

APUSH

1950-1960

EISENHOWER

& the 1950's

REVIEWED!

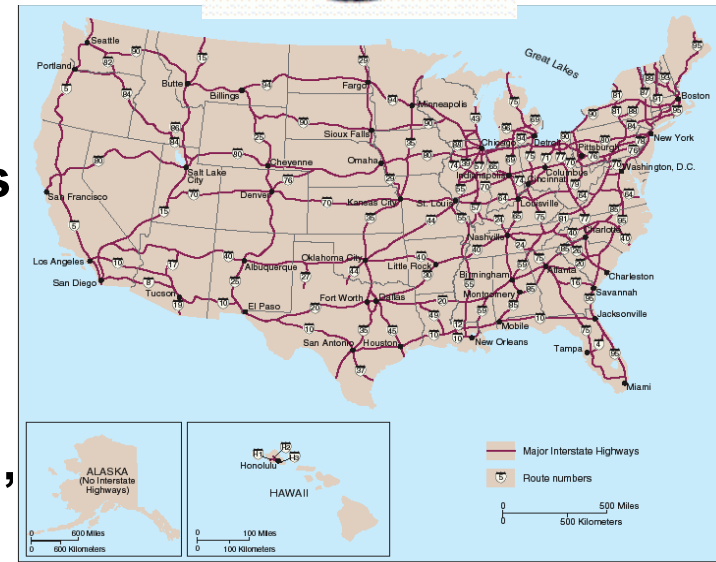
American Pageant (Kennedy) Chapter 37

American History (Brinkley) Chapter 28

America's History (Henretta) Chapter 25-27

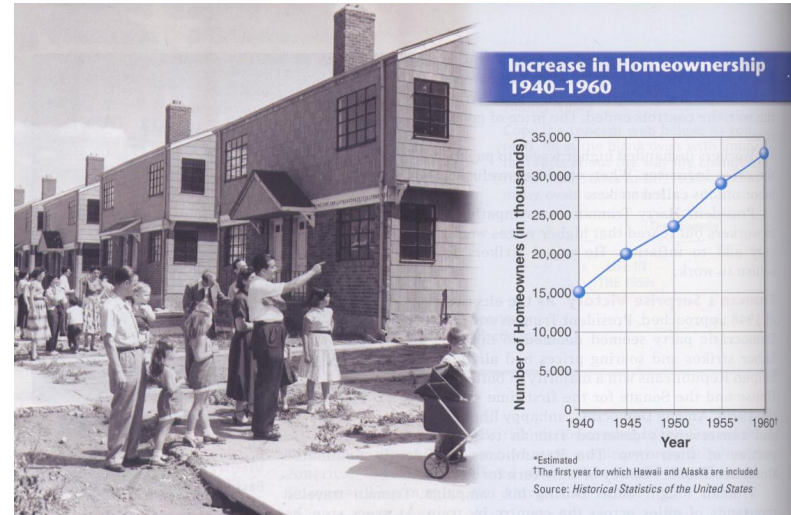
Eisenhower: I Like Ike

- **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



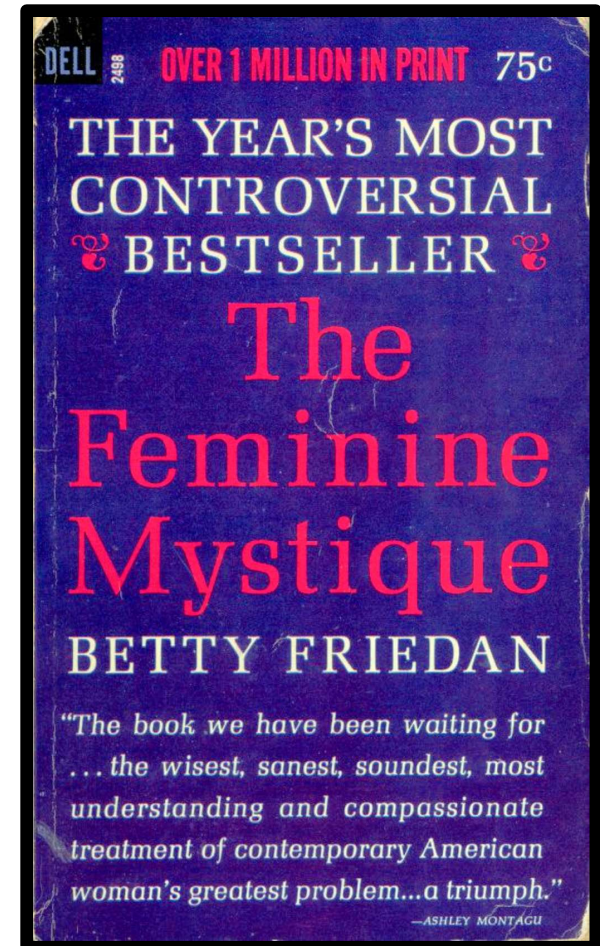
1950's Society & Economics

- **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



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



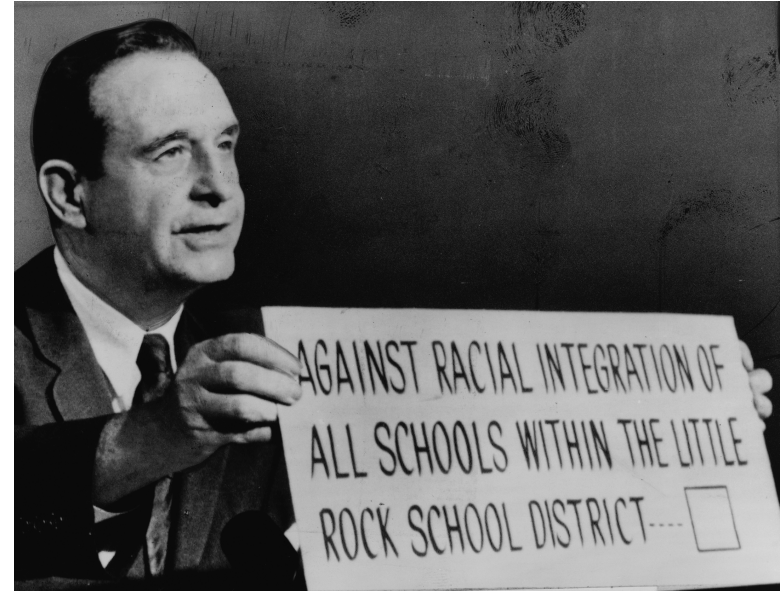
Civil Rights Movement

- Since Reconstruction ended the issue of civil rights was slow to progress
 - **Jim Crow** laws throughout the South
 - **De facto discrimination** in the North
- Seeds of Change
 - WW2: New civil rights organizations such as **CORE** & increase in NAACP membership
 - Truman **desegregated military** and introduces civil rights proposals
- **Brown v. Board of Education (1954)** ruled “separate facilities are **inherently unequal**”
 - **Plessy v. Ferguson** was unconstitutional
 - ruled that schools must be desegregated with “all deliberate speed”



Change was Slow: Movement Continues

- “**Southern Manifesto**” signed by 101 members of Congress condemned the Brown Supreme Court decision
- Governor **Orval Faubus** used state’s national guard to prevent **Little Rock 9** from attending **Little Rock Central High**
- Images of southern defiance pressured Eisenhower to send **federal troops** to escort the Little Rock 9
 - President has a constitutional duty to uphold federal authority
- In **Montgomery**, Alabama **Rosa Parks** arrest in 1955 sparked **bus boycott**
- **Martin Luther King** rises to prominence as the leader of the nonviolent movement
- The Bus Boycott will inspire other civil rights protests across the country



Civil Rights Movement Grows: Grass Roots Movement

- **Southern Christian Leadership Conference (SCLC)** rooted in the black churches plays a key role in the civil rights movement
- In 1960 **Greensboro, North Carolina** college students start the “**sit-In**” **movement** after being denied service at a segregated lunch counter at **Woolworths**
- **Student Nonviolent Coordinating Committee (SNCC)** formed to help coordinate and organize the movement
- Various **grass roots movements** pressure for civil rights well into the 1960s.



Cold War Continues

- Secretary of State **John Foster Dulles** talks about “**brinkmanship**”
 - Defeat communism, roll back communist gains
 - **New Look policy**: build up of nuclear weapons to deter communist aggression- “More bang for the buck”
 - Threat of **massive retaliation** kept the two superpowers from fighting one another directly
- However, more rhetoric than reality
- In 1953 Eisenhower helps **end the Korean War** with a armistice. Divided at 38th
