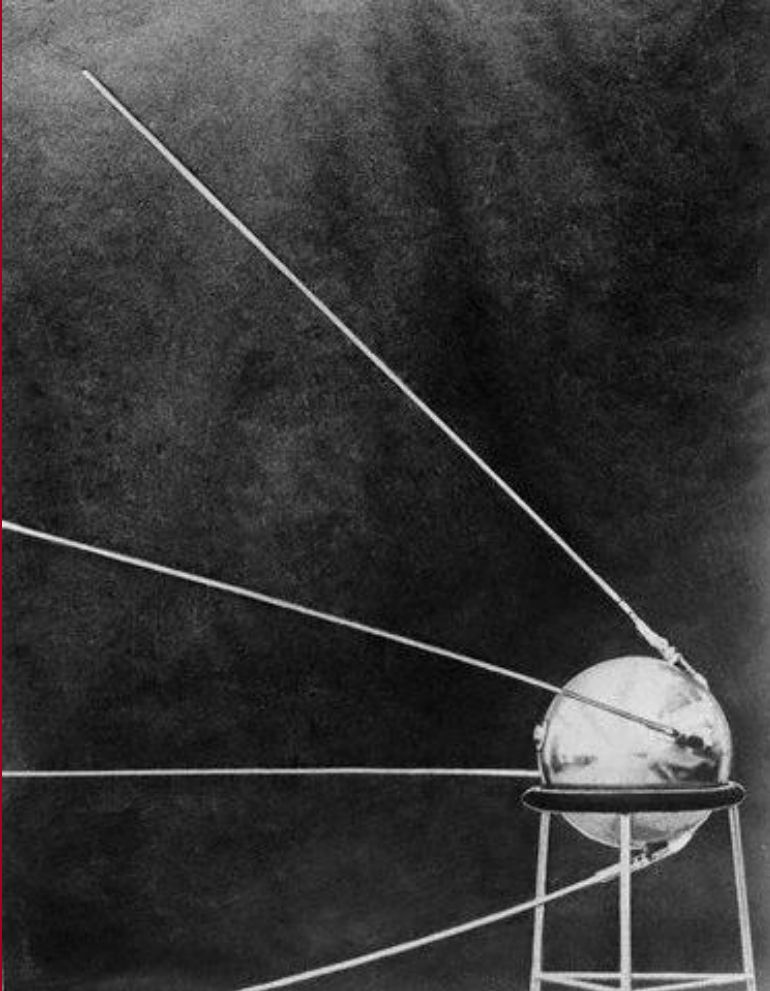
- Legislation to control labor unions
  - Charges of gangsterism, fraud, brutal tactics
  - Landrum-Griffin Act of 1959
    - Stricter rules on union elections
    - Prevention of bullying tactics and financial games
    - Prohibition of “secondary boycotts”
      - Attempt by labor to convince others to stop doing business with a particular firm because that firm does business with another firm that is the subject of a strike



# Round Two for Ike

- October 4, 1957 – Sputnik I satellite launched by USSR
- November 1957 – Sputnik II launched, carrying a dog

