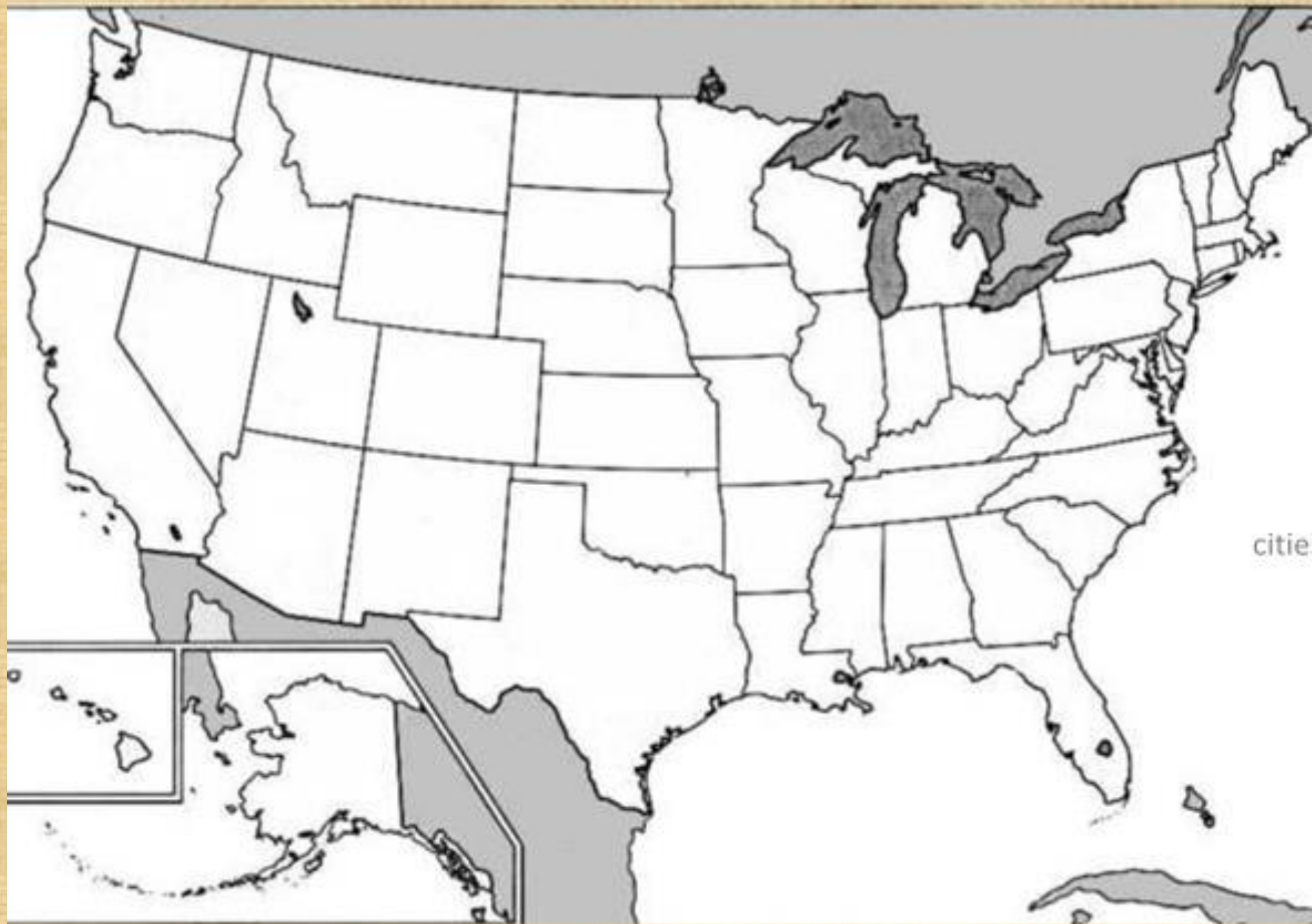


**Post War America
1945-1960
Chapter 27**



As World War II ended, Robert Eubanks was worried as he prepared for his discharge from the army. He had joined the army because, as an African American, it was hard for him to find a job that paid well. Then he heard about something known as the GI Bill, a government program that paid veterans' tuition for college and provided a living allowance.

