

# The Cold War: 1945-1961

## Domestic Stuff



# TRUMAN'S FAIR DEAL

-Attempted Revival of New Deal Programs

-Conservative Congressional Coalition

-Taft-Hartley Act (1947)



# TRUMAN & CIVIL RIGHTS

-Commission on Civil Rights (1947)

-Desegregation of Armed Forces (1948)



# New Government Structures

Atomic Energy Commission 1946

National Security Act - 1947



Peacetime military draft 1948

# Red Scare in America



Fear of...

...Spies infiltrating US government

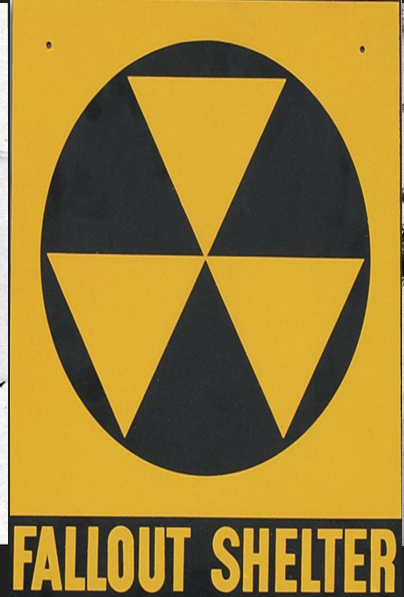
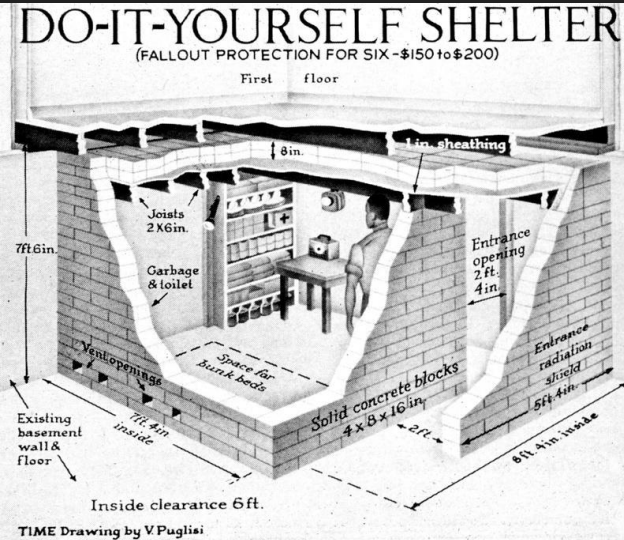
...Nuclear war