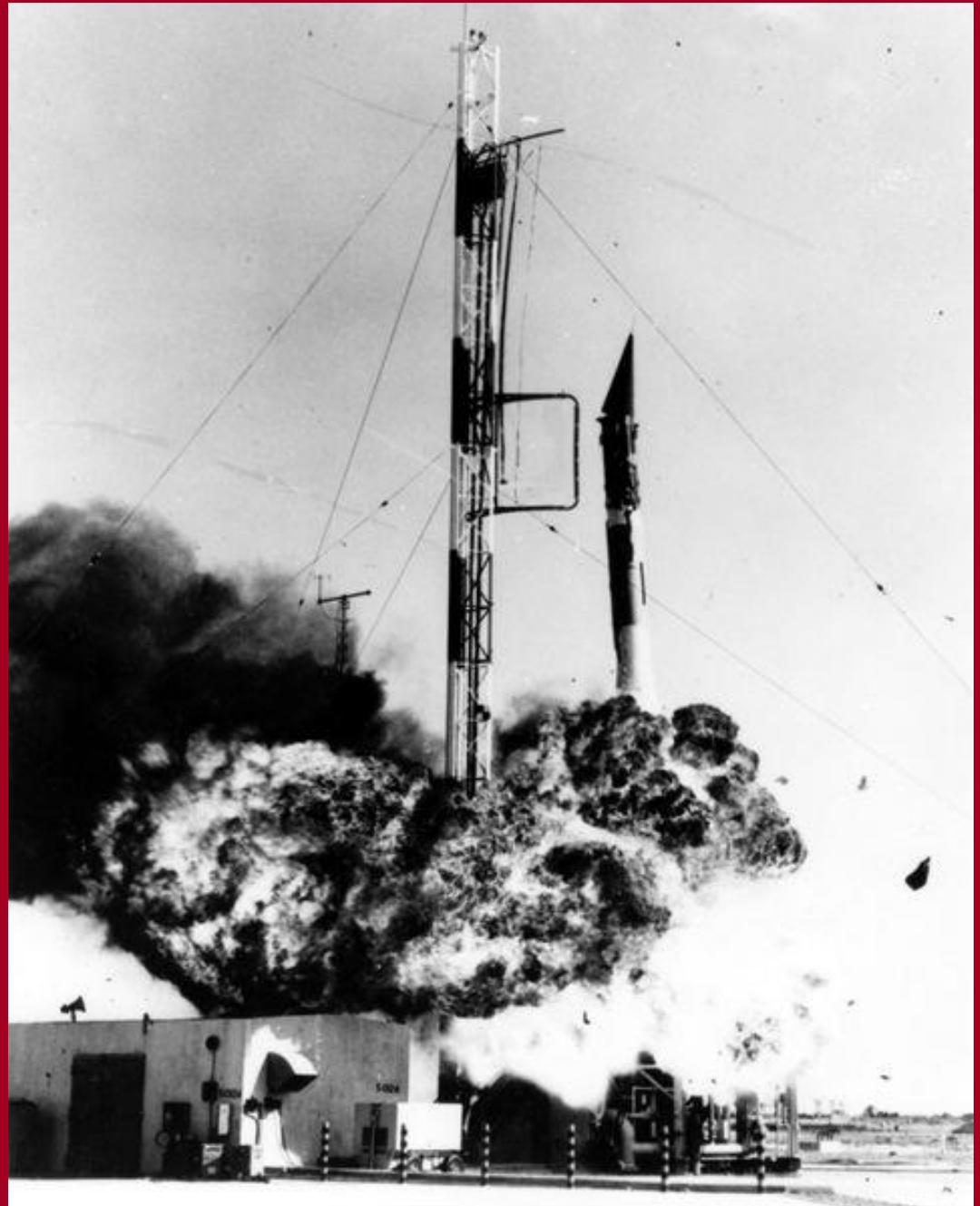
# Sputnik I and Sputnik II



# Round Two for Ike

- Effects of Sputnik
  - American superiority in science, military, and education questioned
  - Rocket technology posed threat of ICBMs reaching US
  - NASA established
  - 1958 – US put satellite in orbit
    - Weighed only 2.5 pounds
    - After several failures (1 rocket exploded on the launch pad)
  - By 1960, US had developed its own ICBMs