Eubanks took advantage of the program and enrolled at the Illinois Institute of Technology. He earned three degrees on the GI Bill and eventually became a professor at the University of Illinois.

Years later Eubanks recalled how his life was changed by the bill. "It's very hard to explain how things were during the 1940s," he said. "The restrictions on blacks then were rough. The GI Bill gave me my start on being a professional instead of a stock clerk."

Truman vs. Eisenhower

Democrats vs. Republicans



Truman's Fair Deal

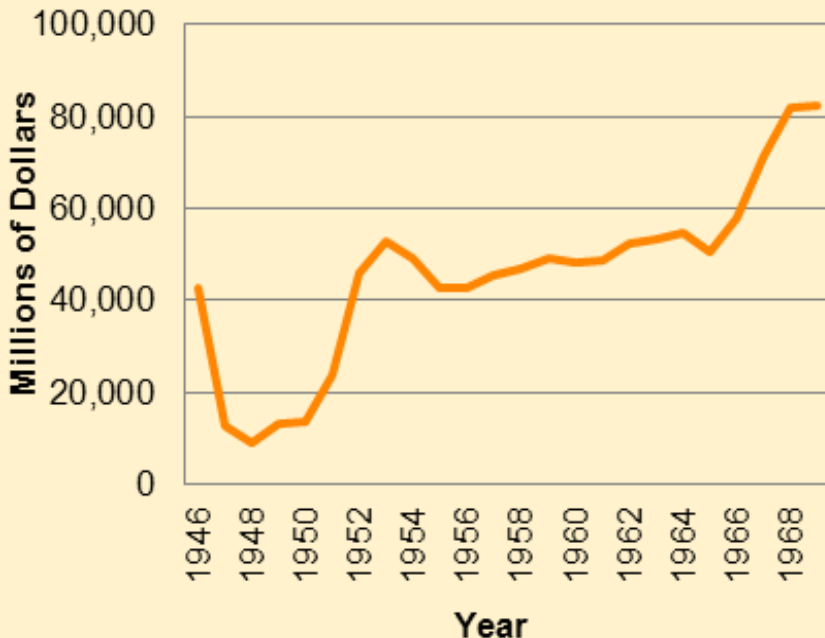
- Post-war worker's fear
 - Inflation
 - Strikes
- Great Depression Again?
 - No! More Gov. Spending
 - Science
 - Cold War
 - Unemployment
 - GI Bill for college

Prophets of doom predicted that the United States could not escape a runaway inflation during the war and an economic collapse after the war. These predictions have not been borne out. On the contrary, the record of economic stabilization ... has been an outstanding accomplishment.

—*President Harry Truman, January 21, 1946*

1. What did many believe might happen after World War II?
2. What is the graph's title?
3. Why is there a sharp decline in the mid-1940s?
4. What was developed in increasing numbers in the early 1950s?

