

Module 5: Leader of the Free World

| Talk | Title | Time Period | Date of Talk | |
|------|--------------------------------|-------------|---------------|---|
| 30 | Isolationism interrupted | 1939-1941 | January 20th |  |
| 31 | The European War | 1941-1945 | February 3rd |  |
| 32 | The Pacific War | 1941-1945 | February 17th |  |
| 33 | America and the Post War World | 1945-1949 | March 3rd |  |
| 34 | USA during the 1950's | 1950-1960 | March 17th | |
| 35 | The Cold War | 1950-1960 | March 31st | |
| 36 | Camelot...the Kennedy Years | 1961-1963 | April 7th | |

The talks to follow

Module 5

Leader of the Free World (1939-1963)

America in the 1950's
March 17th

The Cold War
March 31st

1950-1960

Camelot
April 7th

1960-1963

Module 6

From Impasse to Domination (1963-2001)

"The Great Society"
TBA

Vietnam
TBA

1963-1974

Rush to the Sun Belt?
TBA

A Nation Adrift
TBA

1972-1980

Talk 34 USA 1950's

- ▶ Truman Second Term
- ▶ Return of the Republicans
- ▶ The affluent society
-Intermission
- ▶ Women in the 1950's
- ▶ The forces of change



Truman's Second Term

Second Red Scare (1947-1954)

- ▶ Depression/ New Deal legitimized big role for Government
- ▶ US alliance with USSR 1941-1945 encouraged US Socialists/ Communists
- ▶ House Un American Activities Committee (HUAC) set up in 1938 vs Nazi spies
- ▶ Change to anti communism due to Canadian spy rings, USSR & East Europe
- ▶ Loyalty Oath Executive Order (Truman 1947)..public employees> media> actors
.....“I am not nor ever have been member of the Communist Party”

First Target: Hollywood

Hollywood & Loyalty Oath

'Hollywood 10' demonstration 1947



- Loyalty Oath ...1947 anyone public facing role
- Hollywood factions
 - Informants...naming of names
 - Refuseniks...refused to testify
- Culture of name calling
 - "Hollywood 10" refuse to testify
 - Actors/ producers/ writers summoned to HUAC interviews....Los Angeles
- Motion Picture Alliance For The Preservation Of American ideals: "Don't smear wealth, industrialists, profit motive, don't glorify common man, the collective" ...Ayn Rand

Witch hunt begins

Ronald Reagan testifying to
Un-American committee 1947



Ayn Rand Pamphlet 1947

AMERICANS
DON'T PATRONIZE REDS!!!!

**YOU CAN DRIVE THE REDS OUT OF
TELEVISION, RADIO AND HOLLY-
WOOD**

THIS TRACT WILL TELL YOU HOW.

WHY WE MUST DRIVE THEM OUT:

1) The REDS have made our Screen, Radio and TV
Moscow's most effective Fifth Column in America . . .
2) The REDS of Hollywood and Broadway have al-
ways been the chief financial support of Communist
propaganda in America . . . 3) OUR OWN FILMS,
made by RED Producers, Directors, Writers and
STARS, are being used by Moscow in ASIA, Africa,
the Balkans and throughout Europe to create hatred
of America . . . 4) RIGHT NOW films are being
made to craftily glorify MARXISM, UNESCO and
ONE-WORLDISM . . . and via your TV Set they are
being piped into your Living Room—and are poison-
ing the minds of your children under your very
eyes!!!

So REMEMBER — If you patronize a Film made by
RED Producers, Writers, Stars and STUDIOS you are
aiding and abetting COMMUNISM . . . every time
you permit REDS to come into your Living Room
VIA YOUR TV SET you are helping MOSCOW and
the INTERNATIONALISTS to destroy America!!!

Reagan President Scre
Actor's Guild. Provides
names of sympathizers

Opposed by 'Committee
For First Amendment'
... Lucille Ball
... Betty Davis
... Humphry Bogart
.... interview. cleared

"Secret blacklist"
... some suicides
.. flee country
... no evidence real

Paranoia fuelled by
Pumpkin Patch Case

Pumpkin Patch Case 1948/49

Nixon with Chambers & microfilms



“Ware” real Russian spy group late 1930’s

...typed copies & returned

....copies hidden in pumpkin patch

....given to KGB agents

Agent defects (Chambers) ...

