



1946 to 1961:

Four Main Themes

- ✓ **COLD WAR**
- ✓ **A CONFIDENT NATION**
- ✓ **CONSUMERISM**
- ✓ **CIVIL RIGHTS MOVEMENT**

Was it a time of “happy days or anxiety, alienation and social unrest”?

The Eisenhower Years



1953-1961

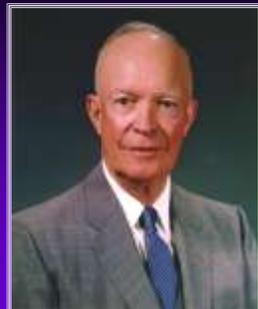
PRESIDENT DWIGHT EISENHOWER



- Nickname:** "Ike"
- Born:** Oct. 14, 1890, in Texas
- Died:** March 28, 1969, in Washington, D.C.
- Education:** Graduate of West Point
- WWII:** Supreme Allied Commander during WWII

•**34th President:** Republican, 1953 to 1961
 •**VP:** Richard Nixon

PRESIDENT DWIGHT EISENHOWER



Issues/Events

- Civil Rights**
 - Plessy vs. Ferguson overturned
 - Public Schools Integrated
 - Rosa Parks
 - Montgomery Bus Strike
 - Rise of Martin Luther King
 - Little Rock Nine
- Cold War**
 - Ended the Korean War
 - Suez Canal
 - Hungary
 - Berlin
 - Sputnik
 - U-2 Spy Plane

Domestic Policy

- Balanced, moderate
 - “Bland leading the bland”
 - Overall, a time of prosperity
- New Deal a part of modern life
 - Expands farm aid, Social Security, housing, health services
- Highway Act of 1956
 - 42,000 miles of interstate highways linking major cities
 - Improve national defense
 - Good for jobs, trucking
 - Bad for the poor, public transportation




The Culture of the Car

America became a more homogeneous nation because of the automobile.



First McDonald's (1955)



Howard Johnson's



Drive-In Movies

The Culture of the Car

Car registrations: 1945 --> 25,000,000
1960 --> 60,000,000

2-family cars doubles from 1951-1958

1956 --> **Federal Interstate Highway Act** -->
largest public works project in American history!

* Cost \$32 billion

* 41,000 miles of new highways built

The Culture of the Car

1959 Chevy Corvette



1958 Pink Cadillac

The Culture of the Car

1955 --> Disneyland opened in Southern California. (40% of the guests came from outside California, most by car.)



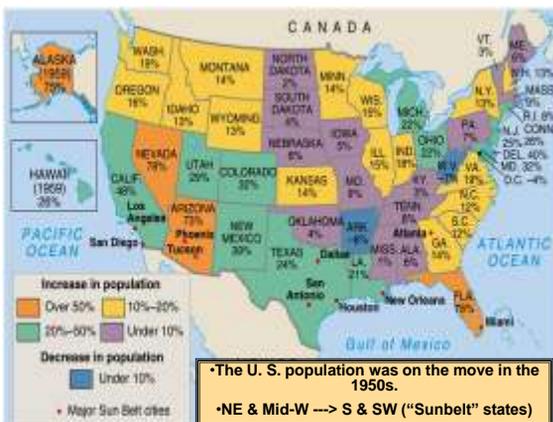
Frontier Land



Main Street



Tomorrow Land



Foreign Policy

➤ Korean War ends in a stalemate.

➤ Shaped by John Foster Dulles

- Truman too passive

Brinksmanship

➤ Push Communist nations to the brink of war, they will back down to U.S. nuclear superiority

Massive Retaliation

➤ Focus on nuclear weapons, air power

➤ H-Bomb in 1953

➤ Criticized as "mutual extinction"





COLD WAR CONTINUES




RADIO MOSCÚ INTERNACIONAL
ANOS EN EL ÉTER MUNDIAL
1929 OSL 1989

Cold War continues with the Soviets also using propaganda radio broadcasts




COLD WAR CONTINUES



When Mad magazine launched its Spy vs. Spy column in 1960, some of the funniest illustrations ever published came from the staff of Mad. The comic strip has achieved legendary status in the world of comic books.

- *Mad Magazine* makes fun of the Cold War with their Spy vs. Spy column.
- CIA vs. KGB




The Hungarian Uprising: 1956




Imre Nagy, Hungarian Prime Minister

- 1 Promised free elections.
- 1 This could lead to the end of communist rule in Hungary.