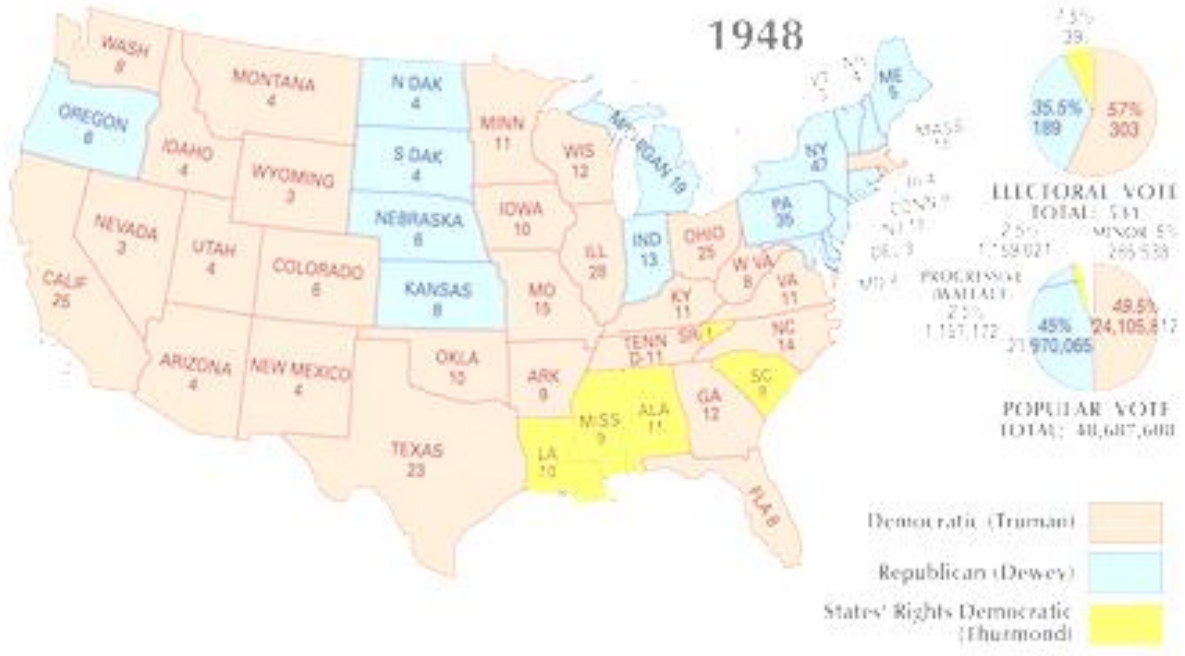
U.S. Defense Spending, 1946-1969



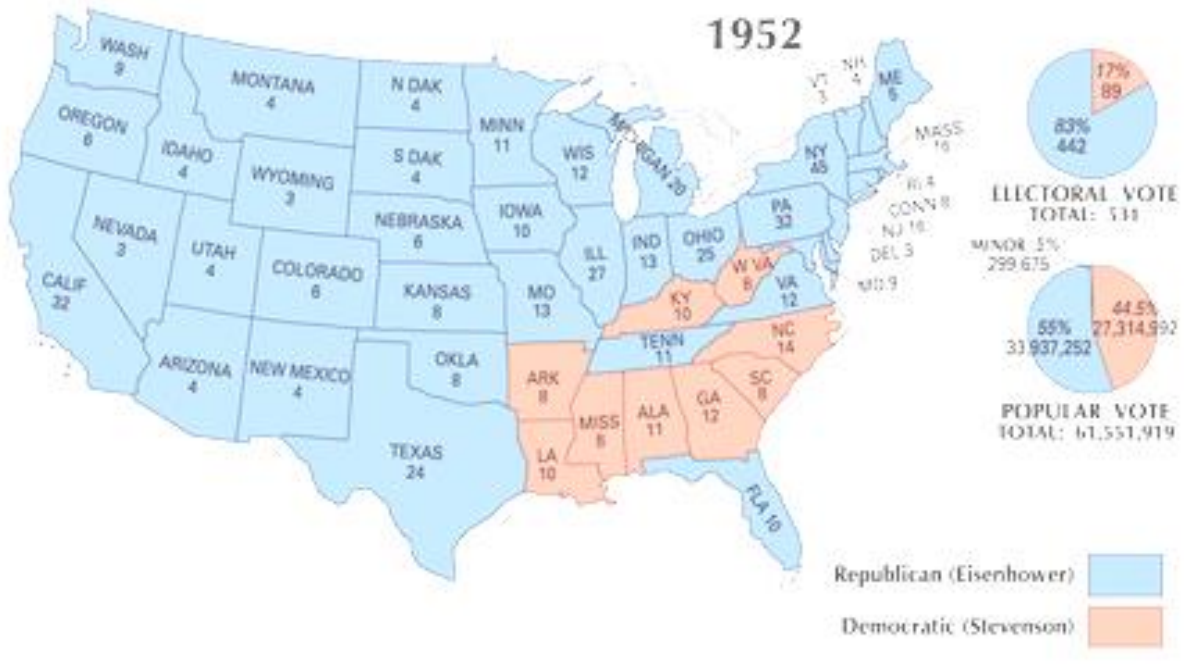
National Politics in late 1940s

- Taft Hartley Act
 - Union shops vs. Right to Work
 - Anti-Union law
- Fair Deal
 - Social Security
 - National Housing Act
 - Minimum wage
- Election of 1948, Who Win?
 - Truman ?
 - Dewey?
 - Thurmond?