Richard Nixon (new Congressman

..contacts HUAC

...Chambers retrieves film

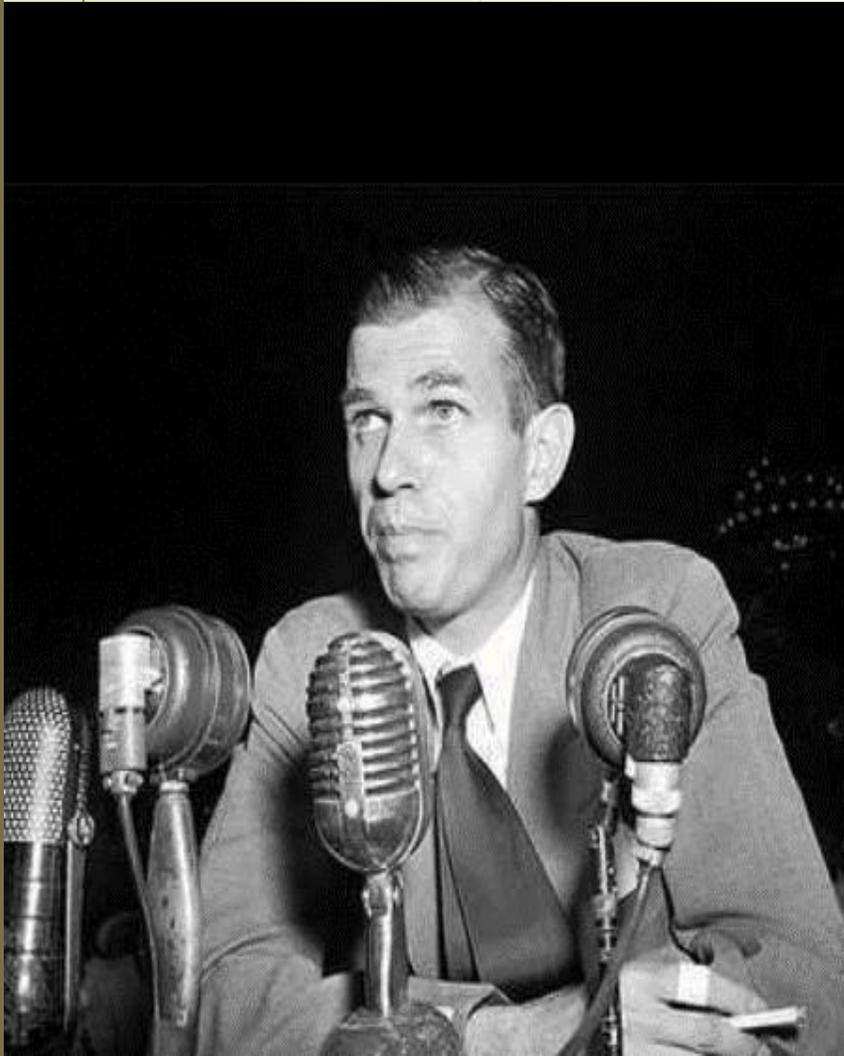
...minutes to cabinet meetings

...and air conditioning system?

