



# 1946 to 1961:

## Four Main Themes

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

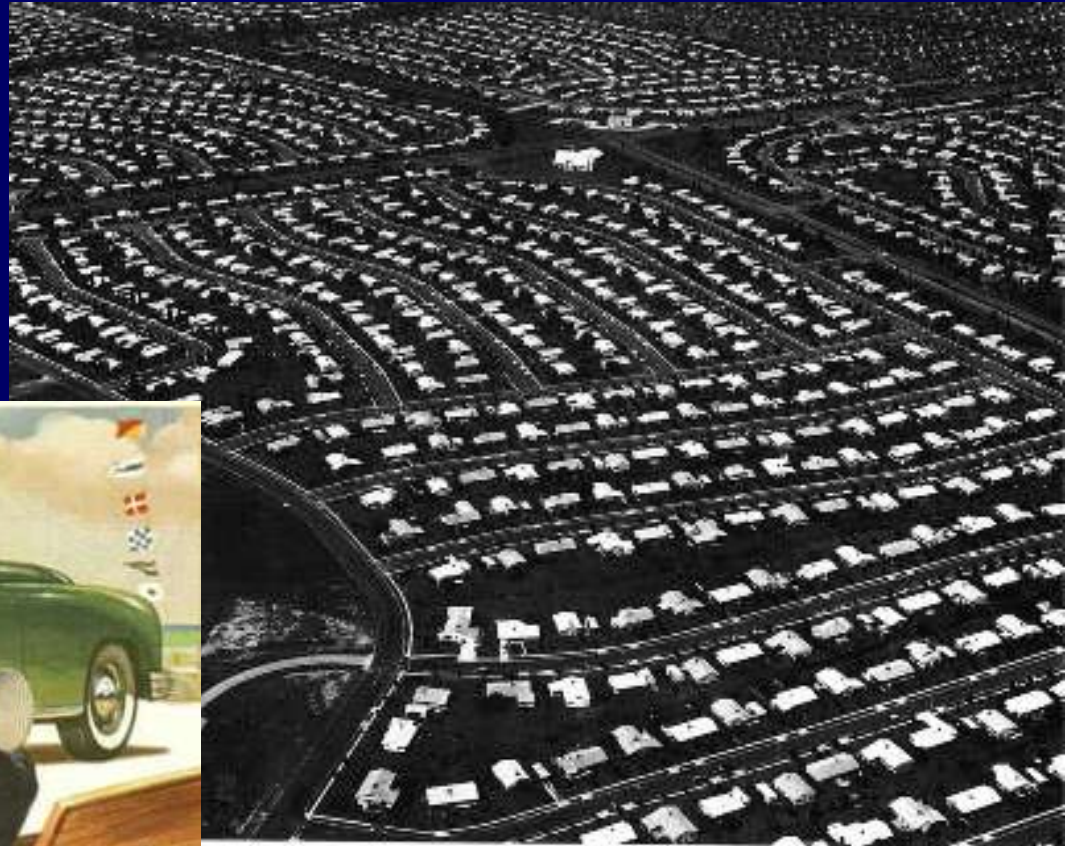
Was it a time of “happy days or anxiety, alienation and social unrest”?



# The Truman Presidency (1945 to 1953)

# Post War America

- Serviceman's Readjustment Act of 1944
- Baby Boom
- Suburban Growth
- Rise of the Sunbelt





# GI BILL OF RIGHTS



THE  
G. I. BILL OF RIGHTS



SUPPLEMENT TO

## *Answers to Servicemen's Questions*



about Life Insurance and Government  
Benefits . . . Prepared to Serve our  
Policyholders in the Armed Forces

THE PENN MUTUAL LIFE INSURANCE COMPANY

♦ On June 22,  
1944, President  
Franklin D.  
Roosevelt signed  
the "Servicemen's  
Readjustment Act  
of 1944"

♦ "GI Bill of  
Rights"

# **GI BILL OF RIGHTS**

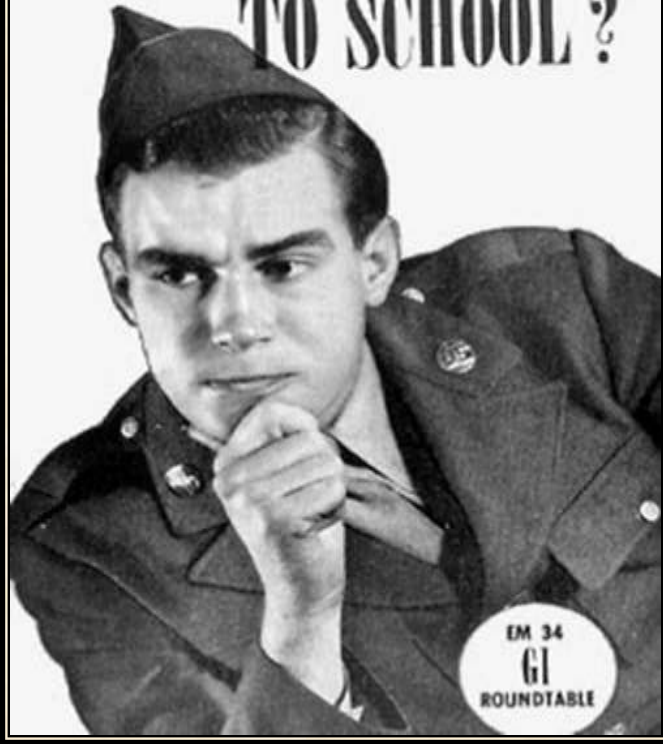


- FDR signing the GI Bill of Rights into law.
- This was a correction of our mistake after WWI.

- Help veterans adjust to civilian life after separation from service
- Gain higher education if you couldn't afford one
- Restore lost educational opportunities because of military service.
- Enhance our nation through a more highly educated and productive work force

# **GI BILL OF RIGHTS**

SHALL I GO BACK  
TO SCHOOL?



## **GI Bill provided 6 benefits**

- education and training
- Loans for a home, farm, or business
- unemployment pay of \$20 a week for 52 weeks
- job-finding assistance

## **Eligible for GI Bill Benefits**

WWII veteran, served 90 days or more after September 16, 1940 and a honorable discharge.

## **Program ended July 25, 1956**

- Of the 15,440,000 veterans, some 7.8 million were trained.
- 2,230,000 in college
- 3,480,000 in other schools
- 1,400,000 in on-job training
- 690,000 in farm training

**Total cost of the  
World War II  
education  
program was  
\$14.5 billion.**



# SUBURBAN LIVING

Levittown, L. I.: "The American Dream"

1949 → William Levitt produced  
150 houses per week.