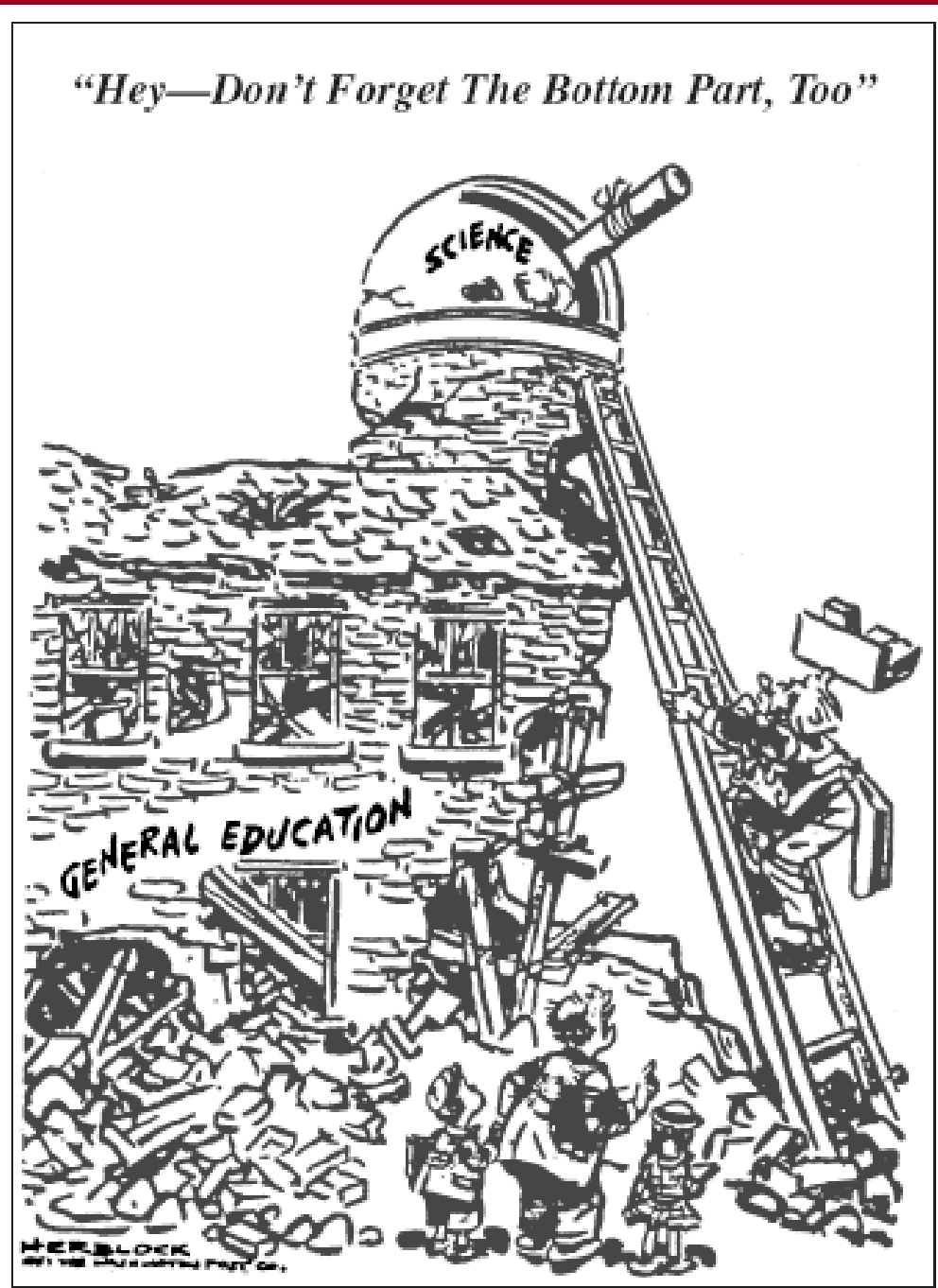
# Explosion of the Vanguard Rocket, 1957



# Round Two for Ike

- US education system after Sputnik
  - Criticized for being too easy
  - Drive to replace electives with math and science courses
  - Federal money went for loans to college students studying sciences and languages

“Hey—Don’t  
Forget the  
Bottom Part,  
Too”



# The Continuing Cold War

- Nuclear tests
  - Atmospheric (above ground) and below ground spewed radiation and pollutants
  - 1958 – USSR and US suspended tests
    - Suspension not followed up by inspections, so mutual distrust led to later renewals of testing

# Atmospheric Nuclear Weapons Testing in the Pacific and at Home, 1945-1962





# The Continuing Cold War

- Lebanon
  - July 1958 – Egyptian and communists plotted overthrow of pro-Western government
  - Lebanon asked US for aid under Eisenhower Doctrine
  - US troops landed and restored order without killing anyone

# The Continuing Cold War

- 1959 – Khrushchev invited to US for summit
  - Proposed total disarmament for both countries, but no way of achieving it (through inspections or verification)
  - At Camp David, announced that Western powers would be allowed to remain in Berlin indefinitely

# The Continuing Cold War

- U-2 incident
  - Another summit scheduled for May 16, 1960
  - May 1 – Gary Powers (CIA pilot) shot down while spying in Soviet airspace
    - US denied he was spying, but USSR brought out proof
    - Eisenhower refused to apologize but did take personal responsibility
  - Summit ruined when Khrushchev angrily stormed out