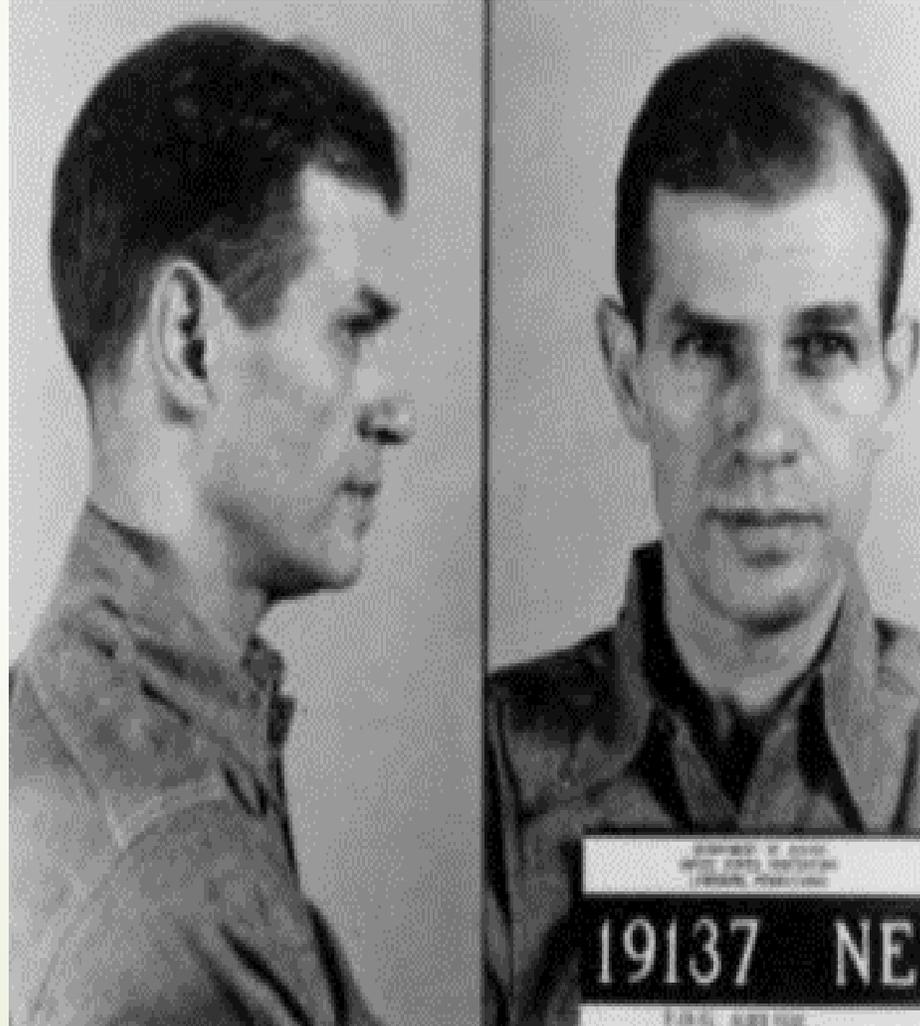
Implicates Truman senior counsel
Alger Hiss....as Soviet Agent

Alger Hiss Trials 1947-1948

Hiss giving testimony



Mug shot



Hiss erudite, good family
....senior access
...shock gov infiltrated

Accused of spying
...statute of limitations
Limits penalty

Convicted of perjury
1948...3 years prison
.claims innocence till
death

Cause celebre for left
...1990's soviet record
He was indeed agent



Atomic Spies

- USSR detonates atomic bomb 1949
 - British/German atomic spy ring uncovered 1949 by MI5
 - Klaus Fuchs scientist arrested
 - Implicates Julius Rosenberg as Manhattan Project KGB agent
- 

Rosenberg Case 1951

Julius and Ethel....1953
(day before execution)



Julius son of Jewish immigrant
...joined Communist Party 1933
Ethel Greenglass..aspiring actress
...joins CPUSA .marries Julius 1939
(brother engineer (Manhattan Project))

Julius ..recruited by KGB 1942
..persuades brother to leak docs

Both arrested, electrocuted
....court accused of anti-Semitism
....(1990 Soviet Records confirm)

Key prosecutors Roy Cohn

Roy Cohn (1927-1982)



Leads prosecution of Rosenberg...use of bogus evidence

Cohn and McCarthy launch "Lavender Scare"...list of gays in government ...Truman "gay ban"...blackmail threat

Linked to mafia and concrete mixers .."I don't care about the law, what matters is who is the judge".