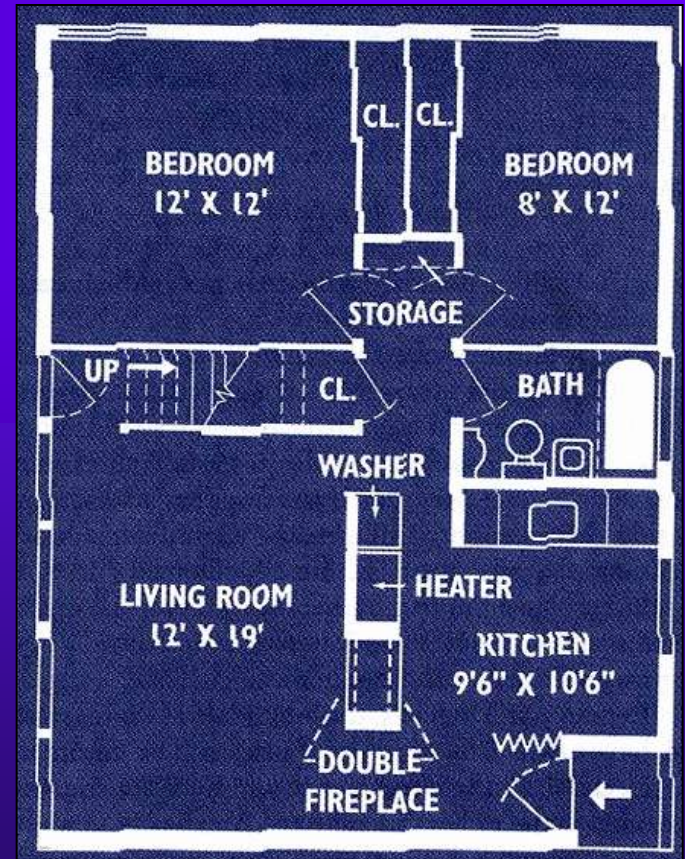


\$7,990 or \$60/month with no down payment.



# SUBURBAN LIVING: THE NEW “AMERICAN DREAM”

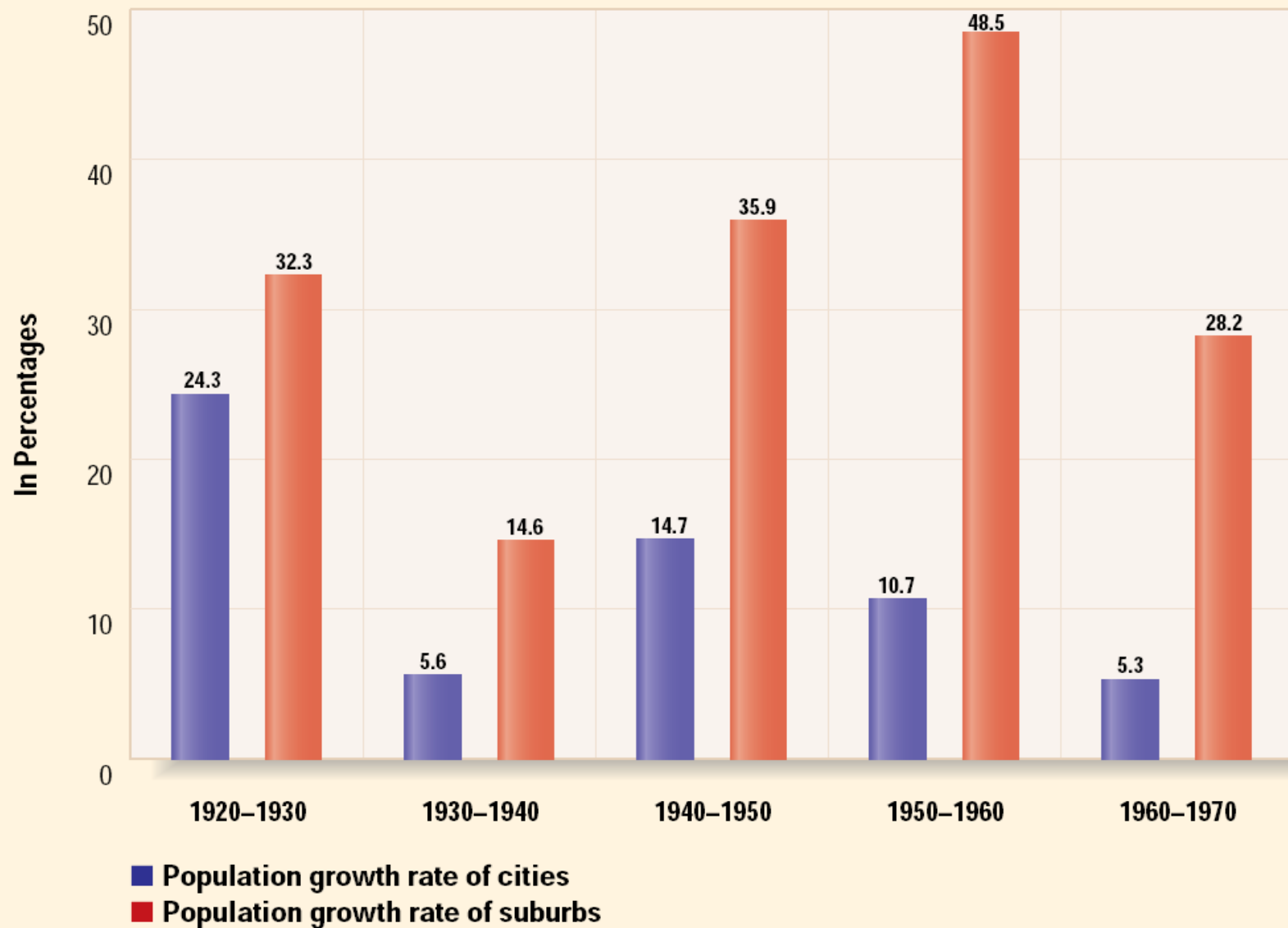
- 1 story high
- 12'x19' living room
- 2 bedrooms
- tiled bathroom
- garage
- small backyard
- front lawn



By 1960 → 1/3 of the U. S. population in the suburbs.