...Another Depression

...Spreading communism

-Pop culture reflected these fears



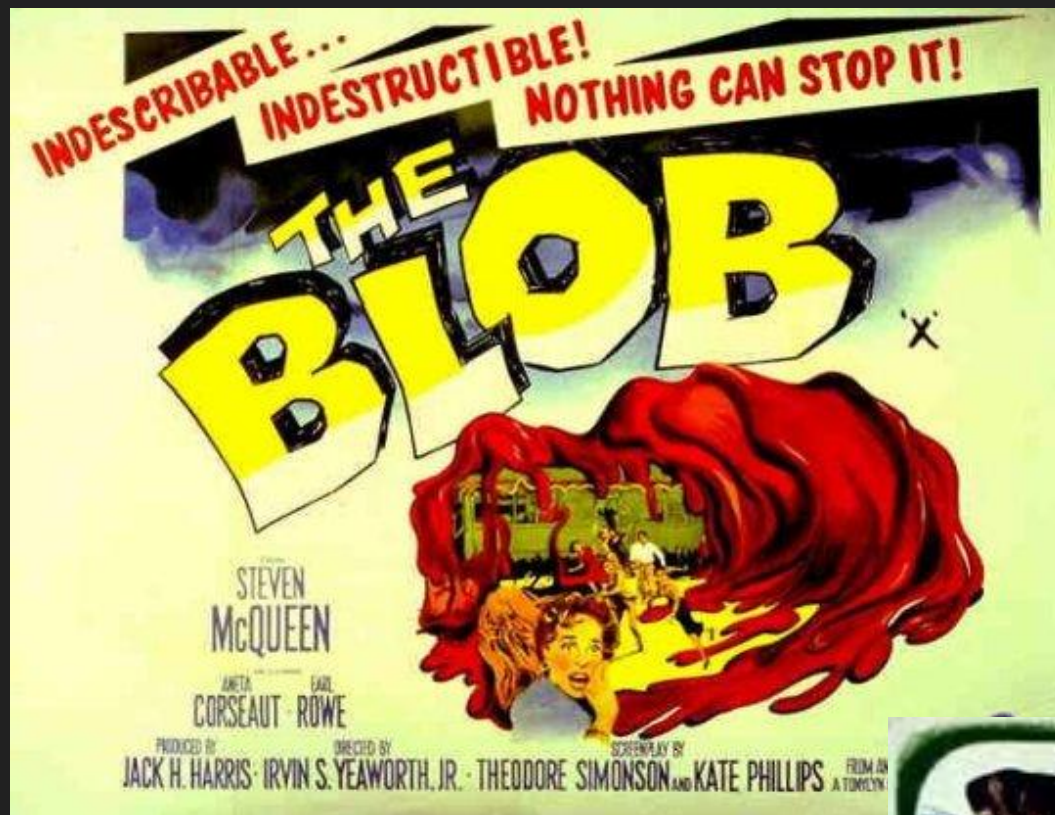


NO PART IS TO BE REPRODUCED BY ANY MEDIUM DEPARTMENT OF DEFENSE PERMISSION.



# “Duck and Cover”

<https://www.youtube.com/watch?v=IKqXu-5jw60>



# American Post War Art- Abstract Expressionism

Title: Lucifer  
Artist: Jackson Pollock  
Date: 1947  
Medium: Oil and Enamel on Canvas



## Russian Art in the 1950s



Title: Flowers to Stalin  
Artist: Mikhail Chepik  
Date: 1951  
Medium: Oil on Canvas



Title: We are Pioneers of the Soviet Union  
Date: 1950  
Medium: Oil on Canvas



# McCarthyism



- ◆ Wisconsin Senator Joseph McCarthy accused hundreds of employees in State Dept. of being communists

“I have here, in my hand, a list...”

# House Un-American Activities Committee (HUAC)

- Sensationalistic committee created in 1945 to root out communism after WWII
- Rep. Richard Nixon led committee to indict Alger Hiss (U.S. State Dept.)
- Hollywood 10