- States Rights party
- Civil Rights?



Strom Thurmond, Dixiecrat (1948)

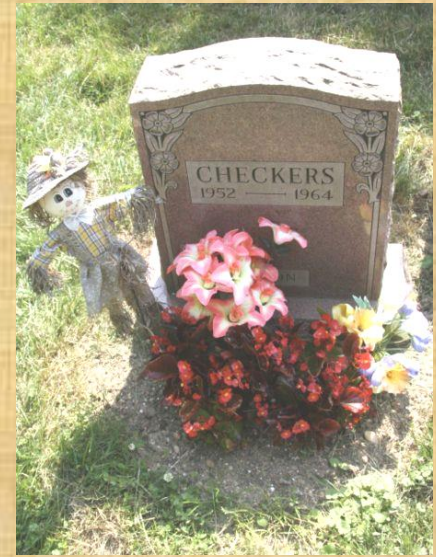
Eisenhower

- Its time for a change
- 20 years of Democratic rule
- Ike & Nixon
 - Checkers
 - Corruption?
- Conservatism
- Federal Highway Act
- Slowing down New Deal
- Don't be radical

"the kids, like all kids, love the dog and I just want to say this right now, that regardless of what they say about it, we're gonna keep it."

---Richard Nixon

1. What did the Democrats claim the dog checkers really was?



In the summer of 1951, Kemmons Wilson traveled with his family from Memphis, Tennessee, to Washington, D.C. He noticed that some of the motels they stayed in were terrible. Each added a \$2 charge per child to the standard room price, and many were located far from restaurants, forcing travelers back into their cars to search for meals.

Frustrated, Wilson decided to build a motel chain that would provide interstate travelers with comfortable lodgings. They would be located near good family restaurants and allow kids to stay free. Together with a group of investors, Wilson began building the Holiday Inn motel chain. Families loved his motels, and soon Holiday Inns were sprouting up all over the country.

Wilson said he never doubted the success of his endeavor. "I like to think that I'm so . . . normal that anything I like, everybody else is going to like too," he said. "The idea that my instincts are out of line just doesn't occur to me." His prosperity mirrored a growing affluence in the nation. This time of prosperity made the shortages of the Great Depression and World War II a distant memory.

The Good Years

- Increasing wealth
 - Multi-national corporations
 - Franchises
- Jobs
 - White collar, office
 - Blue collar, physical labor
- Consumers
- Suburbs
 - Cheap housing
 - All the same
- Baby Boom
- Women's work
 - War work was good
 - Women continue working