# The U-2 Spy Plane



# The U-2 Incident



# Cuba's Castroism Spells Communism

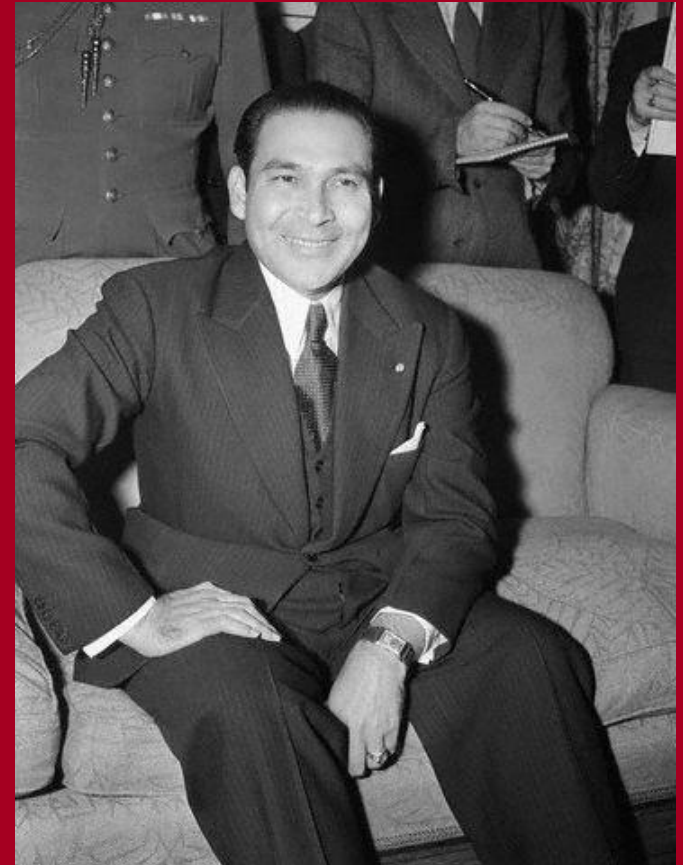
- Bitterness in Latin America
  - Relatively little in aid from US
  - Constant intervention in Latin American affairs
    - This included a CIA-directed overthrow of Guatemala's left-wing government led by Jacobo Arbenz
  - Support for brutal dictators who claimed to be fighting communism

# U.S. Involvement in Latin America and the Caribbean, 1954-1996



# Cuba's Castroism Spells Communism

- Cuba before Castro
  - Dictator Fulgencio Batista had ruled Cuba since the early 1930s
  - Batista encouraged US investment in Cuba
    - US corporations and major tourist destination