## Percentages of Urban-Suburban Growth Rates, 1920–1970



# **Suburban Living**

## **The Typical TV Suburban Families**



**The Donna  
Reed Show  
1958-1966**



**Leave It to  
Beaver  
1957-1963**



**Father Knows Best  
1954-1958**



**The Ozzie & Harriet Show  
1952-1966**

# **Baby Boomers**

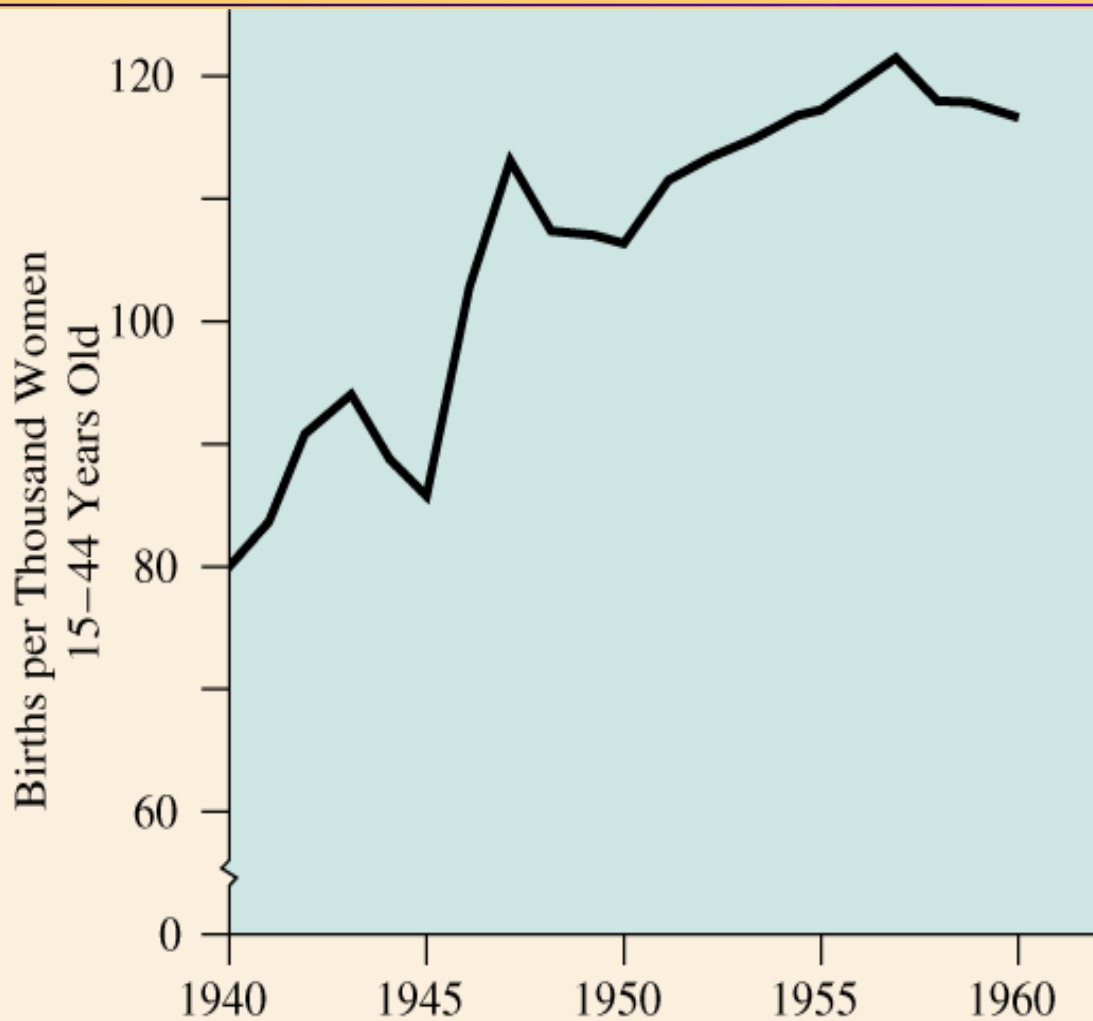


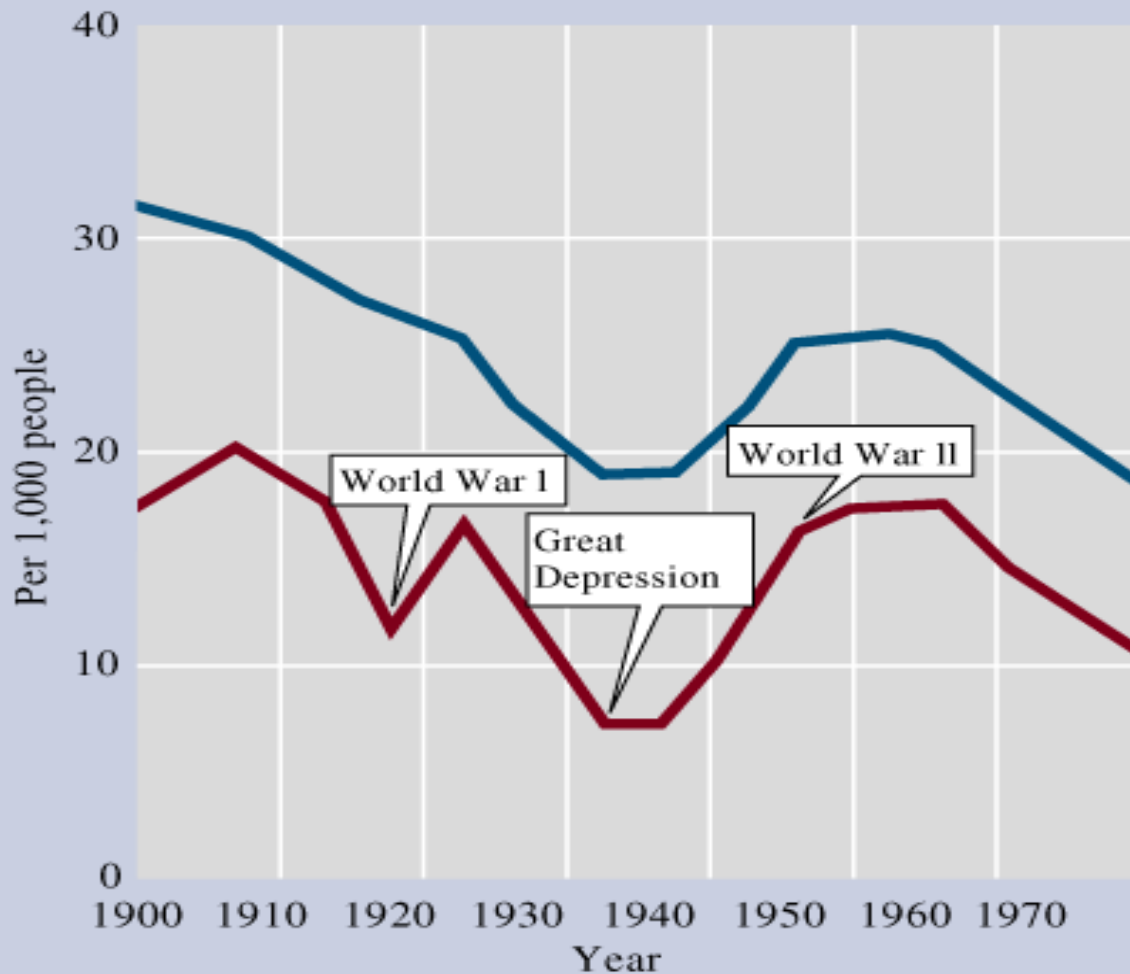
Figure 27.2 American Birthrate, 1940–1960

