

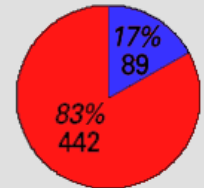
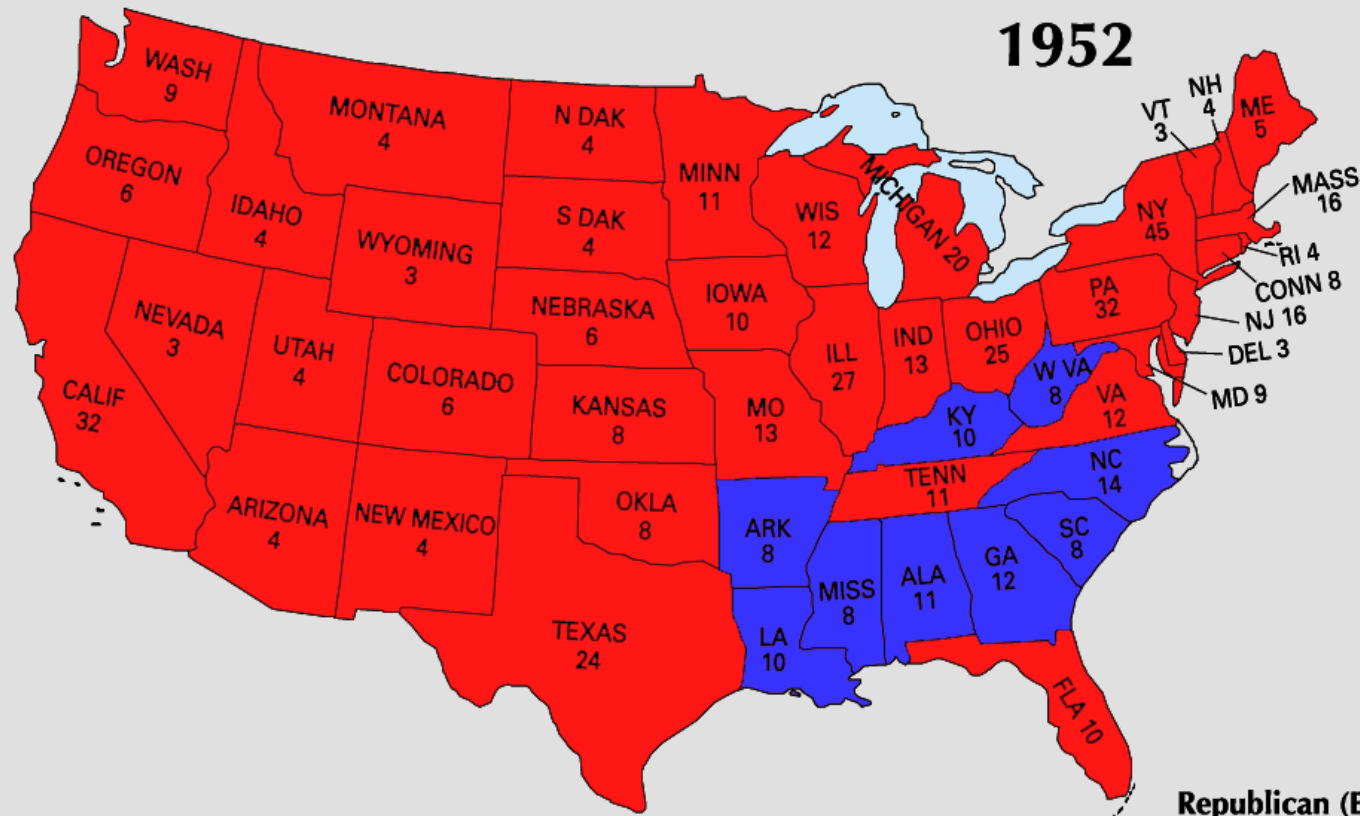
POSTWAR CONFIDENCE AND ANXIETY