# JULIUS & ETHEL ROSENBERG TRIAL (1951–1953)

Charged with conspiracy to pass atomic secrets to USSR



RACE RESULTS

Los Angeles Times

PICTORIAL

VOL. LXXII IN THREE PARTS \*\*\* SATURDAY MORNING, JUNE 20, 1953 42 PAGES DAILY, 10c

## ROSENBERGS DIE

### Pair Executed for Atom Spying

Supreme Court and Eisenhower Reject Couple's Last Pleas

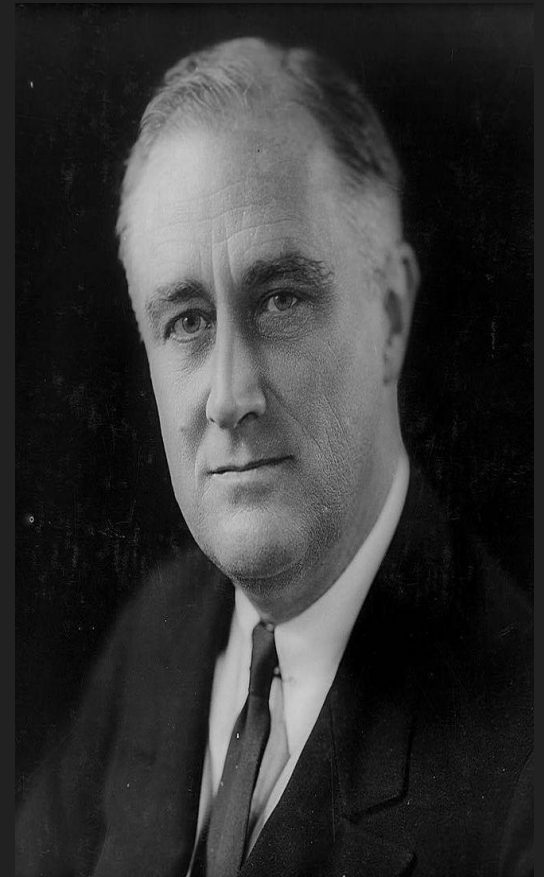
OSISING, N.Y., June 19 — Atom Spies Julius and Ethel Rosenberg died in Sing Sing Prison's electric chair shortly before sundown today. The executions followed quickly after the Supreme Court set aside a stay of execution granted Wednesday by Justice William O. Douglas and President Eisenhower's refusal to grant them clemency.

SING SING PRISON, N.Y., June 19 (AP) — Atom Spies Julius and Ethel Rosenberg were ordered electrocuted late today for betraying their country's secrets to Russia and threatening the lives of millions by bringing the world closer to an atomic war. The Justice Department set the time for the doomed couple's death in Sing Sing Prison's

# 22<sup>ND</sup> AMENDMENT (1951)

-Two term limit

-10 year maximum



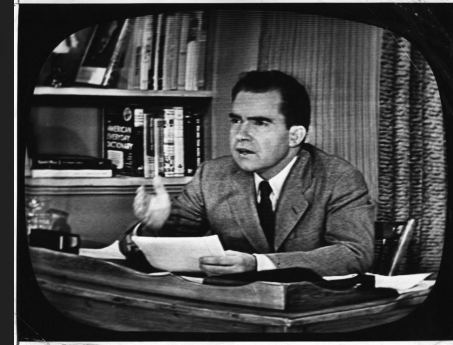
How do you think all of this fear around  
Communism will manifest itself in American  
society?

# Eisenhower 1952-1960

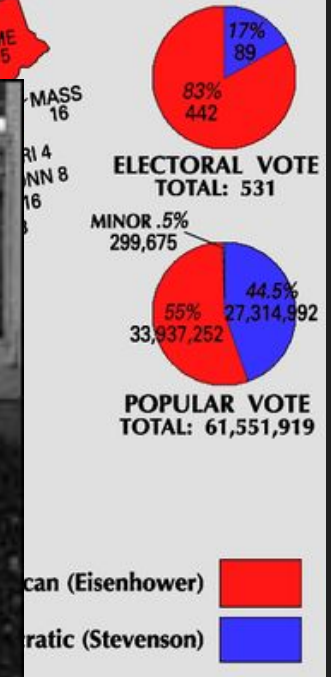


# ELECTION OF 1952

Nixon's scandal & "Checkers" speech



Dwight D. Eisenhower



Adlai E. Stevenson

Based on your project research so far, what does the American economy look like?

Hint: Shifting away from wartime manufacturing.