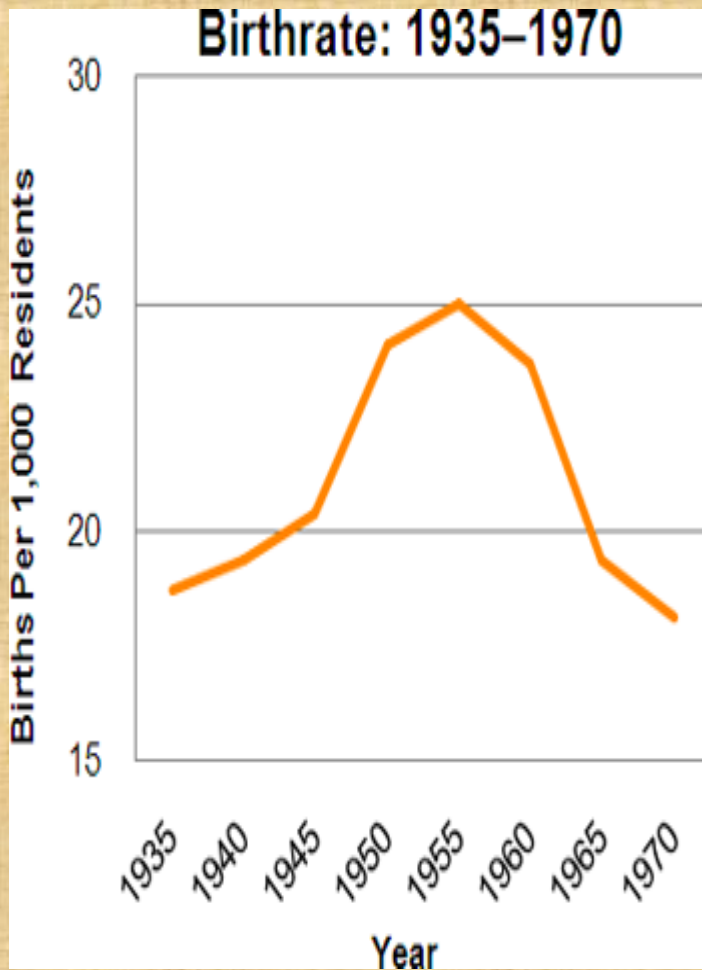


*Levittown
USA*



Harrell home
Hill St., Rocky Mount, 1950s

Population of US



Compare these two graphs.

1. The right graph shows _____.
2. The left graph shows _____.
3. Why do both show sharp increases in 1945-1955?

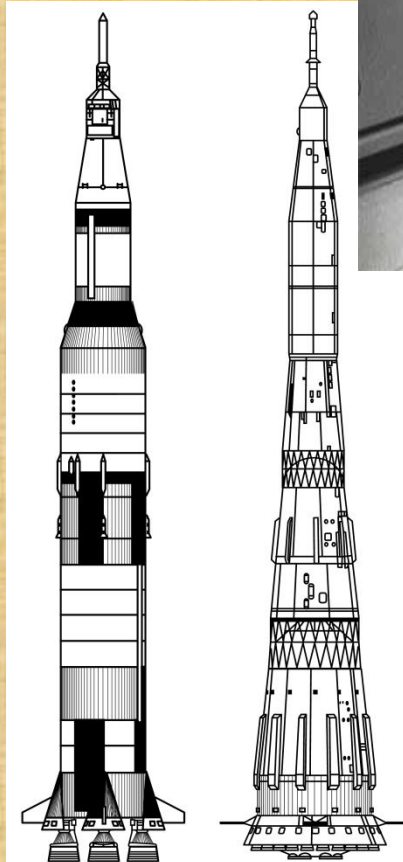




Review-Truman & Eisenhower

1. _____ had to face accusations of bribery charges with the “Checkers” speech which was really only about a pet _____.
2. A _____ job was manual labor.
3. A _____ job was usually an office job.
4. _____ was the Dixiecrat candidate for president in 1948 calling for increased states rights.
5. Truman’s economic policy was titled _____.
6. The _____ act allowed for worker’s rights to work without joining labor unions.
7. The _____ act pumped huge amounts on money into the economy building infrastructure and roads.

- Electronics
 - Makes technology smaller
 - Transistors
 - radios
 - Univac & Eniac computers
- Space Program to the Moon
 - Apollo





Apollo
Moon
Landing

Neil
Armstrong

Space Race

- Miracle drugs
 - Salk & Sabin
 - Polio Vaccine
 - Penicillin
- Polio
 - Vaccine
 - Salk (injection)
 - Sabin (pill)



ALBERT SABIN, M.D.