1945-1960

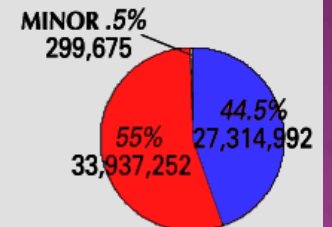
STANDARDS

- ◉ **SSUSH21 The student will explain economic growth and its impact on the United States, 1945-1970.**
- ◉ a. Describe the baby boom and its impact as shown by Levittown and the Interstate Highway Act.
- ◉ b. Describe the impact television has had on American culture
- ◉ c. Analyze the impact of technology on American life; include the development of the personal computer and air conditioning.
- ◉ d. Describe the impact of competition with the USSR as evidenced by the launch of Sputnik I and President Eisenhower's actions.

1952



**ELECTORAL VOTE
TOTAL: 531**

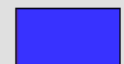


**POPULAR VOTE
TOTAL: 61,551,919**

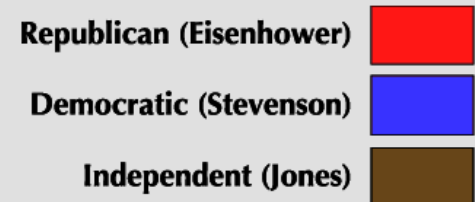
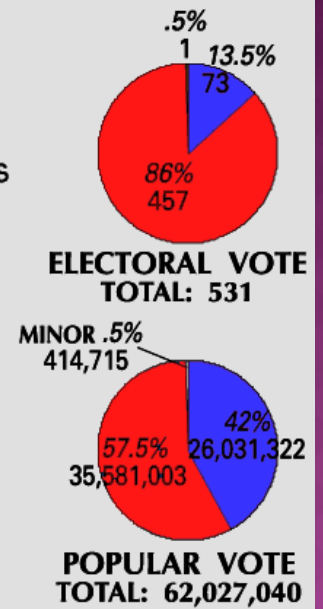
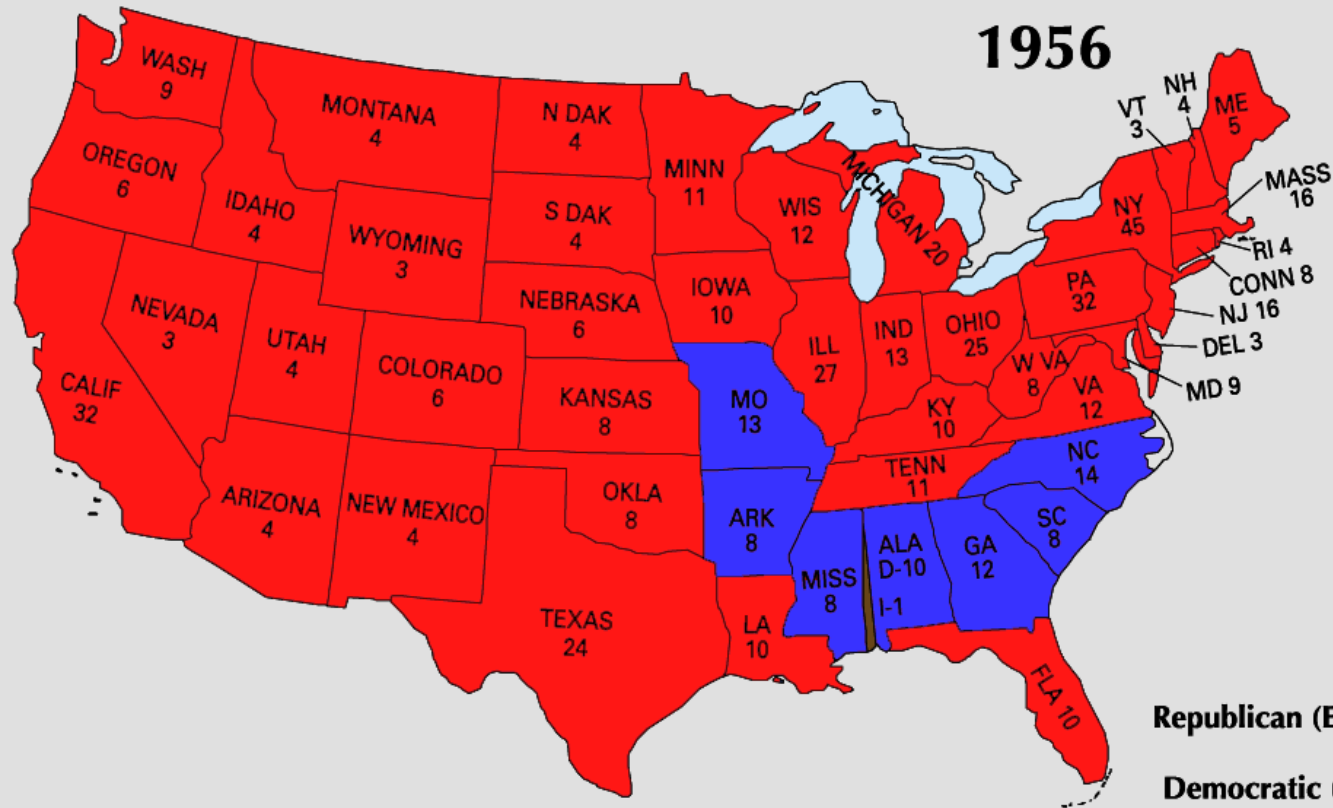
Republican (Eisenhower)