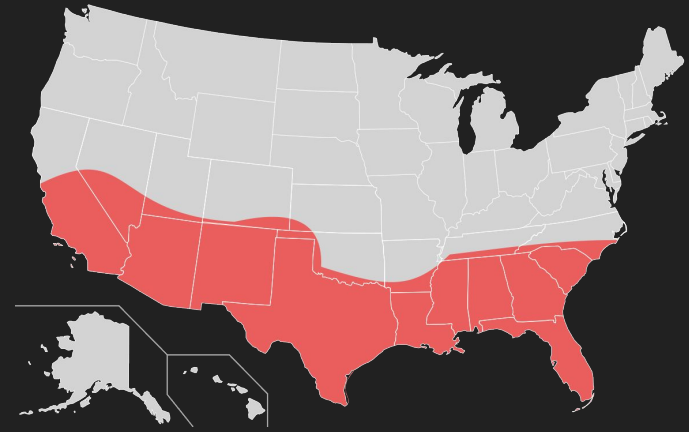


# BUSINESS

- White-collar jobs
- Conglomerates
- Franchises



# GOLDEN AGE OF FREE ENTERPRISE (CAPITALISM)



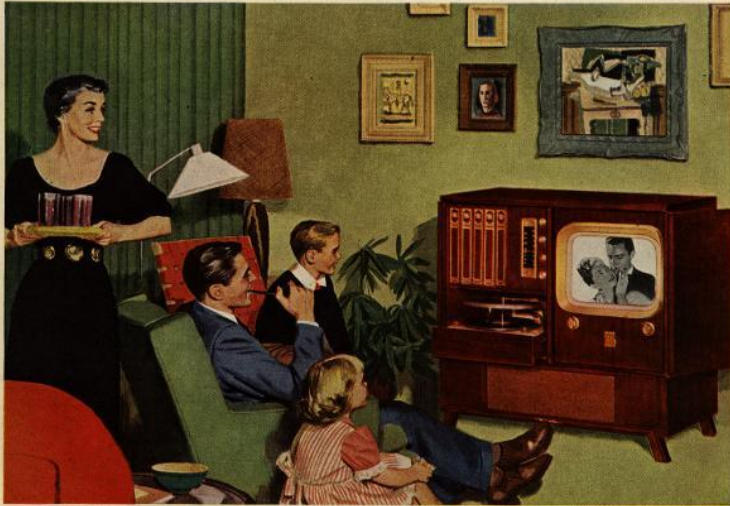
-Post WWII economic expansion

-Sunbelt

-Last decade of the Industrial Age



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Model TVP6—in mahogany and lined oak, 17 inch TV... FM and AM radio... 3 speed photograph.

Whether it's a party for friends or just a quiet evening at home... your Motorola TV will add plenty of pleasure with its variety of entertainment. Drama, music, sports and educational programs... all these are yours on Motorola's big-screen, photo-perfect television! Hear your favorite recorded music faithfully reproduced with Motorola's dependable and easy-to-operate "Multi-Play" record changer. And for the best in both FM and AM radio, there is nothing finer than Motorola's famous "Golden Voice" tone that's as rich and true as the original sound itself.

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**THREE-SPEED RECORD CHANGER.** Automatically plays all size 78, 45 and 33 1/3 rpm speed records without fuss... that's all! Built-in Automatic Background black picture tubes.

**"GOLDEN VOICE" AM AND FM RADIO.** New "Music-Lover" sound system faithfully brings you true pitch and tone in both musical and voice reproductions... from lowest bass to highest treble.

**LONG LIFE "DEPEND-A-BLE" CHASSIS.** Proven tested... we play it before we ship it... so make sure that it brings you long, reliable TV enjoyment. It's built to perform better... longer!