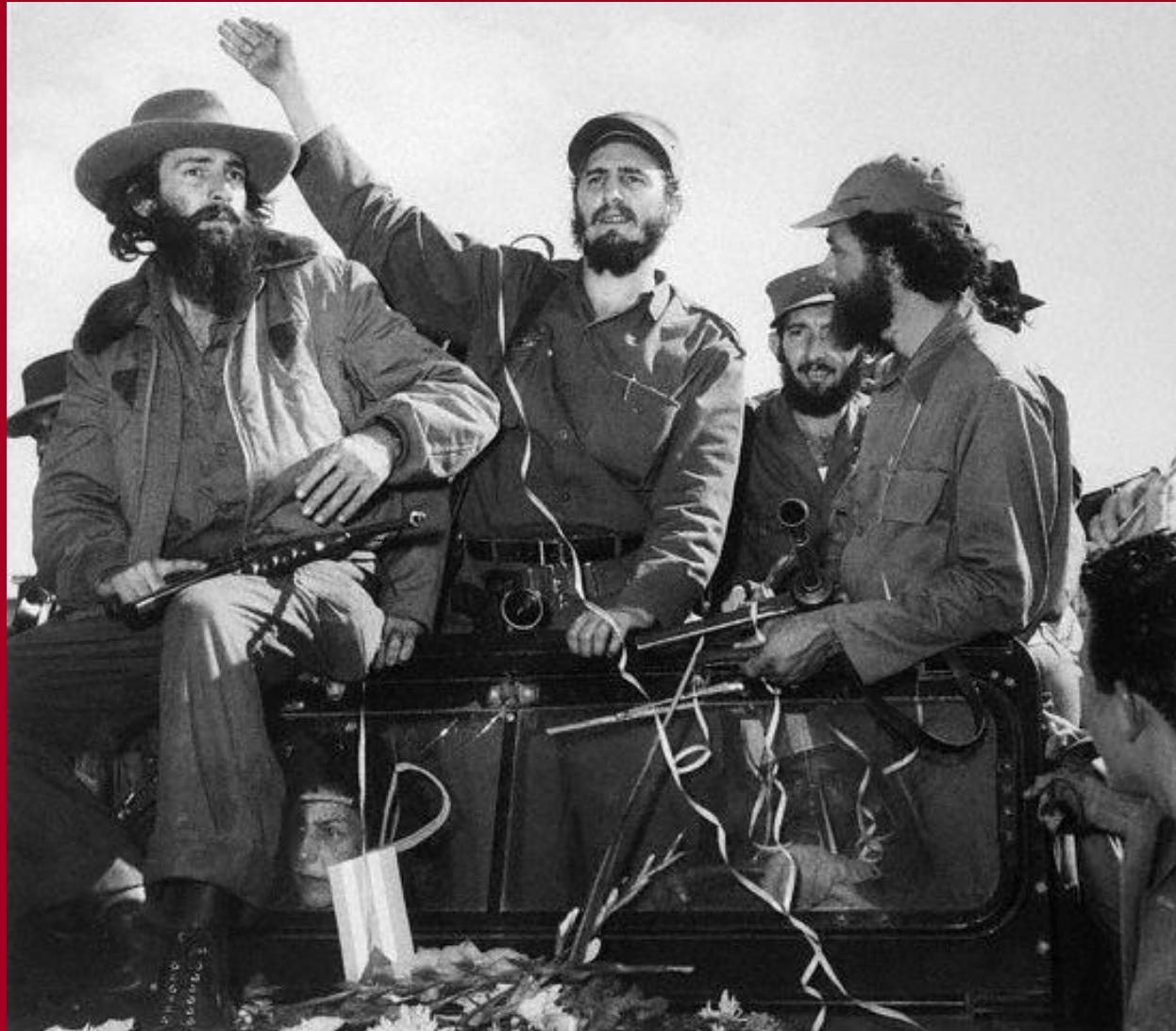




# Cuba's Castroism Spells Communism

- The Cuban Revolution
  - January 1959 – Fidel Castro carried out revolution and deposed Batista
  - Castro took land and property from Americans to carry out land distribution
  - Castro allied country with USSR when US cut of sugar imports
    - US threatened to enforce Monroe Doctrine, but did not when Khrushchev threatened war
  - 1961 – present – relations between US and Cuba
    - 1 million Cubans leave Cuba over next 40 years
    - US enforces strict trade embargo with Cuba

# Castro and the Cuban Revolution



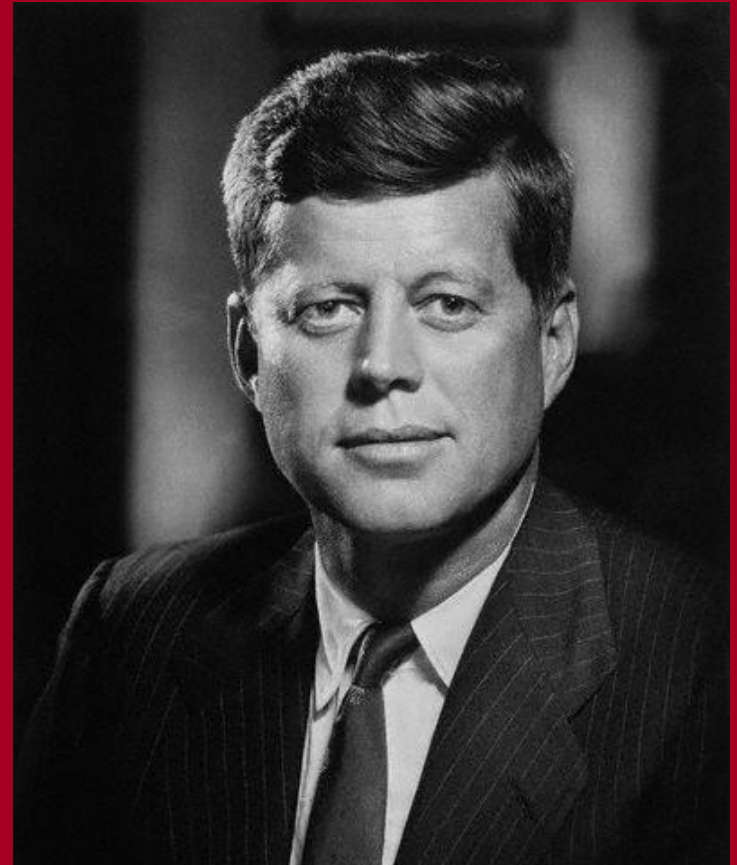
# Kennedy Challenges Nixon for the Presidency

