

KEVIN M. SCHULTZ

3

HIST

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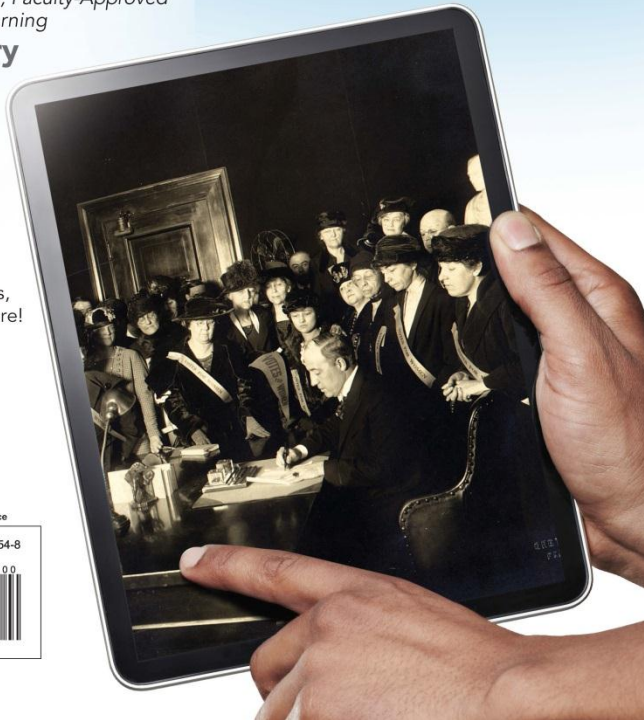
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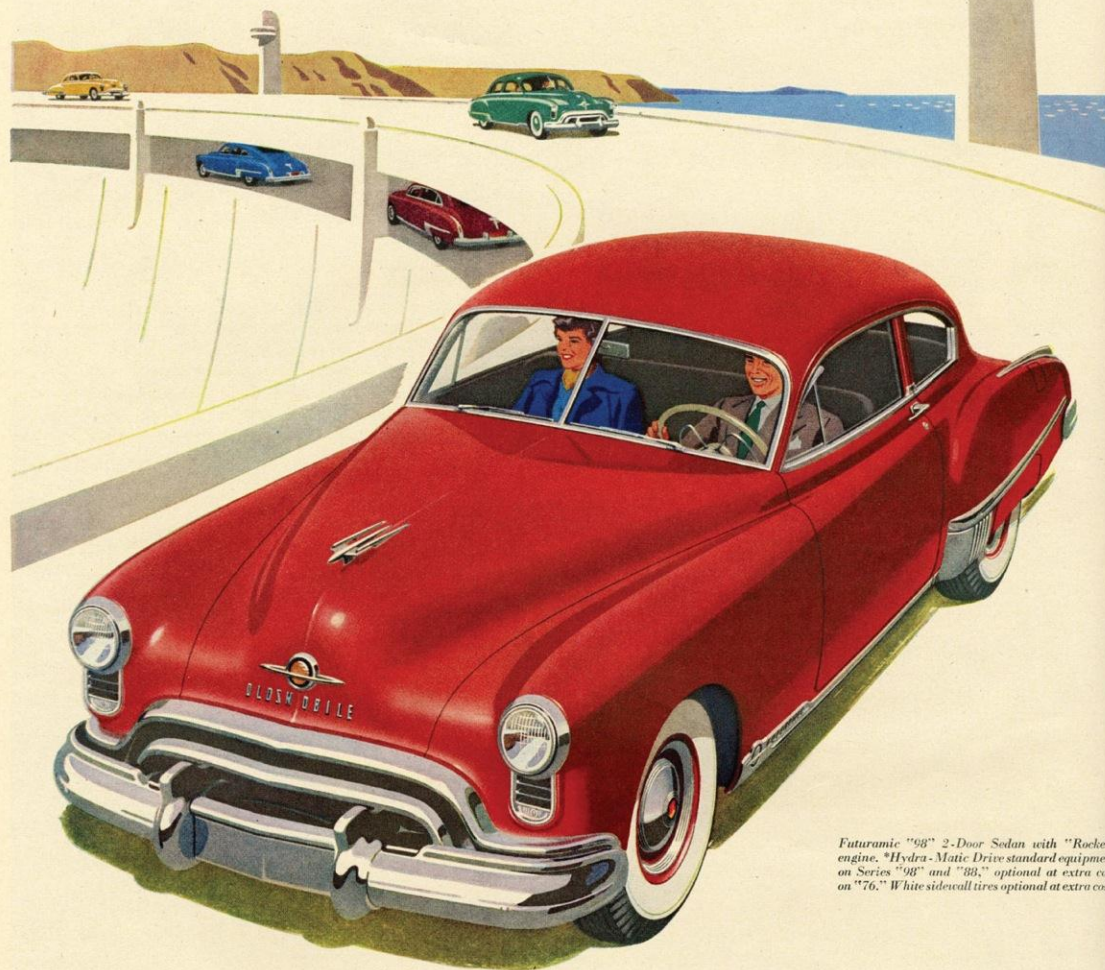
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Chapter 24