Cohn...hired by Fred Trump in NY.... mentor to Donald Trump

Disbarred for falsifying death bed will.dies alone of Aids

Joseph McCarthy

Joseph McCarthy (1908-1957)



Dubious war record
...marines...staff
...."Tail gunner Joe"

Senator from Wisconsin. 1946

Announces "Secret list of 203
"known communists"
...the enemy within

Accuses George Marshall Sec of
State...as spy who "lost China"

Popular...supported by new con
...Richard Nixon
...Jack Kennedy

1952 Chairs Senate Committee o
Investigations...hires Roy Cohn

J Edgar Hoover (1895-1972)

J Edgar Hoover 1957



WW1 espionage....success

Heads Bureau of Investigation 1919

Red Scare....Head of new FBI 1931

...keeps role till death 1972

1930's vs Capone.....revolutionised
police procedure, ww2 Nazi spies...then
Scare....Lavender Scare..exposing gays

Focus on subversion, power gained by
“Red scare”, Rosenberg Case

Dominates US domestic intelligence
throughout 50's and 60'...untouchable
Due to info on Presidents

Vs Civil Rights, slow to respond to Mafia
Syndicates...1960's

McCarthyism 1949-1955

Typical HUAC hearing (1952)



Dominates US politics
1949-1955...hires Cohn
as Chief Prosecutor

Culture of fear/ loathing
....live reporting on radio
....and television
...highly popular
...anti communist hysteria