- Election of 1960 – Nixon received Republican nomination
  - The “old” Nixon
    - As vice president, Nixon had been a political hack, attacking Democrats ruthlessly
  - The “new” Nixon
    - As nominee, Nixon wanted to be seen as seasoned statesman
    - Helped by “kitchen debate” with Khrushchev in Moscow in 1959
      - Nixon emphasized the technological marvels around US kitchens



# Kennedy Challenges Nixon for the Presidency

- Election of 1960 – John F. Kennedy received Democratic nomination
  - Kennedy won victories in important primaries to come out ahead
  - Rival Lyndon B. Johnson took Kennedy's offer of vice president



# Kennedy Challenges Nixon for the Presidency

- Election of 1960 – the campaign
  - Kennedy faced attacks on his Catholic faith
    - No Catholic had every been elected president
    - Kennedy promised pope would not control him
    - Issue cancelled itself out
      - Protestants in South (mainly Democratic) voted in lesser numbers
      - Catholic in big northern cities voted in large numbers
  - Kennedy attacked Republicans for letting USSR pass US technologically and militarily
    - Sputnik, nuclear bombs

# Kennedy Challenges Nixon for the Presidency

- Election of 1960 – television
  - Nixon and Kennedy met in 4 debates, broadcast live on TV
    - Over 60 million people watched
  - Nobody “won”, but Kennedy held his own against more experienced Nixon
  - Many viewers found Kennedy’s youth and glamour more appealing than Nixon’s haggard appearance