Cold War America

Powered by the new "ROCKET" engine!



*Futuramic "98" 2-Door Sedan with "Rocket" engine. *Hydra-Matic Drive standard equipment on Series "98" and "88," optional at extra cost on "76." White sidewall tires optional at extra cost.*

If only *you* were at that wheel . . . if only *you* were driving this new Futuramic Oldsmobile! Then you'd know what we mean by "Rocket" Engine power! Then you'd appreciate this completely new high-compression action that words just can't describe. "Silence" won't convey your wonder at the hushed "Rocket" quietness. "Smoothness" doesn't do justice to the perfect teamwork of Hydra-Matic Drive* and the "Rocket." And "response" doesn't begin to say what it means to ride this full, flowing wave of power. It's a new way to travel! It's an air-borne sensation that you must *try to believe!* And now you can do so in the new, lower-priced Futuramic "88"—as well as the big, luxurious "98." So see your Oldsmobile dealer *soon*—drive his special "Rocket" demonstrator—discover *The New Thrill!*

The New Thrill

FUTURAMIC

OLDSMOBILE

What do **you** think?

The United States was just as responsible as the Soviet Union for starting the Cold War.

Strongly Disagree

Strongly Agree

1

2

3

4

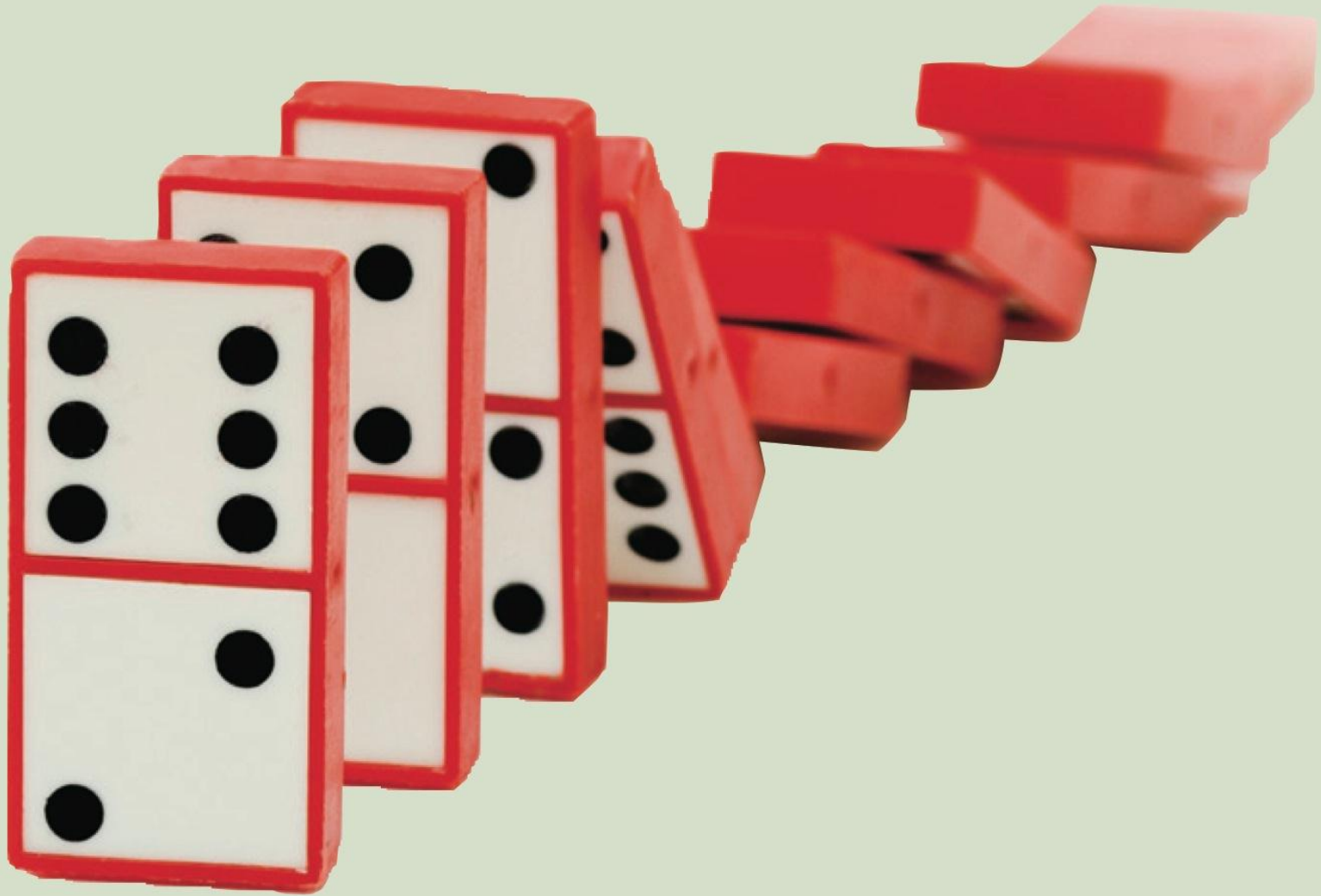
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The Cold War

- Cold War
- United Nations (UN)



iStockphoto.com/
Andrzej Mielcarek

Background

- In 1918, the United States had landed 5,000 troops in Russia to aid anticommunist forces
- Two issues led to Cold War:
 - atomic power
 - the Soviet Union's intent to create buffer states between it and western Europe

The Policy of Containment

- The Policy
- Institutions of Containment
- The Truman Doctrine and the Marshall Plan