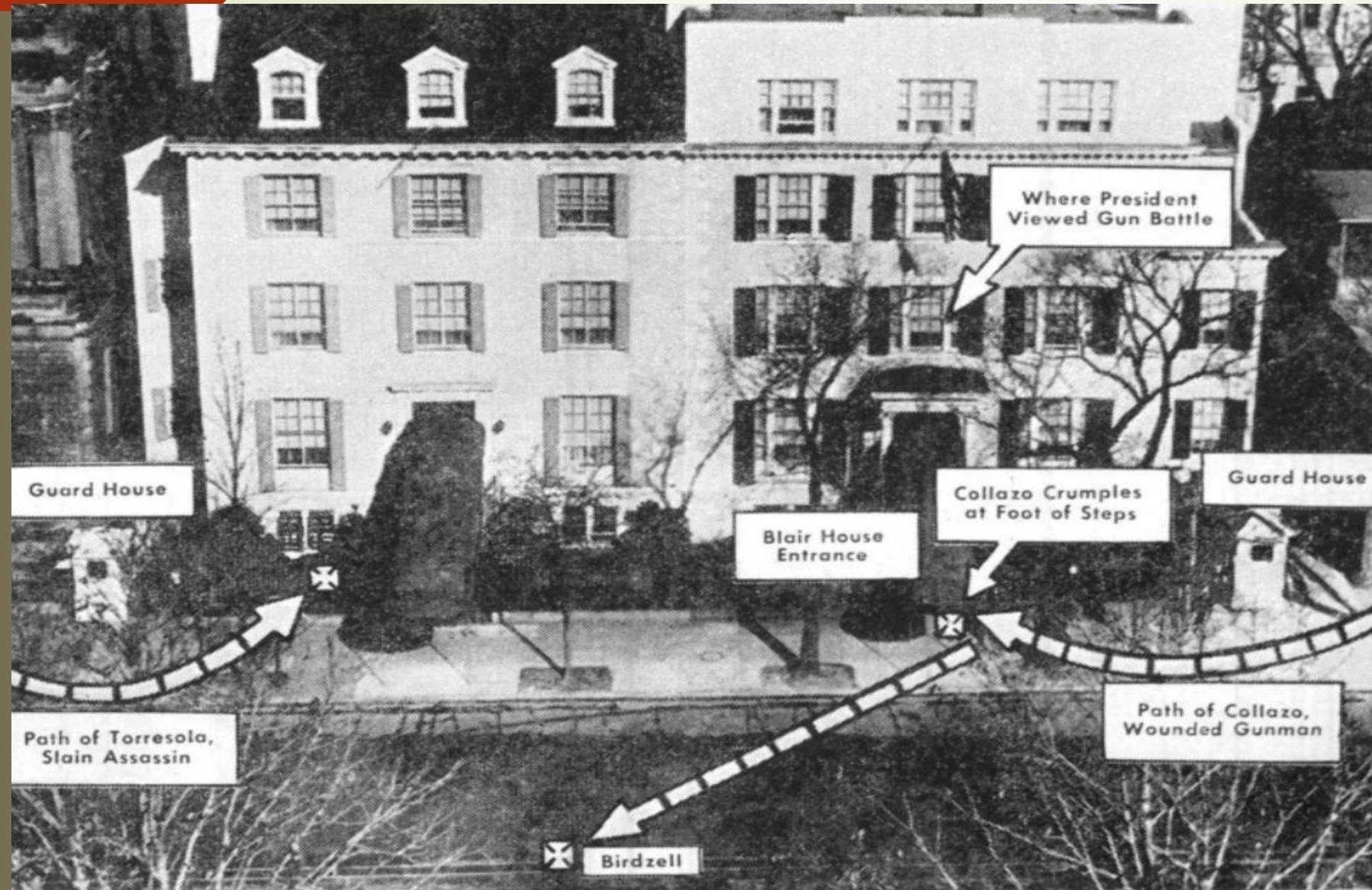
Nixon

gettyimages®
Credit: Popperfoto

Truman Second Term (1948-1952)

- ▶ Getting shot at
- ▶ Korean War (1950-1953)
 - ▶ dominates domestic agenda... "Fair Deal" shelved
 - ▶ To be discussed Talk 35
- ▶ H Bomb testing programme conducted 700x larger than bomb on Nagasaki (Talk 35)
- ▶ Creation of NATO: Eisenhower brought out of retirement... sent to Europe to set up.... USSR creates Warsaw Pact
- ▶ Scandals discredit Administration
 - ▶ 5% Commission Men
 - ▶ Deep freezer and presents to Truman's staff.... Hoover reveals

Truman Attempted Assassination: November 1950



Puerto Rico Nationalist
Want independence

Truman staying at
Blair House (WH renovations)

2 assassins attack
...gun battle, 1 killed, 1
security officer killed

Truman..not scared "I've
Already been shot at by
Professionals. (WW1)



Rise of the Republicans



Election of 1952

- ▶ Democrats in power for 20 years...public in mood for change
- ▶ Truman reputation sinks: “soft on communism”, “man who “lost China,” scandals

Truman decides to not run a 3rd Term (21st Amendment: Truman “grandfathered”

.....offers candidacy to War Hero, Allied Supreme Commander Eisenhower
.....declines, busy with NATO, claims to belong to no party

1952 election...the big fight ... Isolationists and Internationalists
.....within Republican Party

Mr Republican

Robert Taft (1889-1954): Mr Republican



Oldest son William Howard Taft, President 1908-1912, Supreme Court Justice

Opposed New Deal due to waste, bureaucracy
...supports Social Security, fair Trade Union I
Aid to the poor

Opposed US involvement ww2, Lend Lease
..till Pearl Harbour...opposes internment

Opposes NATO, United Nations, Marshall Pla
...USSR no threat to US due to ocean & US
Power, Korean war 'triggered unintentionally
Arming S Korea

Isolationist on track to win GOP nomination

Robert Taft: the isolationist: “we are really trying to arm the world against Communist Russia, or at least furnish all the assistance which can be of use to them in opposing Communism. Is this policy of uniting the free world against Communism in time of peace going to be a practical long-term policy? I have always been a sceptic on the subject of the military practicability of NATO. ... I have always felt that we should not attempt to fight Russia on the ground on the Continent of Europe any more than we should attempt to fight China on the Continent of Asia.”