Democratic (Stevenson)



1956



EISENHOWER TAKES OFFICE

- ◉ **Dwight D. Eisenhower** -
elected President in
1952
- ◉ Moderate Republican
from Texas - Continued
many **New Deal** policies
- ◉ Architect of the **D-Day**
invasion of France in
1942
- ◉ **Inherited** the turmoil of
the Cold War from
Truman

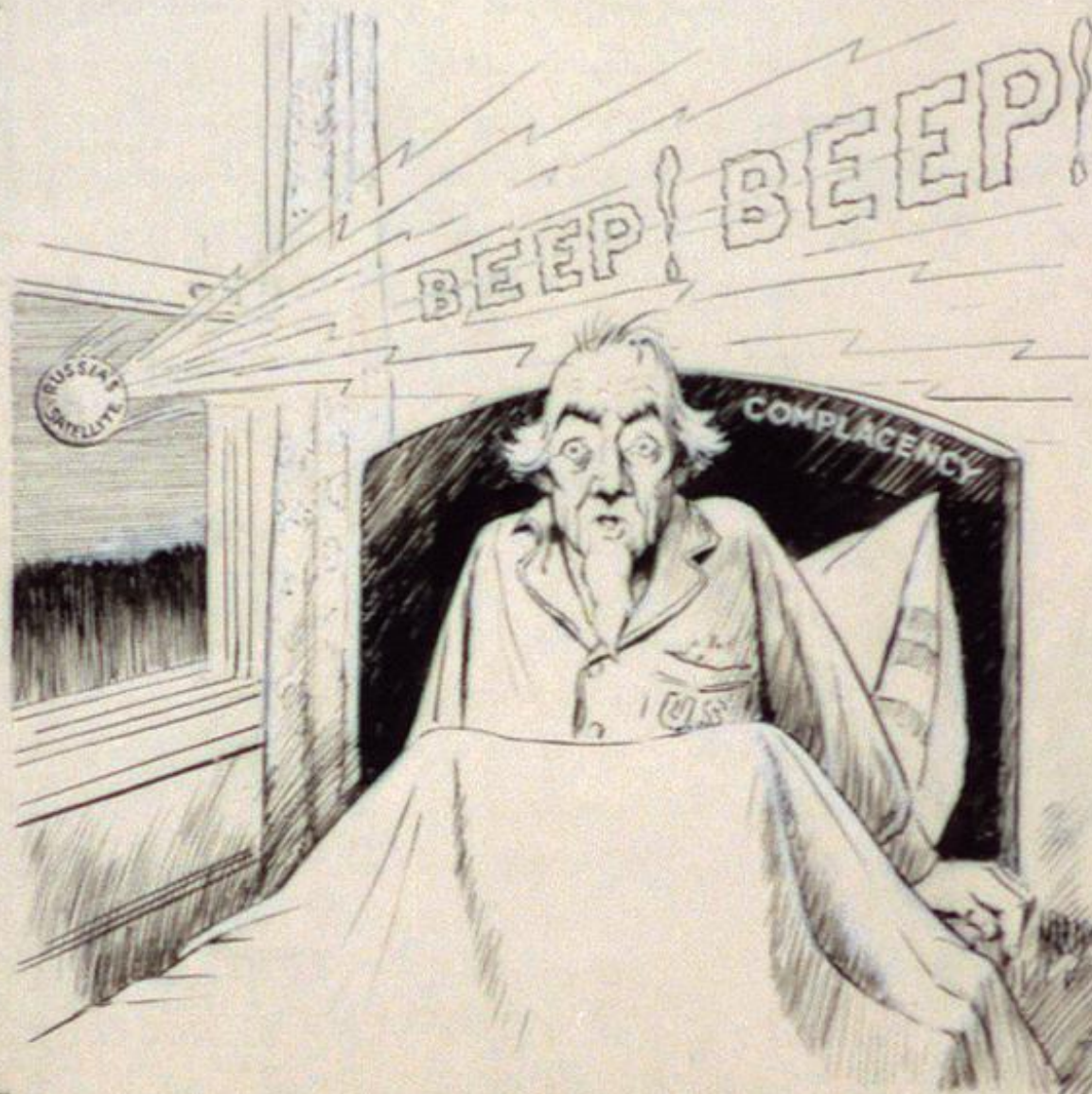


COLD WAR BLASTS INTO SPACE

- October 1957 - USSR launches the Sputnik I satellite into space
- Official start of the “Space Race”
- Americans were shocked by the apparent superiority of USSR’s technological advances



552



AWAKE AT LAST?

REV
6/10/61

~~SECRET~~

October 9, 1957

MEMORANDUM OF CONFERENCE WITH THE PRESIDENT
October 8, 1957, 8:30 AM

Others present: Secretary Quarles
Dr. Waterman
Mr. Hagen
Mr. Holaday
Governor Adams
General Persons
Mr. Hagerty
Governor Pyle
Mr. Harlow
General Cutler
General Goodpaster



Secretary Quarles began by reviewing a memorandum prepared in Defense for the President on the subject of the earth satellite (dated October 7, 1957). He left a copy with the President. He reported that the Soviet launching on October 4th had apparently been highly successful.

The President asked Secretary Quarles about the report that had come to his attention to the effect that Redstone could have been used and could have placed a satellite in orbit many months ago. Secretary Quarles said there was no doubt that the Redstone, had it been used, could have orbited a satellite a year or more ago. The Science Advisory Committee had felt, however, that it was better to have the earth satellite proceed separately from military development. One reason was to stress the peaceful character of the effort, and a second was to avoid the inclusion of materiel, to which foreign scientists might be given access, which is used in our own military rockets. He said that the Army feels it could erect a satellite four months from now if given the order -- this would still be one month prior to the estimated date for the Vanguard. The President said that when this information reaches the Congress, they are bound to ask why this action was not taken. He recalled,