Hardened Lines

- Warsaw Pact

The Berlin Crisis

- Breaking the Blockade
- NATO





Map 24.1. Europe in the Cold War

Conflicts in Asia

- “Losing” China

American Rearmament

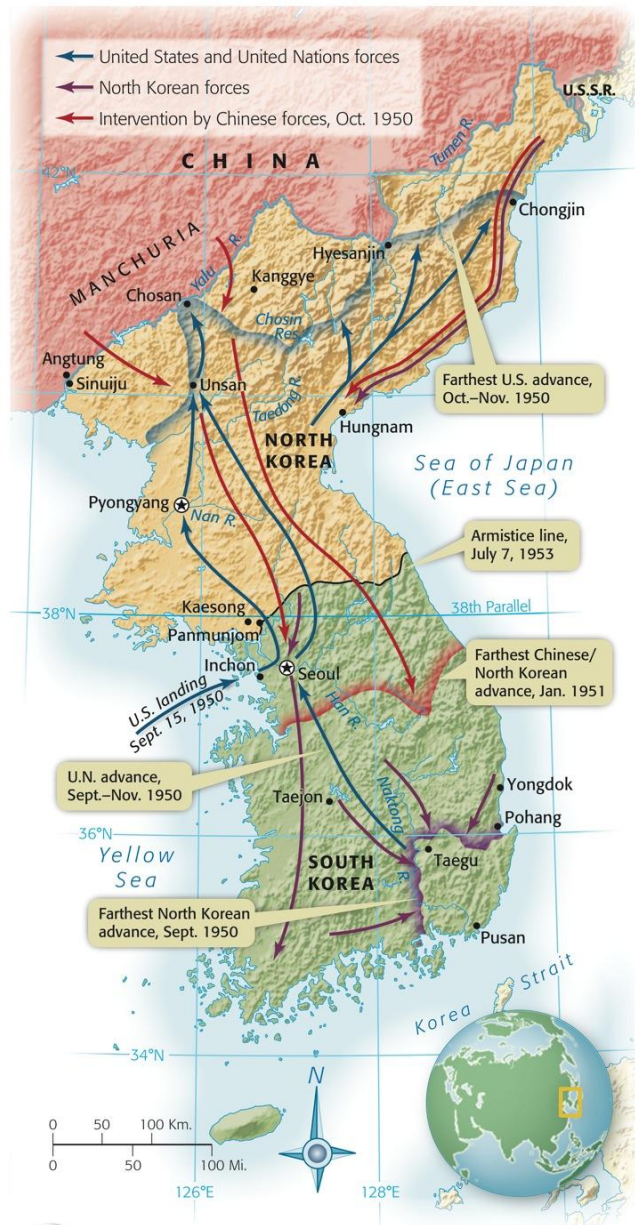
- NSC-68

The Korean War

- The American Response
- China Intervenes
- Stalemate
- Armistice

A Cold War, Not a Hot One

- Covert Operations
- Alliances
- Nuclear Weaponry
- The Arms Race Begins
- From Arms Race to Space Race



Map 24.2. The Korean War



845

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How to Survive an Atomic Bomb

RICHARD GERSTELL

CONSULTANT, *Civil Defense Office*

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The Cold War Home Front

- McCarthyism
- Religious revival
- A tide of conservatism

1957

4 ОКТЯБРЯ
в Советском Союзе произведен
запуск ПЕРВОГО искусственного
СПУТНИКА ЗЕМЛИ

3 НОЯБРЯ
в Советском Союзе произведен
запуск ВТОРОГО искусственного
СПУТНИКА ЗЕМЛИ