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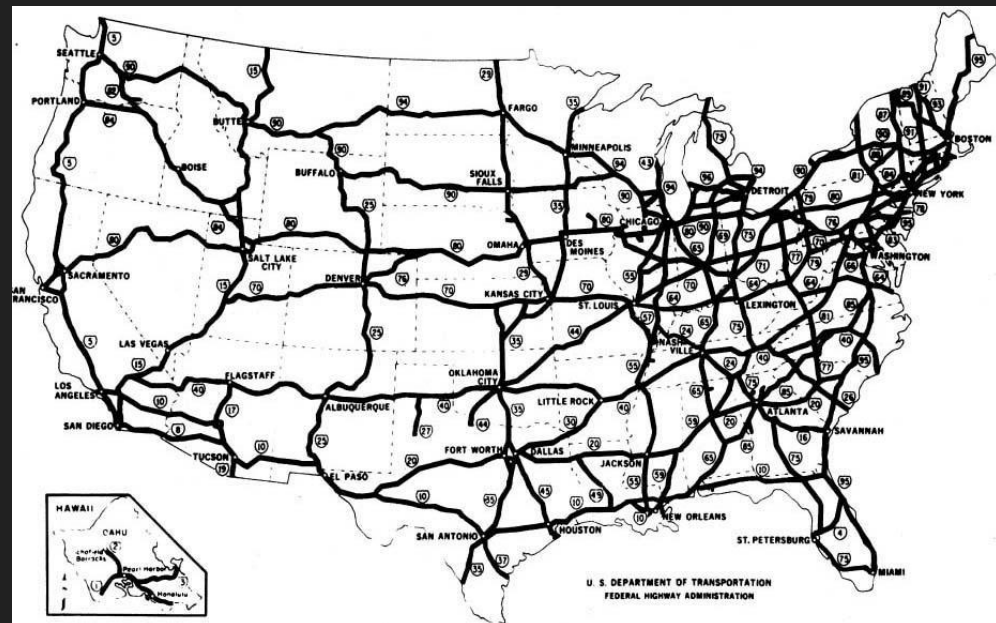
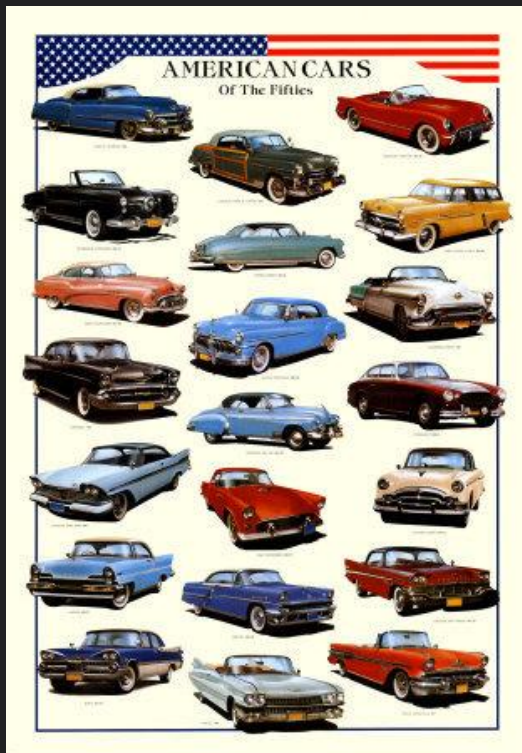
Yes, think it IBM's great saving touch, a solid fact! IBM's electric typewriter requires 100 watts less energy than a manual typewriter.

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\*As usual mechanical measurements of such kind must be made by you, and must be made in your own office.

# Automania

- Cheap gas
- Easy credit
- Interstate Highway System (1956)
- Drive-in movies, restaurants, shopping malls



