



Cold War and Post War Boom 1945-
1960

Ch. 25 #1

Cold War

- United States and Soviet Union united in their opposition to Nazi Germany.
- Post war had little in common
- Democracy (free elections, private property) vs. Communism (state made all economic, political and military decisions)
- Germany divided into 4 zones = Soviets controlled eastern zone, GB, France and US western zone
- Differences lead to 46-year struggle known as the Cold War = military conflict

Iron Curtain

- East of the iron curtain, Soviets gained more control installing communist government
- US and GB afraid Soviets were attempting to spread communism to the western world
- Truman Doctrine = aid nations struggling against communism
- Western Europe faced shortages of food, fuel, medical supplies. Marshall Plan provided relief. Stimulated economy and in return boosted trade with American
- Berlin Airlift = massive airlift food, fuel, toys, clothes and supplies.
- NATO- military alliance to counter Soviet expansion



U.S. and Soviet Race

- Soviets create a atomic bomb, US creates the H-bomb.
- H-bomb = more destructive nuclear weapon, force of 1 million tons of TNT.
- Space Race- International prestige. Soviets launched Sputnik the worlds first artificial satellite 10/4/57. America shocked worked to create own satellite. 1st attempt failed 2nd a success 1/31/58.
- Atomic bomb drills in schools and communities. Duck and Cover.



Post War Boom

- Adjustments after the war- divorce rates went up due to women becoming breadwinners. Suburbs became a popular style of living, Cookie cutter homes and communities. Cold War contributed to the economic growth. Truman Supports civil rights, (integration of sports, armed forces.)
- Jackie Robinson- brave step turning the Brooklyn Dodgers into an integrated baseball team in 47'. Unhappy fans, un-sportsman like conduct, death threats. Rookie of the year 47', 12 HR, 29 steals, and BA of .342. 49' became MVP and first African American voted into the Baseball Hall of Fame. He went to UCLA, 4 sports, army for 2 yrs, court-martialed over racial discrimination objections.



The American Dream

- Franchise- similar services in many locations. Fast-food first successful companies. McDonald's assembly line of hamburgers.
- Automania- New highways, availability of cars, and gasoline made commutes easier into city work.
- Baby boom 1940's-1960's- explosion in the population. 57' one infant was born every 7 seconds.



The American Dream

- Leisure time- people worked 40 hr weeks, earned vacation days.
- People owned labor saving devices- washing machines, dryers, dishwashers, power lawn mowers which all allowed time for leisure activities.
- Comic books, 3-D magazines, Sports Illustrated, Readers Digest.
- Advertising Age- Ads were everywhere. Billboards, magazines, tv, radio, prompting people to buy goods. First 1 minute commercial in 41' cost \$9 to produce. 30 sec. commercial during the Superbowl costs \$5.25 million.



Society in the 1950's

- Loaf of bread .14 cents.
- Average income 2,900.
- Black and white television becomes wide spread. Honeymooners, I love Lucy, Mickey Mouse Club, and Leave It To Beaver. Top of the line tv cost \$250.
- Disneyland is opened in 1955.



Pop Culture

- Rock 'n' Roll – electronic instruments to traditional blues music, creating rhythm and blues. American music integrating cultures.
- **Elvis Presley unofficial “King of Rock ‘n’ Roll, live appearances captivated audiences. Girls screamed and fainted when he performed.**
- Many adults thought this music would lead to teenage delinquency and immorality.