- *It seems to me that every other young housewife I see is pregnant.*
- **British visitor to America, 1958.**



# Baby Boomers

Birth and Population Rates, 1900-1970



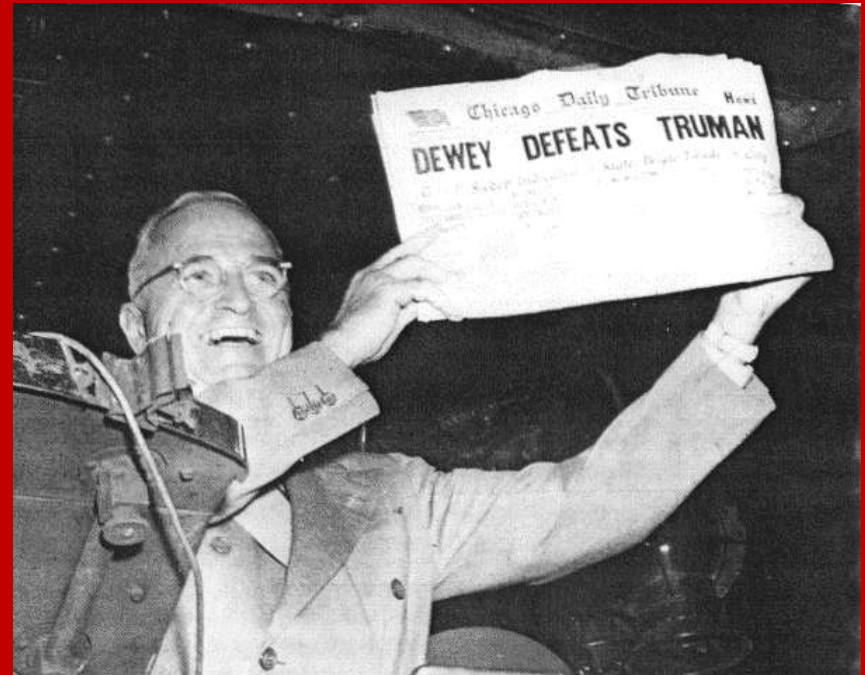
Birthrate Population growth rate

- During Great Depression, birthrate and population decreased.

- Post WWII, both increase




# Post War Politics

- **Economic Program and Civil Rights**
  - Employment Act of 1946
  - Inflation and Strikes
  - Civil Rights: Integrates the military
- **Republican Control of the 80<sup>th</sup> Congress**
  - 22<sup>nd</sup> Amendment
  - Taft-Hartley Act (1947)
- **Election of 1948**
- **The Fair Deal**



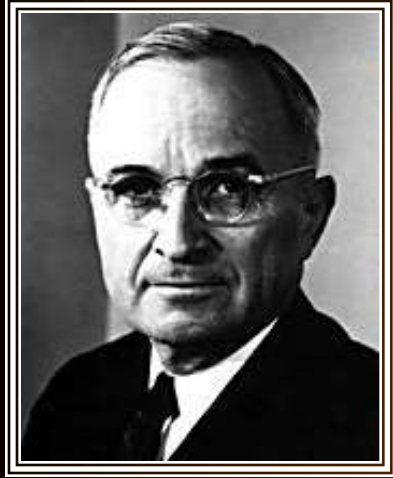
# TRUMAN RE-ELECTED



| Candidate  | Electoral Vote | Popular Vote | Percent of Popular Vote |
|--|----------------|--------------|-------------------------|
|  Harry S Truman (Democrat)           | 303            | 24,105,182   | 49.6                    |
|  Thomas E. Dewey (Republican)       | 189            | 21,970,065   | 45.1                    |
|  J. Strom Thurmond (States' Rights) | 39             | 1,169,063    | —                       |
| Minor parties  | —              | 1,442,667    | —                       |



# TRUMAN AT HOME



## **Truman's "Fair Deal" program**

- ✓ called for improved housing
- ✓ full employment
- ✓ a higher minimum wage
- ✓ better farm price supports

- ✓ New Tennessee Valley Administrations
- ✓ extension of Social Security.

## **"Point Four Program"**

- ✓ financial support of poor, underdeveloped lands
- ✓ keep underprivileged peoples from becoming communists.

# Origins of the Cold War

- U.S.-Soviet Relations to 1945
- Allies in World War II
- Postwar Cooperation – the U.N
- Satellite States in Eastern Europe
- Occupation Zones in Germany
- Iron Curtain



# NUCLEAR AGE

- The world would now live with the threat of nuclear war.
- Arms race between Soviet Union and U.S. who could build the most nuclear weapons.
- U.S. would use nuclear weapons as a “*deterrent*”
- Peace through strength.....
  - “nuclear diplomacy”