# RISE OF SUBURBIA

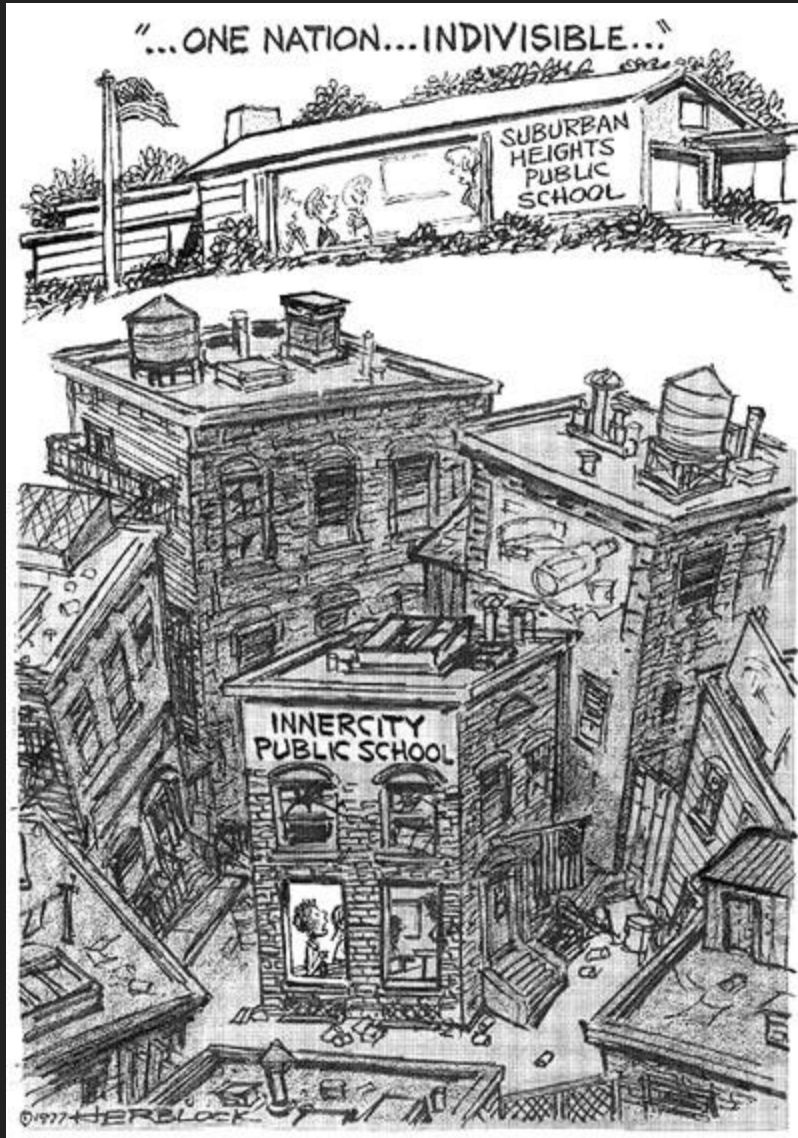
“Levittown”

Suburban  
Consumerism



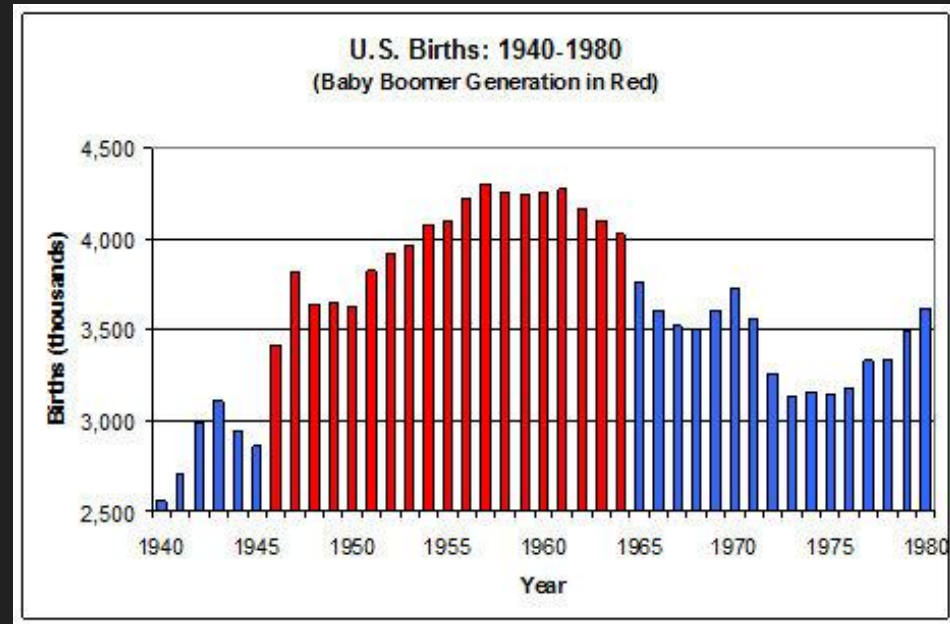
What are modern issues facing urban communities?

# “WHITE FLIGHT”



Inner Cities and Suburbs

# Women in the 50s and Baby Boom





# CONFORMITY & REBELLION



-Red Scare breeds conformity

-The Beats

-Teenagers/Rock & Roll