# Nixon and Kennedy Debate

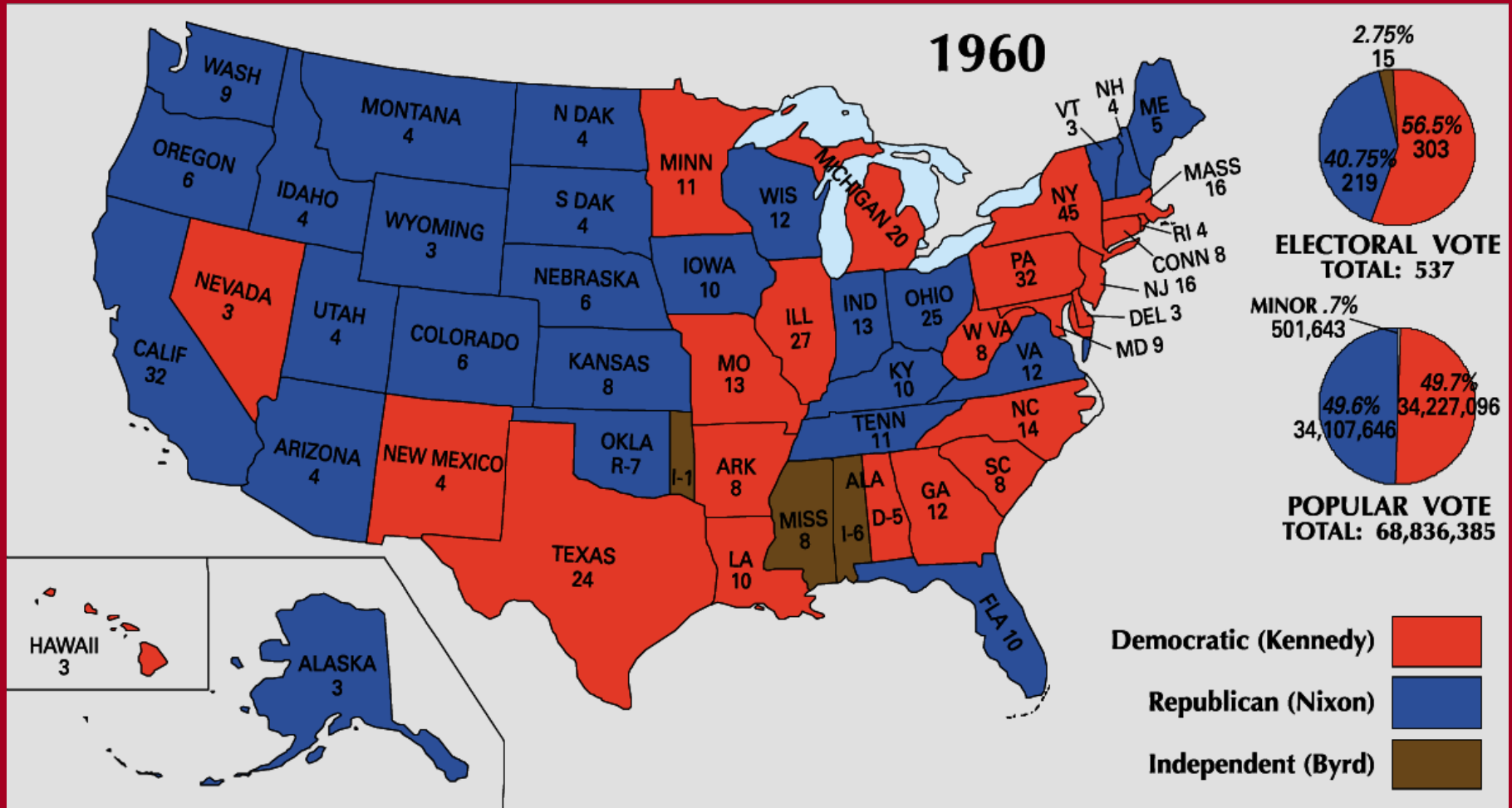


# Kennedy Challenges Nixon for the Presidency

- Election of 1960 – results
  - Kennedy won, narrowly
    - Margin of only 118,574 votes (out of 68 million cast)
    - First Roman Catholic, and youngest person to ever be elected
    - Received strong support in big cities, from workers, Catholics, blacks
  - Democrats won both houses of Congress



# The Election of 1960



# An Old General Fades Away

- Predictions that Eisenhower would be a mediocre president
  - 1951 – 22<sup>nd</sup> amendment ratified
    - Limited president to 2 terms
    - Pundits thought Eisenhower would be a “lame duck” during 2<sup>nd</sup> term
  - Democratic attacks
    - 8 years of “putting and puttering”

# An Old General Fades Away

- Reality was Eisenhower was a strong and admired president
  - Controlled Congress when in Democratic hands (1955 – 1961)
    - 169 vetoes; only overridden 2 times
  - Strongest politically in his last 2 years

# An Old General Fades Away

- Accomplishments under Eisenhower
  - US was extremely prosperous
    - With pockets of poverty and some farm problems
  - Alaska and Hawaii made states
  - Although not aggressive with civil rights, he did have some accomplishments
  - Controlled military through rough decade with USSR
    - Warned of “military-industrial complex” in farewell address in 1961
  - He felt his worst failure was that he had not ended arms race with USSR

# An Old General Fades Away

- This conjunction of an immense military establishment and a large arms industry is new in the American experience. The total influence – economic, political, even spiritual – is felt in every city, every Statehouse, every office of the Federal government. We recognize the imperative need for this development. Yet we must not fail to comprehend its grave implications. Our toil, resources and livelihood are all involved; so is the very structure of our society. In the councils of government, we must guard against the acquisition of unwarranted influence, whether sought or unsought, by the military-industrial complex. The potential for the disastrous rise of misplaced power exists and will persist. We must never let the weight of this combination endanger our liberties or democratic processes. We should take nothing for granted. Only an alert and knowledgeable citizenry can compel the proper meshing of the huge industrial and military machinery of defense with our peaceful methods and goals, so that security and liberty may prosper together.