- During the **Hungarian Revolution** (1956) Eisenhower does not have the U.S. come to the aid of the anti Soviet rebellion
 - Without outside support, the **Hungarian Revolution is crushed** by the Soviet Union
 - Ike does not want a potential war in Europe



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.
- **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)
 - Tensions remained high



Decolonization

After World War II the collapse of colonial empires (“decolonization”) lead to both the United States and Soviet Union **competing for influence** in Asia, Latin America, Africa, and the Middle East.

Cold War: Middle East

- Under Eisenhower the Cold War expands into the Middle East: Fear of Soviet expansion
- Eisenhower uses **the CIA** to undermine communist governments or to install pro U.S. regimes (**Iran / Guatemala**)
- 1953 CIA helps overthrow the elected Iranian govt (**Operation Ajax**) when it attempts to **nationalize** foreign oil companies
 - **Shah of Iran** comes to power
 - Brutal dictator, but good oil prices & pro U.S.
- During the **Suez Crisis** President **Nasser** of **Egypt** **nationalizes** the Suez canal that was controlled by France/England
 - England, France, & Israel **attack Egypt**
- **Eisenhower Doctrine**: U.S. promises **economic** and **military aid** to any country in the Middle East threatened by communism
- Organization of Petroleum Exporting Countries (**OPEC**) formed in 1960



Cold War: Latin America



- **Guatemala (1954):** the **CIA** helps overthrow the democratically elected leftist government
 - **Brutal dictator comes to power**
- **Cuba (1959):** **Fidel Castro** leads a revolution which removes Cuban dictator Batista from power
 - **Castro nationalized** American owned businesses
- **Eisenhower ordered an embargo on Cuba**
 - **Cuba moves close to the Soviet Union**
 - **Eisenhower administration initiates plan to have the CIA train Cuban exiles**

Cold War: Asia (again!)

VIETNAM VIDEO SERIES: CLICK A VIDEO

Vietnam



Part 1: Pre 1954



A multination conference in Geneva decided the future of Vietnam

Part 2: 1954-1964

BYE BYE IKE



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.

(Dwight D. Eisenhower)

- In his **Farewell Address** Eisenhower warned about the “**military industrial complex**”
 - The U.S. was spending too much money on the **arms race** and it would have a **negative impact on U.S. society**
- Compare and contrast Cold War success and failures of Truman and Ike.
 - **For example: Ike called for relaxation of tensions and initiated 1st arms control efforts**
 - **But broadened Cold War and used CIA to undermine elected governments**



**Stop Stalin,
subscribe to Jocz
Productions**

Mr. Jocz in the Museum of Communism in Budapest, Hungary. Stalin statue damaged during the Hungarian Revolution against communist rule.