On track to win Republican Nomination...June 1952

Internationalists turn to Eisenhower (NATO Supreme Commander” and war hero
.....Draft Ike campaign
.....Eisenhower agrees to join Republican Party and seek nomination

Dwight Eisenhower (1890-1968)

Eisenhower 1942



No political experience

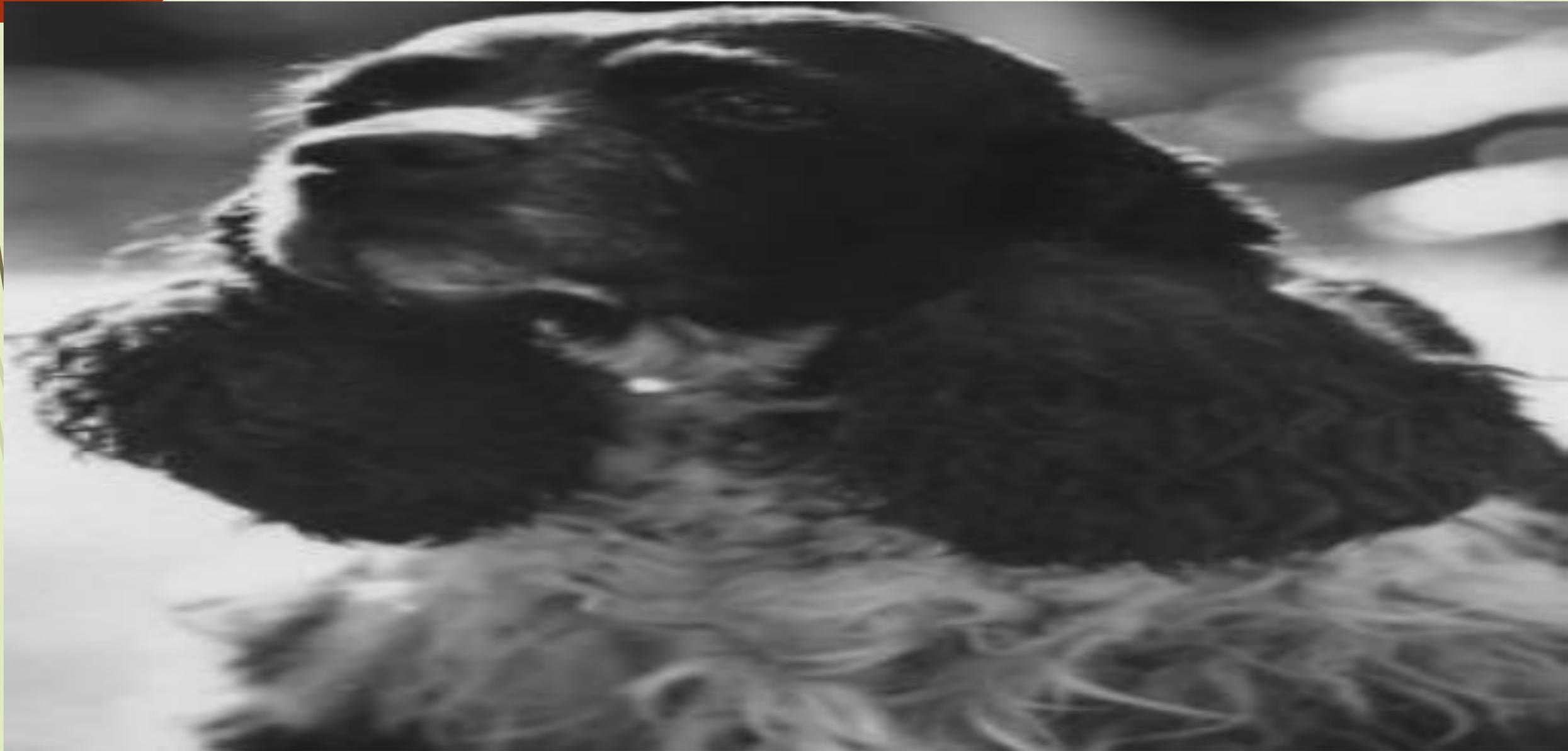
Staff Officer/ Trainer. Master
Organiser and diplomat

Commander Allied Forces in
Europe 1942-1945

President Columbia University
1948=1950..writes memoires
“Crusade in Europe”

National Hero...wins GOP Nominat
...select Richard Nixon as Vice Pre
....youth, Pumpkin Papers
....virulent anti communist

Checkers: most famous dog in US



Checkers speech (September 1952)