# The Life of the Mind in Postwar America

- In fiction, some prewar realists continued
  - Ernest Hemingway: *The Old Man and the Sea* (1952); killed himself in 1961
  - John Steinbeck: *East of Eden* (1952) and *Travels with Charley* (1962); received the Nobel Prize for literature in 1962

# The Life of the Mind in Postwar America

- World War II did not produce the same outpouring of literature that World War I had
  - Intense realism characterized the literature in the 1920s (about WWI) and after WWII

# The Life of the Mind in Postwar America

- Norman Mailer: *The Naked and the Dead* (1948)
- James Jones: *From Here to Eternity* (1951)
- James Gould Cozzens: *Guard of Honor* (1948)
  - Finest American war novel about a struggle of a colonel on a Florida base trying to balance blacks' demands for equality with need to keep the base running smoothly



# The Life of the Mind in Postwar America

- As time passed, realism faded and the war was written about in fantastic and psychadelic terms
  - Joseph Heller: *Catch-22* (1961)
  - Kurt Vonnegut, Jr.: *Slaughterhouse Five* (1969)

# The Life of the Mind in Postwar America

- Books about problems created by American affluence and mobility
  - John Updike: *Rabbit, Run* (1960); *Couples* (1968)
  - John Cheever: *The Wapshot Chronicle* (1957); *The Wapshot Scandal* (1964)
  - Louis Auchincloss
  - Gore Vidal: *Myra Breckinridge* (1968)

# The Life of the Mind in Postwar America

- Poets wrote highly critical and deeply despairing poems about American life
  - Older poets (from before the war): Ezra Pound, Wallace Stevens, William Carlos Williams
  - Theodore Roethke
  - Robert Lowell
  - Sylvia Plath
  - Anne Sexton
  - John Berryman

# The Life of the Mind in Postwar America

- Playwrights
  - Tennessee Williams wrote dramas about psychological misfits trying to hold themselves together in modern life
    - A Streetcar Named Desire (1947); Cat on a Hot Tin Roof (1955)
  - Arthur Miller wrote searching plays about American values
    - Death of a Salesman (1949); The Crucible (1953)
  - Lorraine Hansberry: A Raisin in the Sun (1959)
  - Edward Albee: Who's Afraid of Virginia Woolf? (1962) exposed the darker side of middle-class life

# The Life of the Mind in Postwar America

- Bestselling books by black authors
  - Richard Wright: *Native Son* (1940) about a black killer in Chicago
  - Ralph Ellison: *Invisible Man* (1952) about blacks' search for identity - none of his supposed supporters (white liberals, black nationalists, Communists) see him as a real man
  - James Baldwin: *The Fire Next Time* (1963) explored racial questions
  - Black nationalist LeRoi Jones (Imamu Amiri Baraka): *plays like Dutchman* (1964)

# The Life of the Mind in Postwar America

- The South's literary renaissance
  - William Faulkner: won the Nobel prize in 1950; had also written before the war about life in Mississippi
  - Walker Percy, Eudora Welty also from Mississippi
  - Robert Penn: *All the King's Men* (1946) about Huey Long
  - Flannery O'Connor wrote about Georgia
  - William Styron: *The Confessions of Nat Turner* wrote a fictional and controversial account of an 1831 slave rebellion

# The Life of the Mind in Postwar America

- Jewish novelists became very important
  - JD Salinger: *The Catcher in the Rye* (1951) about an upper-class Anglo-Saxon youth
  - Bernard Malamud: *The Assistant* (1957) about a family of New York storekeepers
    - *The Natural* (1952), a mythical story about baseball
  - Philip Roth: *Goodbye, Columbus*, a comical story about New Jersey suburbanites
    - *Potney's Complaint* (1969), another comical piece about a middle-aged, sexually obsessed New Yorker
  - Saul Bellow: *The Adventures of Augie March* (1953); *Herzog* (1962), sketches of Jewish urban and literary life
  - Isaac Bashevis Singer, an immigrant from Poland in the 1930s, wrote in Yiddish; won the Nobel prize in 1978
  - E.L. Doctorow: *The Book of Daniel* (1971); used Old Testament themes in a book about the Rosenbergs