Review-postwar technology

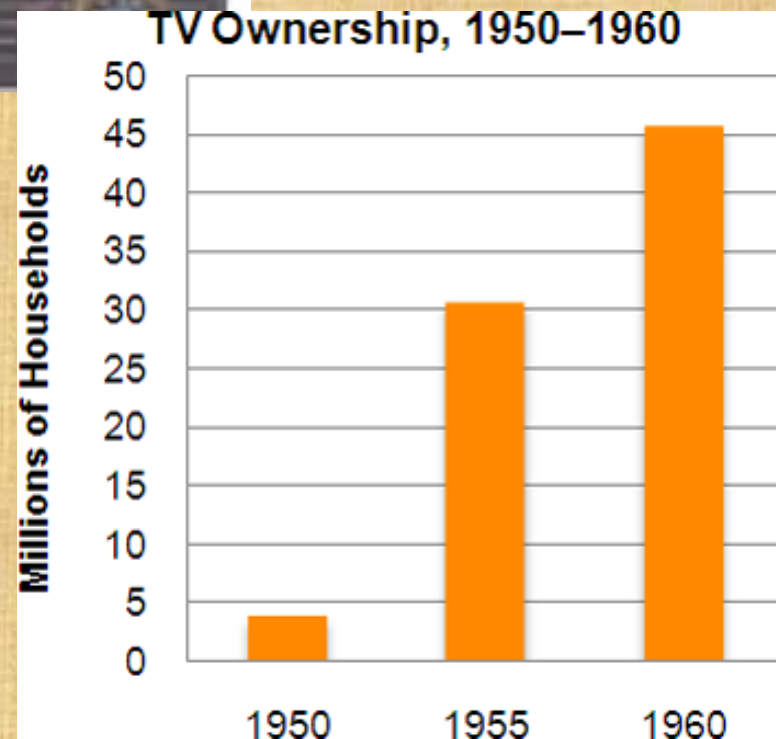
1. _____ was thought to be a miracle drug of the century.
2. _____ and _____ found a vaccine for Polio.
3. _____ replaced hot vacuum tubes in electronics during the 1950s.
4. _____ program was important to the space race to the moon.

In 1953 Lucille Ball and her real-life husband, Desi Arnaz, were starring in one of the most popular shows on American television, *I Love Lucy*. In January, Ball had a baby—both in real life and on her show. Her pregnancy and the birth of her baby became a national event that captivated her audience. A pre-filmed segment of the show showed Lucy and her husband going to the hospital to have the baby, and the show was broadcast only a few hours after the real birth. More than two-thirds of the nation's television sets tuned in, an audience of around 44 million viewers. Far fewer people watched the next day when television broadcast a presidential inauguration.

I Love Lucy was so popular that some people actually set up their work schedules around the show. Marshall Field's, which had previously held sales on the same night the show was on, eventually switched its sales to a different night. A sign on its shop window explained, "We love Lucy too, so we're closing on Monday nights." A relatively new medium, television had swept the nation by the mid-1950s.

Popular 1950s Culture

- Hollywood
 - cinemascope
 - Marilyn Monroe
 - Sidney Poitier
- Radio
- Television
- Rock 'n Roll
 - Rhythm & Blues
 - Chuck Berry
 - Elvis Presley
- Beats
 - Unconventional rebels





In 1959 Lorraine Hansberry's play, *A Raisin in the Sun*, opened on Broadway. The play told the story of a working-class African American family struggling against poverty and racism. The title referred to a Langston Hughes poem that wonders what happens to an unrealized dream: "Does it dry up like a raisin in the sun?" Hansberry's play won the New York Drama Critics Circle Award for the best play of the year. Reflecting later upon the play's theme, she wrote:

“Vulgarity, blind conformity, and mass lethargy need not triumph in the land of Lincoln and Frederick Douglass. . . . There is simply no reason why dreams should dry up like raisins or prunes or anything else in the United States. . . . I believe that we can impose beauty on our future.”

Postwar prosperity had bypassed many segments of the population. Minorities and the poor wondered when they could seize their own piece of the American dream.

The Other America

- Inner cities
 - Urban Renewal
 - Less affordable housing
- Rural poverty
 - Mike Harrington
 - *The Other America*
 - African Americans
 - Hispanics
 - Native Americans
 - Appalachia
- Juvenile Delinquency



Tens of millions of Americans are, at this very moment, maimed in body and spirit, existing at levels beneath those necessary for human decency. If these people are not starving, they are hungry, and sometimes fat with hunger, for that is what cheap foods do. They are without adequate housing and education and medical care.

---Michael Harrington

1. What people are described in this quote?
2. How does this quote contradict the popular opinion of a wealthy and prosperous America of the 1950s?

The Appalachian Region



Source: Appalachian Regional Commission



Rural Poverty in Appalachia

Review-1950s culture

1. _____ became popular music in the 1950s.
2. Poverty was most felt in the _____ region or rural America.
3. _____ technology became the newest entertainment venue of the 1950s.
4. _____ were called the rebels of society during the 1950s.