DECLASSIFIED
E.O. 11652, Sec. 11

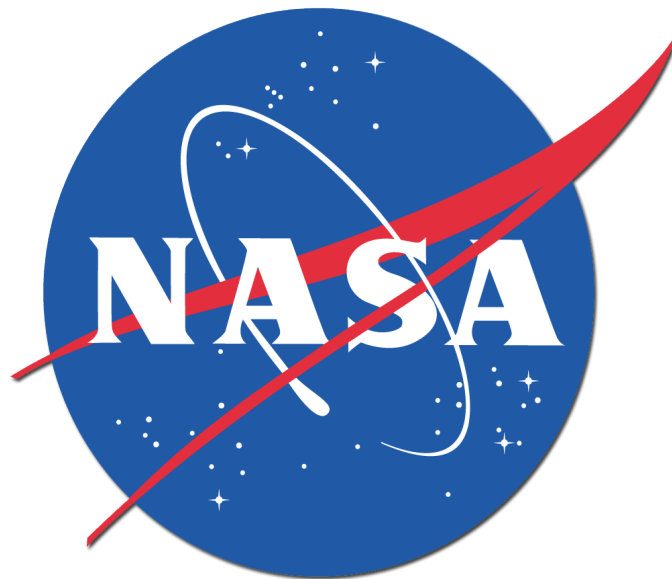
MR 76-49 DOCUMENT #65
By JW. Date 11-17-76

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CONGRESS REACTS TO *SPUTNIK I*

- ◉ President Eisenhower supported the National Defense Education Act - a billion dollar program intended to produce more scientists and teachers of science
- ◉ Congress created NASA (National Aeronautics and Space Administration)

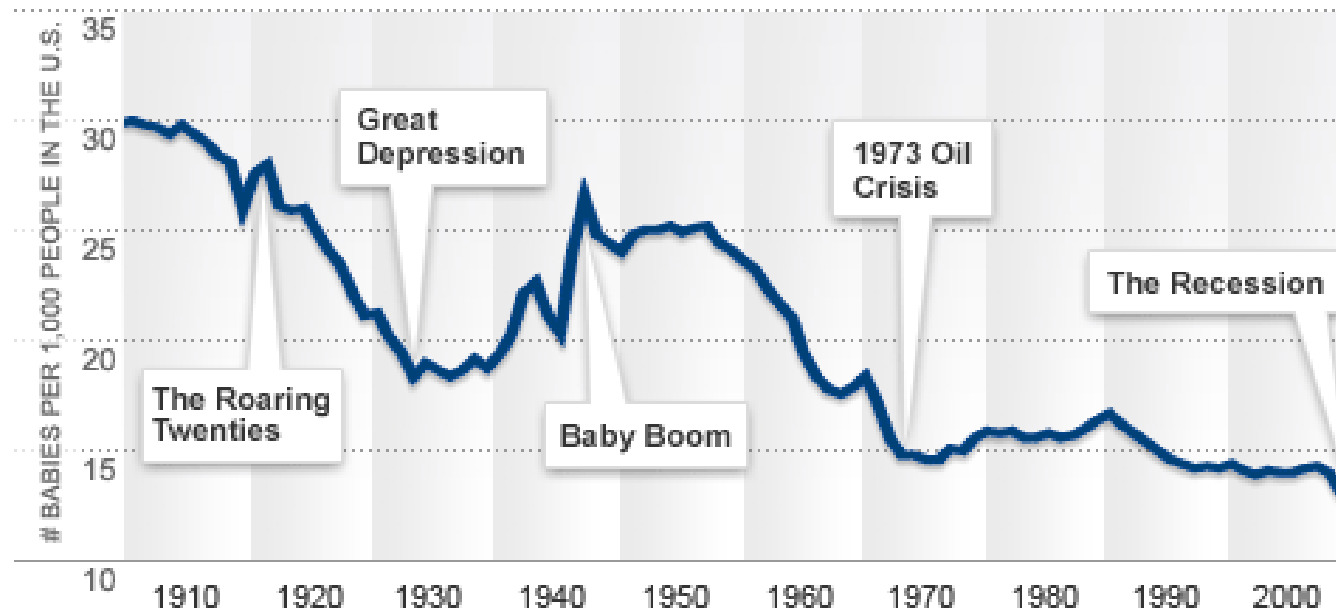


BABY BOOM CHANGES SOCIETY



- Soldiers returning from WWII come home and have a lot of babies
- At the peak of the “baby boom” 4.3 million babies born in a year (1 every 7 seconds)
- With rapid population growth comes changes in the structure of society

IN BAD TIMES, FEWER BABIES BORN



SOURCE: NATIONAL CENTER FOR HEALTH STATISTICS

AMERICANS MOVE TO THE SUBURBS

- ◉ “Baby Boom” families move in mass to the suburbs after WWII
- ◉ Automobiles allow easy transport from urban centers to suburbs
- ◉ William Levitt - leader in the mass production of suburban homes
- ◉ These communities designed by Levitt became known as Levittowns.