Nixon on TV giving “Checkers Speech”



1952 first TV subject to live TV

Nixon Senator from California
Famous for Pumpkin Patch, McCarthy Hearings...modest means, law practice

Campaigns as “man of integrity”
...removes campaign chairman for Taking funds

‘Secret Fund’ set up to run campaign
...\$16,000 (\$200,000 today)
...Release to papers by competitor
Press attacks...one contributor told
“Nixon needs bigger house/maid”
..Nixon...attacks from communists

Eisenhower tells Nixon to go on tv
...appeal to public/ or resign

Checkers speech

Nixon publicity (paid by Fund)

EISENHOWER & NIXON ★ REPUBLICAN CANDIDATES



SENATOR
DICK NIXON

1952
Campaign
Tour

Nixon...details expenses....wife does not have Mink Coat..
...good Republican "cloth coat"...then

“we did get something—a gift—after the election. A man down in Texas heard Pat on the radio mention the fact that our two youngsters would like to have a dog. And, believe it or not, the day before we left on this campaign trip we got a message from Union Station in Baltimore saying they had a package for us. You know what it was? It was a little cocker spaniel dog in a crate that he'd sent all the way from Texas. Black and white spotted. And our little girl—Tricia, the 6-year-old—named it Checkers. And you know, 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!

Response overwhelming positive...Nixon remains VP candidate
...and forever known as “Tricky Dick”

Democrat candidate Adlai Stevenson



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Credit: Fox Photos

Democrat Candidate...no chance vs war hero

- About Nixon “was the kind of politician who would cut down a redwood tree, and then mount the stump and make a speech for [tree] conservation”.
- “Uncomfortable with the carnival side of elections, Stevenson tried to be a man for the people, not of them; a man of reason talking sense, not manipulation or sentiment
- “egghead ”speech “eggheads of the world unite, you have nothing to lose but your yolks!”
- Attacks McCarthy, defends Alger Hiss ...accused of being “soft on Communism” and gays
- A gentleman: Declines release letter from Eisenhower to Marshall in 1944 wanting to divorce his wife and marry Kate Summerville....(Marshall rejected)

US politics....no room for gentlemen

Adlai Stevenson poster...New Deal forever

WHICH will be **SAFER** for **YOU?**

THE PARTY OF HOOVER

THE PARTY OF ROOSEVELT

1932

1952

BREAD LINES

HIGHER WAGES

HOMELESS

BETTER HOMES

BANKS CLOSED

SOCIAL SECURITY



Vote

STEVENSON

Labor's Committee for Stevenson and Sparkman

GEORGE M. HARRISON, Chairman E. L. OLIVER, Secretary-Treasurer
1621 K Street, N.W., Washington 5, D.C.



NO MORE CLOWNS, CUT-UPS OR CHARACTERS!



Put
REAL MEN
IN GOVERNMENT!