Truman and the Postwar Economy

- The Fair Deal
- The Conversion Economy and Labor Unrest
- Taft-Hartley

Economic Growth

- Consumerism
- Television and the Automobile

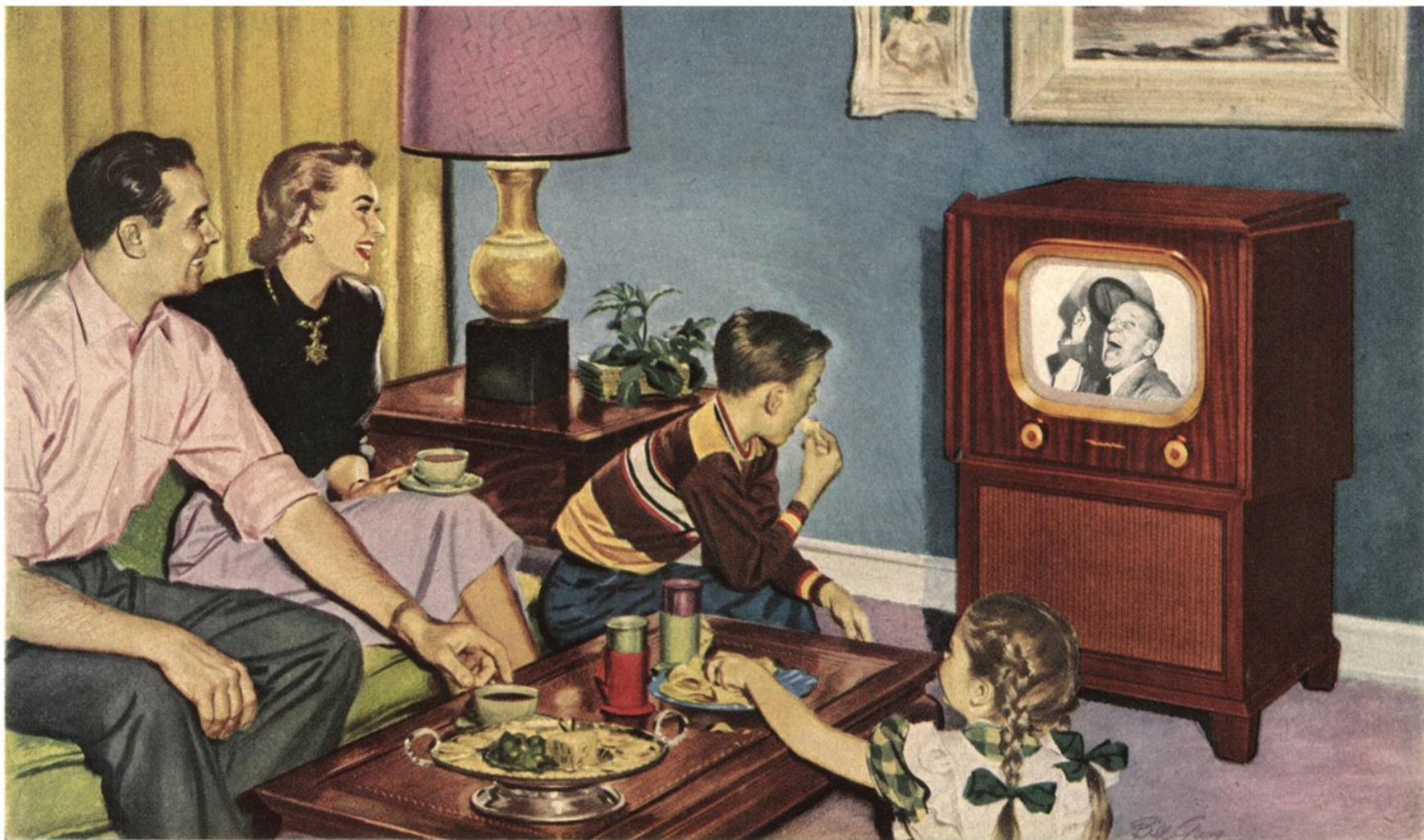


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Suburban Nation

- Gendered Spheres
- Racial Segregation
- Religious Revival
- Critics of Conformity
- The Large Environmental Footprint

Image courtesy of The Advertising Archives



Postwar Domestic Politics

- Truman's Decline
- Truman's Resurgence
- Democratic Eclipse
- Republicans Return





AP Photo/Bill Allen Stokes

The Second Red Scare

- A crusade against communist influence within the United States

Loyalty Oaths

- Federal Loyalty-Security Program
- Between 1947 and 1965, roughly 20 percent of all working people in the United States were required to take an oath

Nixon, Hoover, and McCarthy

- Hollywood Ten
- Blacklist

Image courtesy of The Advertising Archives





Civil Rights Breakthroughs

- Minorities achieved significant breakthroughs
- European immigrant groups assimilated into American culture

Desegregation in the Military

- Truman ordered the desegregation of the U.S. armed forces in 1948
- Brought black and white Americans together in the close confines of the U.S. military

Desegregation in Sports

- Jackie Robinson
- First African American inducted into the Baseball Hall of Fame

Brown v. Board

- Supreme Court ruled that separate educational facilities for black and white people were “inherently unequal”
- Central High School, Little Rock, Arkansas



Massive Resistance and the Black Response

- Emmett Till
- Montgomery Bus Boycott and SCLC

What else was happening . . .

- 1947** AT&T invents the cellular phone, which becomes commercially available only in 1983.
- 1950** Danish doctor Christian Hamburger performs the first sex change operation on New Yorker George Jorgensen, who becomes Christine Jorgensen.
- 1954** Ray Kroc buys the small-scale franchise McDonald's Restaurant and begins to turn it into the most successful fast-food chain in the world.
- 1959** The Beatles form.