CONSTRUCTION OF INTERSTATE HIGHWAY SYSTEM



- ◉ Eisenhower pushed legislation for the new interstate highway system.
- ◉ Eisenhower deemed it necessary to homeland security.
- ◉ Would allow the military easy transport in case the US was attacked or invaded by the Soviet Union.
- ◉ Multi-lane expressways that would connect major cities
- ◉ Single largest construction endeavor in American history
- ◉ Allowed for the growth of suburbs as travel routes became more efficient and quicker to and from urban centers.

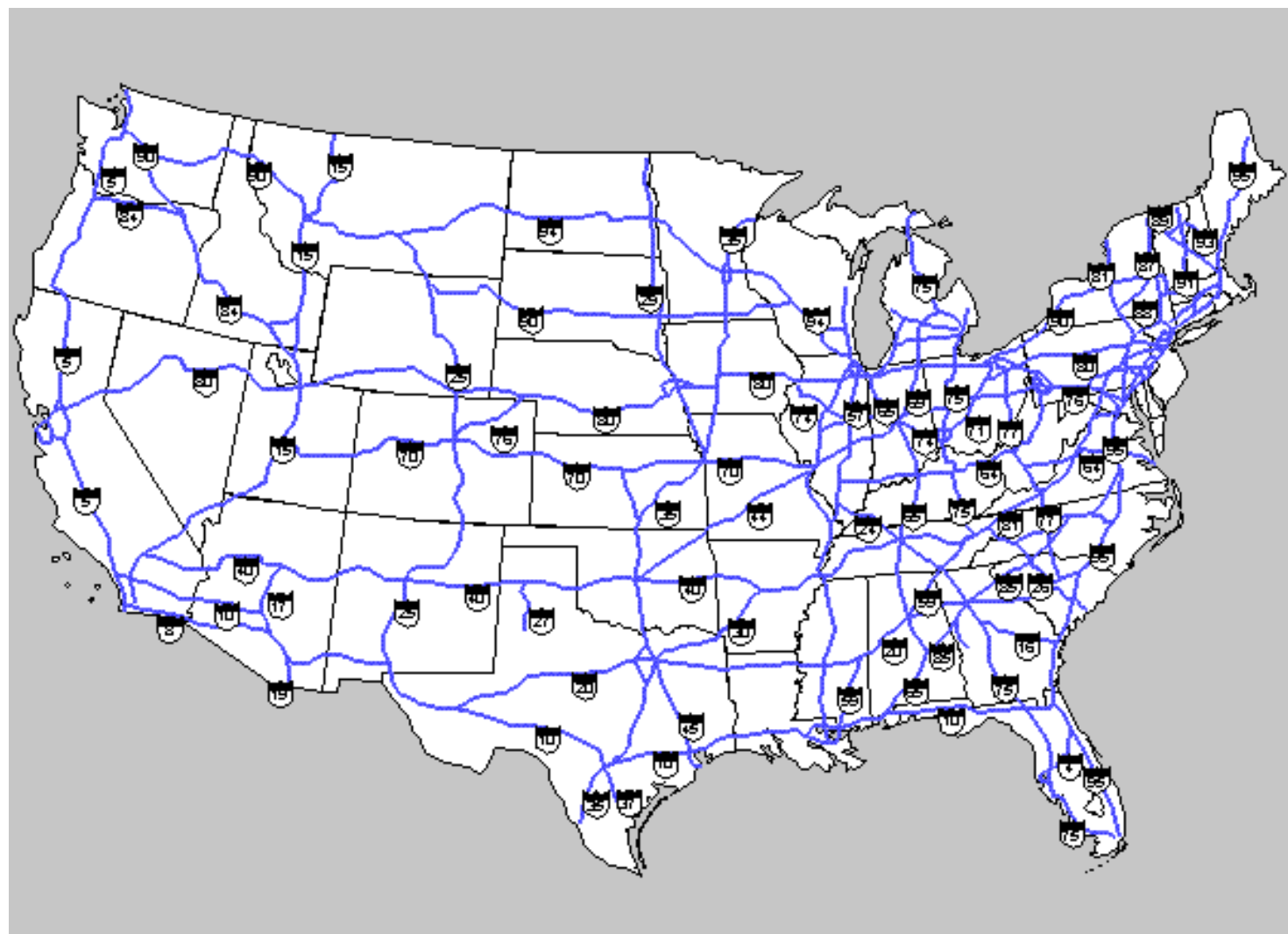








Photo by C. H. Purcell

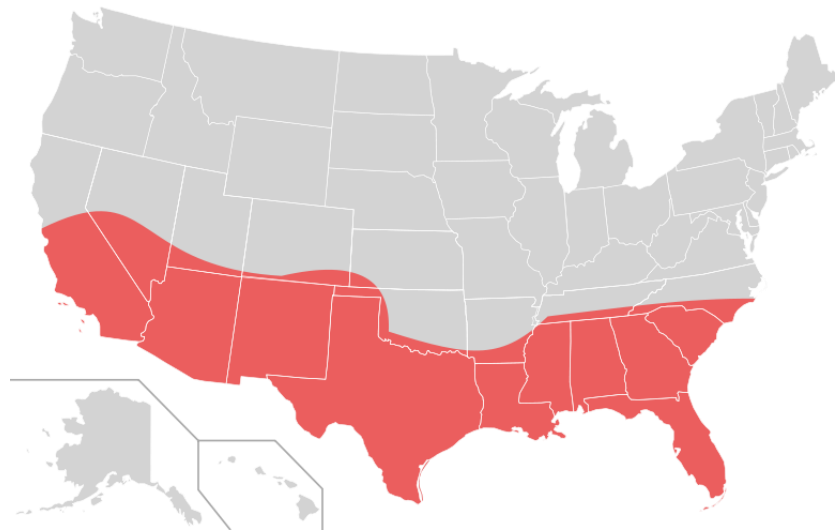
Such roads as this are faster rapid movement of mechanized units of the Army and must be selected and realigned for National Defense