# DECISIONS AT YALTA CONFERENCE

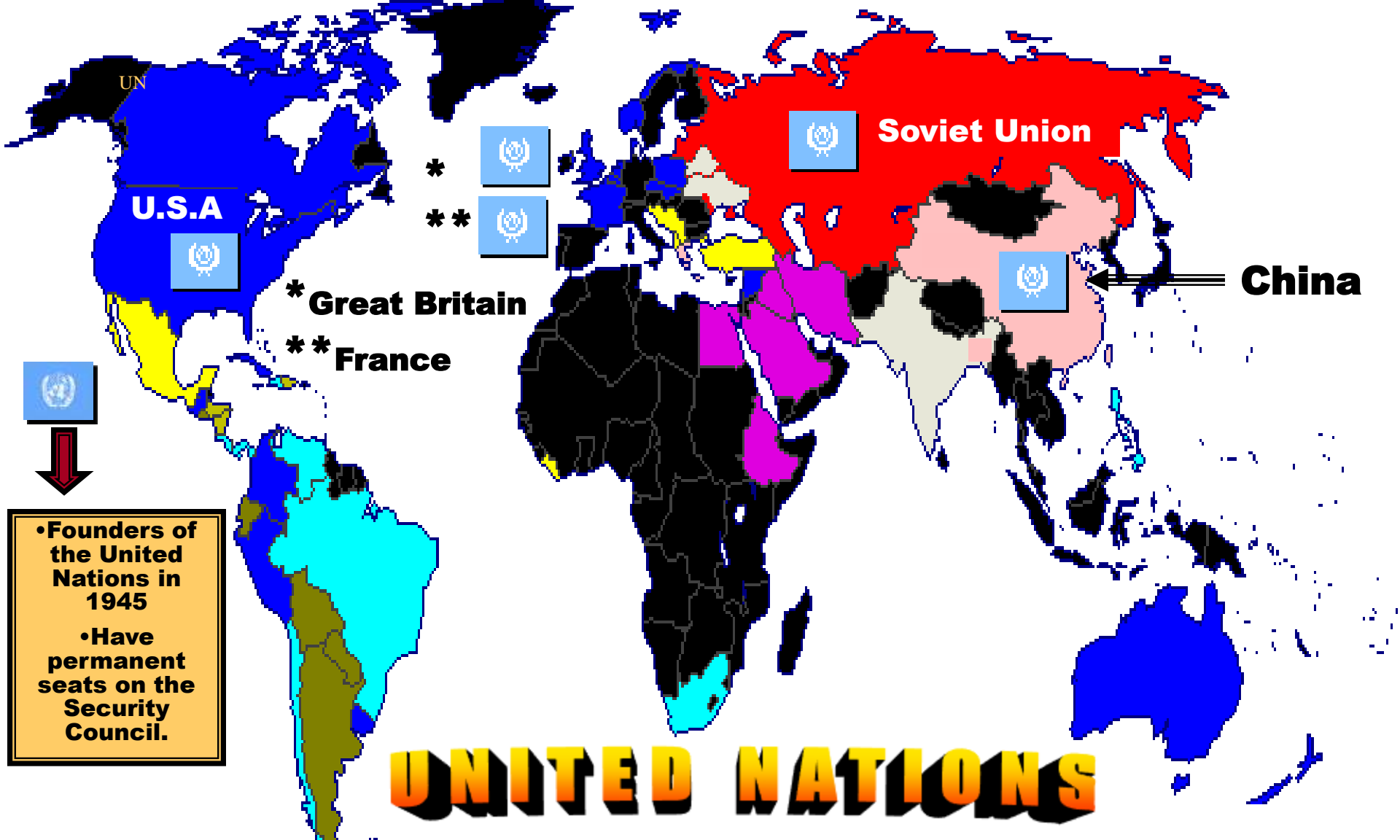


Yalta Conference shaped the post WWII world. The lasting effect was: ***"You cannot trust the words of a dictator".***



## **KEY DECISIONS**

- Created a **United Nations**
- Germany and Berlin divided into 4 zones controlled by the Allies
- Eastern European countries allowed **"free elections"**
  - Stalin signed agreements but Eastern Europe would stay under Soviet control.



UN

**U.S.A**

**Soviet Union**

**China**

**\* Great Britain**

**\*\* France**

•Founders of the United Nations in 1945  
•Have permanent seats on the Security Council.

**UNITED NATIONS**





# THE COLD WAR



VS



- Uneasy peace between the U.S. and the Soviet Union.
- *Competition for world dominance and global power.*
- Fought on political and economic fronts rather than on military battlefields-----Even though the threat of war was always present.
- *Defined America's foreign policy from 1946 to 1989.*
- It affected domestic politics and how Americans viewed the world and themselves.
- *Constant state of military preparedness and arms race*
  - Propaganda war----Democracy vs Communism
- *US policy: Support nations threatened by Communism*



# THE COLD WAR

Stalin argued that capitalism and communism could never coexist.

## Communism

- ◆ No freedom of religion
- ◆ State-run economy
  - ◆ *Socialism*
- ◆ One-party system
- ◆ Collective good
  - ◆ *No private ownership*
- ◆ Crush opposition
- ◆ Dictatorship

VS

Churchill responded that an “***Iron Curtain*** ***had descended*** ***across the*** ***Continent.***”

## Americans

- ◆ Freedom of Religion
- ◆ Free enterprise
  - ◆ *Laissez faire economy*
  - ◆ *Capitalism*
- ◆ Two-party system
- ◆ Individual freedoms
- ◆ Freedom of Speech
- ◆ Democracy/Republic

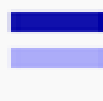
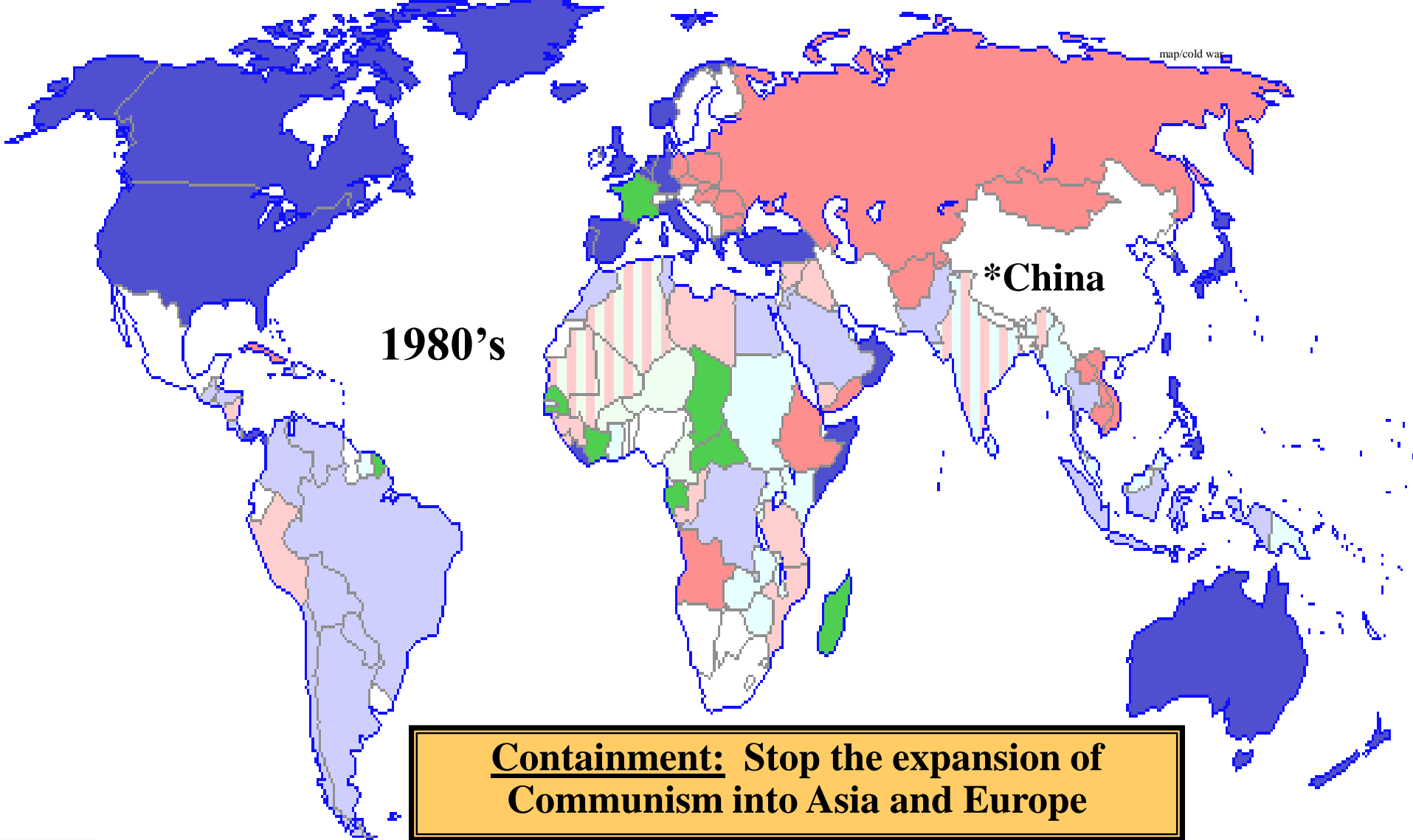