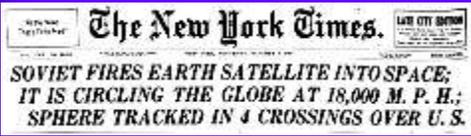

Sputnik I (1957)




The Russians have beaten America in space—they have the technological edge!



1957 Russians launch SPUTNIK I




Facts on Sputnik

- Aluminum sphere, 23 inches in diameter weighing 184 pounds with four steel antennae emitting radio signals.
- Launched Oct. 4, 1957
- Stayed in orbit 92 days, until Jan. 4, 1958



1957 Russians launch SPUTNIK I



Effects on the United States

- Americans fear a Soviet attack with missile technology
- Americans resolved to regain technological superiority over the Soviet Union
- In July 1958, President Eisenhower created **NASA** or **National Space and Aeronautics Agency**
- 1958 --> **National Defense Education Act**



Effects of Sputnik on United States

Atomic Anxieties:

• “**Duck-and-Cover Generation**”

Atomic Testing:

• Between July 16, 1945 and Sept. 23, 1992, the United States conducted 1,054 official nuclear tests, most of them at the Nevada Test Site.



Americans began building underground bomb shelters and cities had underground fallout shelters.



The Space Race					
Spacecraft	Sputnik I	Explorer I	Vanguard I	Vostok I	Mercury
Country	Soviet Union	United States	United States	Soviet Union	United States
Date	October 4, 1957	January 31, 1958	March 17, 1958	April 12, 1961	May 5, 1961
Size	23 inches in diameter	48 inches long	8-inch sphere	10 feet	5.5 feet tall
Weight	184 pound satellite	31 pound satellite	3 pound satellite	13,000 pounds	300 pounds
Highest altitude reached	188 miles	1525 miles	2453 miles	200 miles	118 miles
Orbital life	3 months	through 1967	6 years	single orbit of 108 minutes	15 minutes, 22 seconds
Accomplished	transmitted data for 21 days about temperature inside the satellite	detected zone of intense radiation inside Earth's magnetic field	obtained data about Earth's shape and variations in its gravitational field	first person in space: Yuri Gagarin	first American in space: Alan Shepard

Source: NASA, and other sources. © 2000 by The McGraw-Hill Companies, Inc.

■ **A haunting moment of atomic testing from Fallon is captured in this photo.**

■ **Taken in the dead of night sometime in the early 1950s**

■ **The silhouette of a few trees is lit up by a bright flash to the south,**

■ **Presumably at the Nevada Test Site northwest of Las Vegas.**

Desert Research Institute



• Between 1949 and 1963, the United States and Soviet Union conducted more than 100 above ground nuclear weapons tests.

• Limited Test Ban Treaty in 1963 banned all above-ground testing sending nuclear tests underground.

• On Oct. 26, 1963 at the Shoal underground nuclear test site 1,204 feet below the surface a nuclear detonation conducted in the Sand Springs Mountain Range about 30 miles southeast of Fallon, Nevada.

• Produced a yield of 12.5 kilotons and analyzed seismic detection of underground nuclear tests in active earthquake areas.

• The veiled purpose of the experiment may have been to discern the difference between Russian earthquakes and Russian nuclear testing.



U-2 Spy Incident (1960)

Col. Francis Gary Powers' plane was shot down over Soviet airspace.



U-2 SPY PLANE



• On May 1, 1960, a U.S. U-2 high altitude reconnaissance aircraft was shot down over central Russia, forcing its pilot, Gary Powers, to bail out at 15,000 feet.

• The CIA-employed pilot survived the parachute jump and was picked up by the Soviet authorities, who arrested him.

• On May 5, Soviet leader Nikita Khrushchev announced the capture of the U.S. spy, and vowed that he would be put on trial.

• After initial denials, U.S. President Dwight D. Eisenhower admitted on May 7 that the unarmed reconnaissance aircraft was indeed on a spy mission.

• In response, Khrushchev cancelled a long-awaited summit meeting in Paris, and in August, Powers was sentenced to ten years in a Soviet prison for his confessed espionage.

• However, a year-and-a-half later, on February 10, 1962, the Soviets released him in exchange for Rudolph Abel, a Soviet spy caught and convicted in the United States five years earlier.

• Led to the Berlin Wall being built and the Cold War “heating up again”