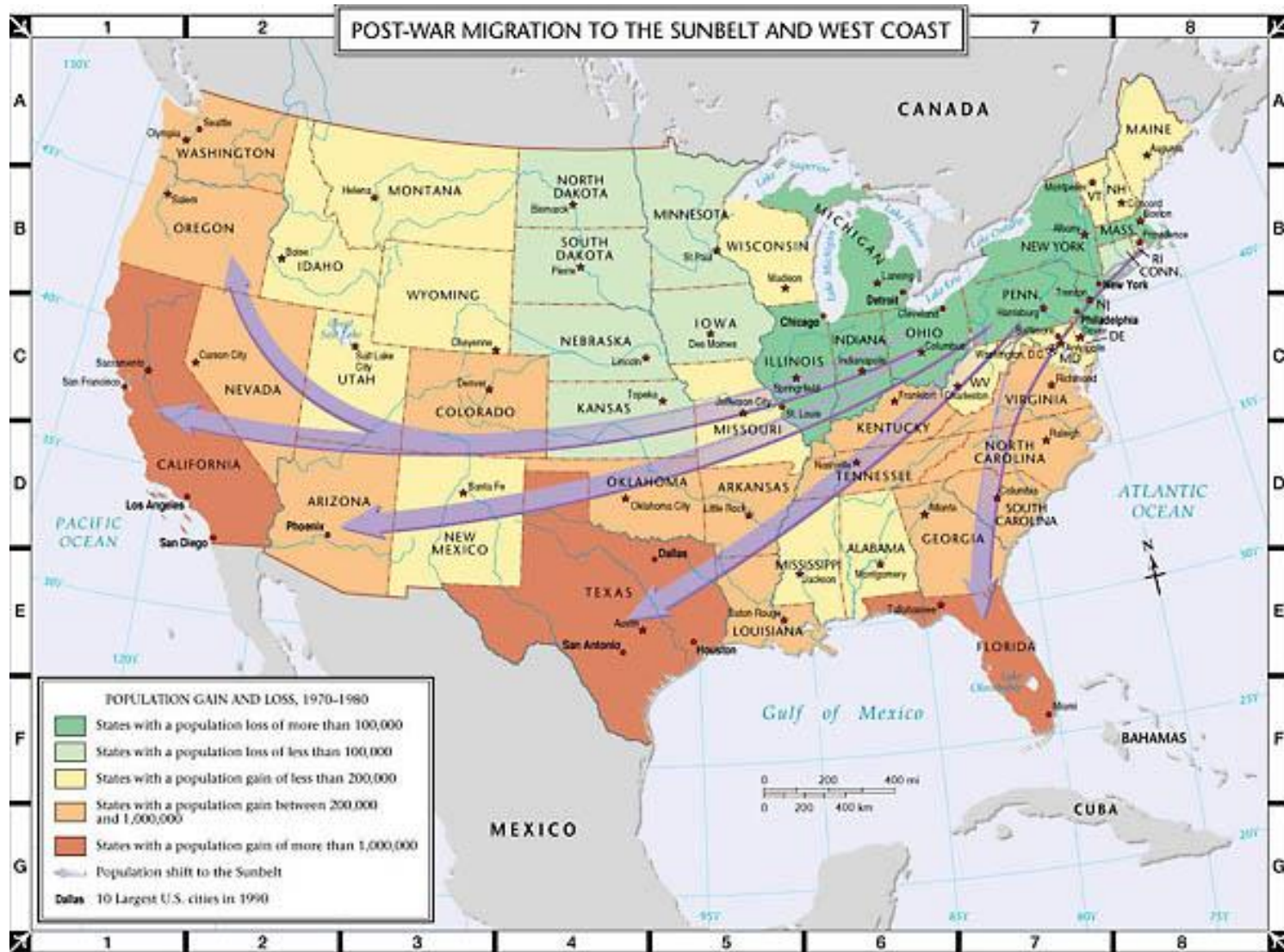
Highways for National Defense

By C. H. PURCELL, State Highway Engineer

MIGRATING TO THE SUNBELT

- Post-WWII people flock to the Sunbelt - name given to the South and Western states
- 1958 -Brooklyn Dodgers and New York Giants move to CA (symbolic of the migration patterns of the entire country)
- Air conditioning attracts many to the once unbearable climates
- Political power shifts from the Rust Belt and Northeast to the South and West







The invention of air-conditioning led to a population explosion in cities such as Phoenix, Dallas, Miami, Los Angeles and Atlanta.



TELEVISION CHANGES PERCEPTIONS OF SOCIETY



- ◉ TV shows such as “Leave It to Beaver” and “Father Knows Best” paint the picture of the American nuclear family (father, mother and 2.4 kids)
- ◉ Network newscasts become standard in American homes
- ◉ Rock-n-Roll grows in popularity thanks to the images seen on television (Elvis Presley)



TV images of
the “nuclear
family”.



At left - Legendary CBS news anchor Walter Cronkite

He would be the face of American television for nearly 3 decades.

- Families would gather around the television set and watch the network evening news broadcasts



ELVIS PRESLEY ON THE ED SULLIVAN SHOW



TICKET OUT THE DOOR

- It is your job to construct some form of *promotional literature* for one of the following technological/economic advancements and **highlight its impact on society:**
 - Space exploration
 - Suburbs
 - Interstate Highway System
 - Air Conditioning
 - Television
- You can either do a billboard advertisement, a magazine ad, a magazine cover, a TV commercial or a radio jingle.