**1950's**

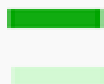
**Containment: Stop the expansion of  
Communism in Asia and Europe**

 **US, Allied Nations  
and Allied colonies.**

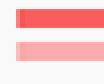
 **Soviet Union/China and  
Allies.....**



**USA/Allies and US**  
**Military assistance**



**French military**  
**presence and**



**Soviet Union military**  
**presence and**  
**Communistic**  
**countries**

**\*China was a communistic nation**





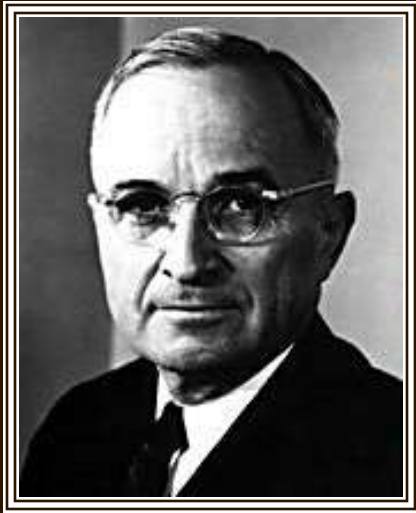
# *Containment in Europe*

- The Truman Doctrine
- The Marshall Plan
  - Effects
- The Berlin Airlift
- NATO and National Security
  - National Security Act (1947)
  - Atomic Weapons
  - Evaluating U.S. Policy



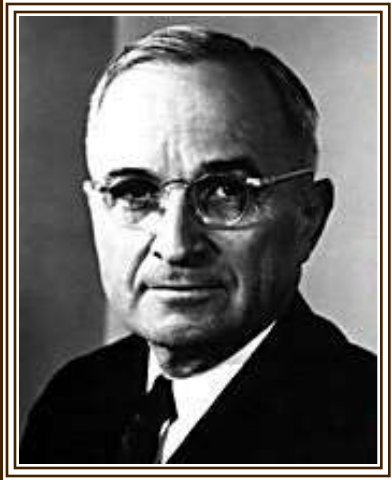
# TRUMAN AND THE COLD WAR

## Containment Policy



- Developed by State Department assistant, George Keenan, NSC-68
- Argued that the SU was trying to do two things: defeat capitalism, & expand the Soviet sphere of influence.
- *US would stand firm, restrict and halt Soviet and Communist expansion.*
- How? Help countries who were threatened by Communism with financial and economic assistance, propaganda, politically and militarily.
- *Adopted by President Truman in 1946.*
- Opposite of Appeasement.....
  - *Confront dictators*

# TRUMAN AND THE COLD WAR

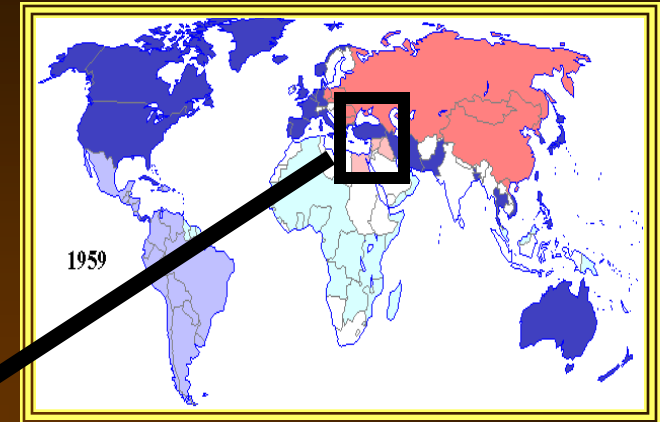


## 1947 National Security Act

- ✓ **Department of Defense**
- ✓ **National Security Council (NSC)** to advise the president on security matters
- ✓ **Central Intelligence Agency (CIA)** to coordinate the government's foreign fact-gathering (spying?).
- ✓ **"Voice of America"** a radio broadcast, began beaming in 1948 to the world proclaiming democracy.
- ✓ Congress resurrected the military draft (**Selective Service System**)



## Russian Pressure: Basis for U.S. Aid to Turkey



- **1947, first use of “containment”**
- **\$\$\$\$\$ to Greece and Turkey of \$400 million to stop the spread of communism.**



# MARSHALL PLAN



Secretary of State  
George C. Marshall

- President Truman's plan (containment) to aid \$\$\$ and rebuild a war torn Europe

- Marshall Plan offered financial aid of \$13 billion.

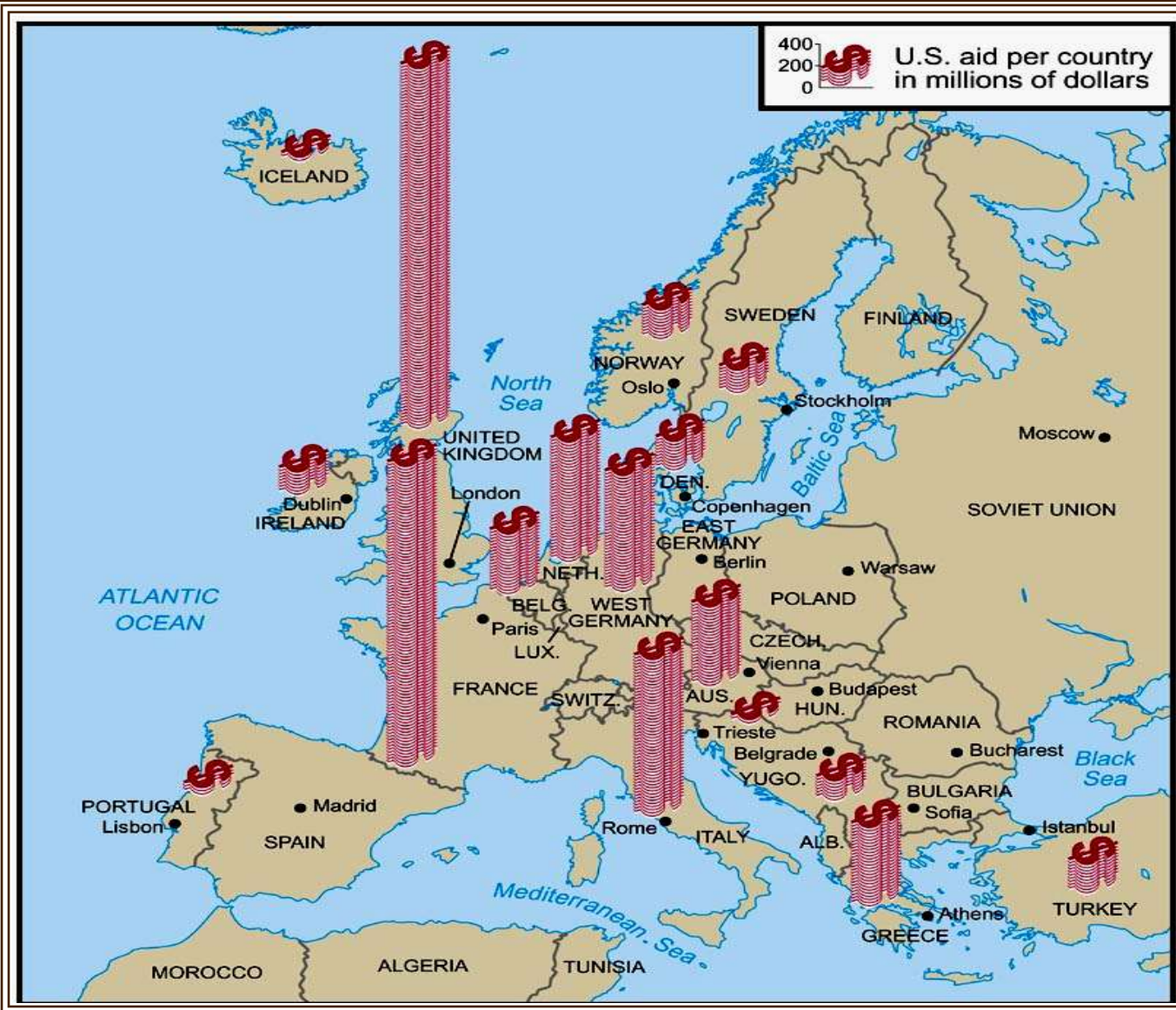
- U.S. benefited by forming trade relationships with Europe.

- Left a legacy of European friendship and trans Atlantic cooperation

- Helped to limit communist appeals in Western Europe in the aftermath of WWII

- Cold War Propaganda  
Democracy/Capitalism vs. Communism





- **1948, \$13-16 billion to help rebuild Europe after WWII.**

- Example of **“containment”**

- Food, animal feed, fertilizer, fuel, raw materials and production equipment were among some of the goods shared

- Provided a **33.5% increase in GNP in Western Europe** between 1948-52.

- **European economy had a steep increase in production.**

# MARSHALL PLAN

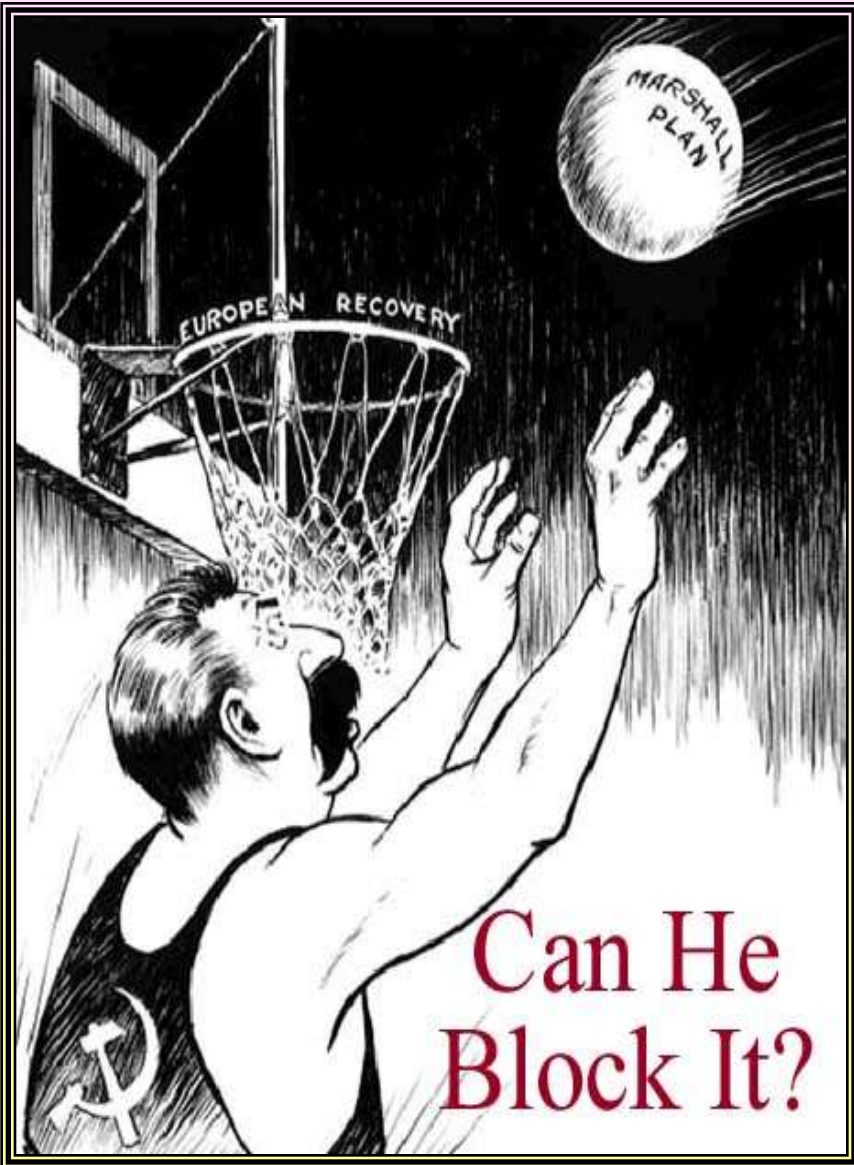
## *Stalin Counters the Marshall Plan*

- Soviet Union offered a similar plan----**Molotov Plan**.

- Similar to the Marshall Plan and was offered to the all European countries...

- No countries of Western Europe took **\$\$\$**.

- **Marshall Plan** was considered a threat to Stalin because it was offered by the U.S. to war torn Europe as a way to promote democracy. 





# BERLIN BLOCKADE



- In response to the Marshall Plan, Stalin cut off all transportation lines into West Berlin.
- Force the US, British and French out of Berlin.
- Berlin was located in the Soviet sector after WWII...
- Stalin perceived the Allies a threat to Communism.
- US refused to back down and preceded to airlift supplies to the starving West Berliners.







- NATO members
- Warsaw Pact members
- Neutral nations

0 250 500 miles  
0 250 500 kilometers

**Berlin Divided**

- American zone
- British zone
- French zone
- Soviet zone

In 1947, America, Britain, and France merged their zones of occupation as West Berlin.

# HOUSE COMMITTEE FOR UN-AMERICAN ACTIVITIES

red scare3

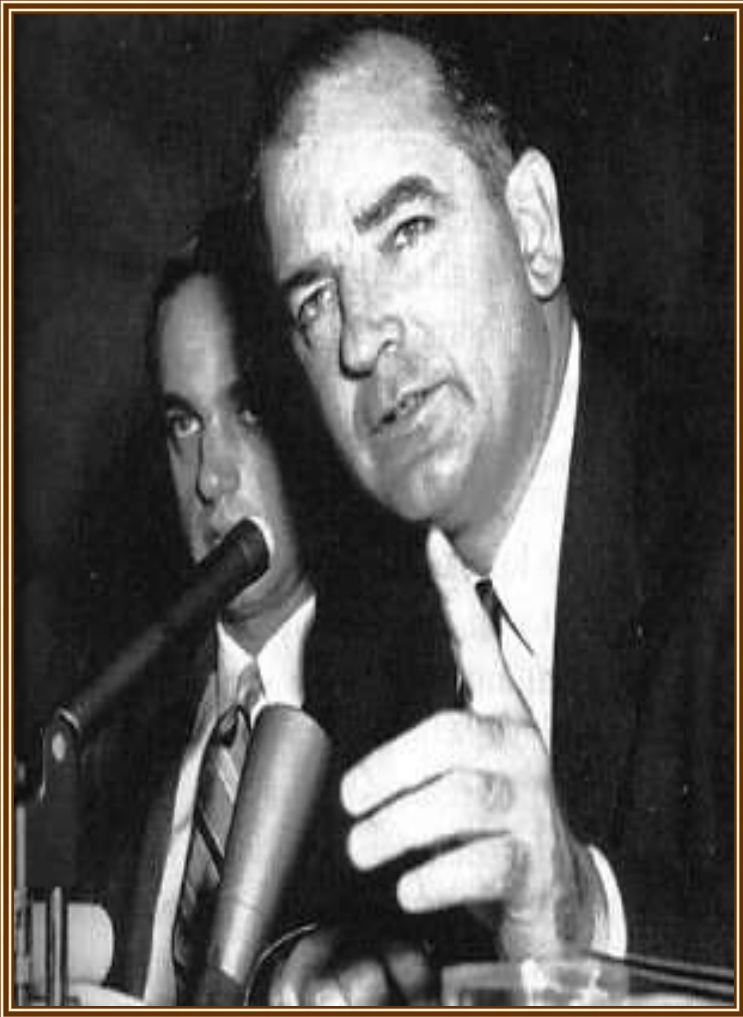


- 1947 investigation led to prison sentences for contempt known as the Hollywood Ten.

- Blacklisted: a list of persons who are under suspicion, disfavor, or censure, or who are not to be hired, served, or otherwise accepted.



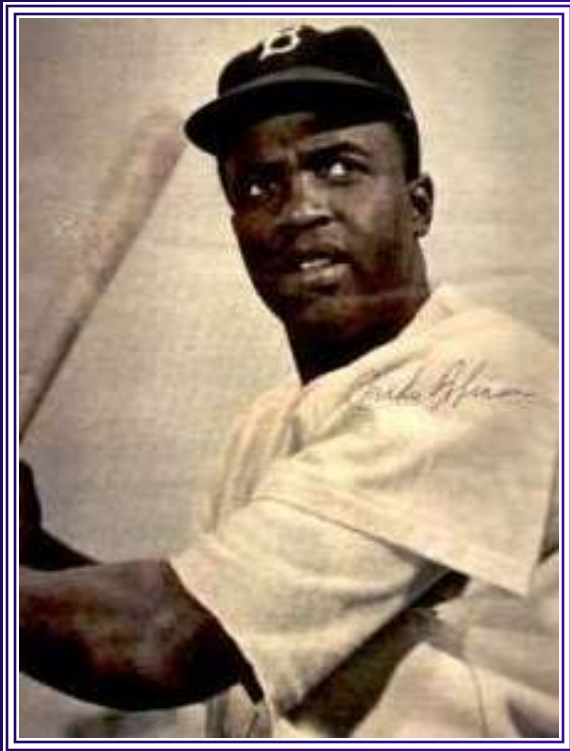
# RED SCARE



- Red Scare was Americans response to the fear of Communism
- Senator Joseph McCarthy accused 205 US Govt. officials of being Communist.
- McCarthyism to destroy or assassinate one's character without proof and it ruined the careers of many Americans.

Became a witch hunt that led to Americans pledging a "loyalty oath" to the United States.....

# CIVIL RIGHTS



- African American WWII veterans returned to Jim Crow and discrimination.
- During WWI, Europeans treated Black soldiers as equals.
- 1948, President Truman signed into law the Civil Rights Act of 1948
  - Integrated the military
  - Integrated the federal government.
- Jackie Robinson broke the “colored barrier” and played major league baseball with the Brooklyn Dodgers.....1947 to 1956
- 1950's, begins the Civil Rights movement for equality in society.