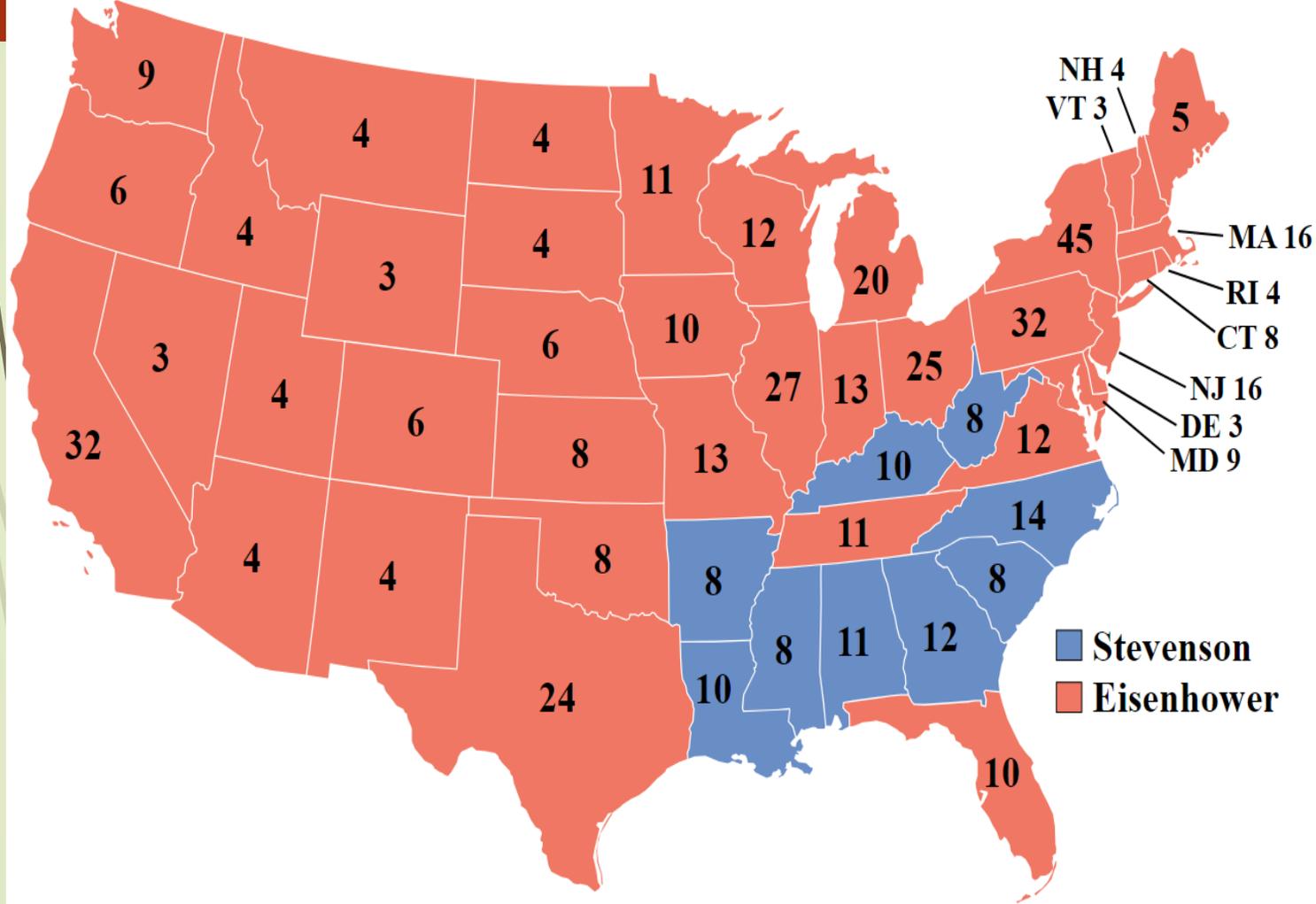
HONEST MEN WHO LOOK YOU IN THE EYE...TALK STRAIGHT...

AND SINCERELY WANT TO SERVE ALL THE PEOPLE!

VOTE REPUBLICAN ⊗ NOVEMBER 4TH!



Republican Landslide



Eisenhower 55% vote, vs 45%
442 electoral votes vs 89

Votes for Ike...not Republicans
Republicans 1 seat majority Sena
20 majority House

Consensus for maintaining
New Deal, high income taxes,
Social Security

Ends 20 year Democrat Control

Same candidate, same result
1956...Ike at 57% vote

Eisenhower Presidency (1952-1960)

- Main interest and focus Foreign Affairs (more in Talk 35)
 - Committed to burying isolationist thought
 - Ending Korean War
 - Use superior missile technology to offset USSR manpower
 - Missile attack preparedness"duck and cover"
- "Progressive Republican"
 - Maintain New Deal basics while support business
 - Reduce government oversight/ control expenditure
- Presidential Style
 - Commander in Chief...President to execute (not create) law, adhere to courts
 - Social Change...job of Courts and Congress
 - His role: live by example, news conferences, inspire trust

Major initiative: US highway network

Eisenhower quotes

This world of ours... must avoid becoming a community of dreadful fear and hate, and be, instead, a proud confederation of mutual trust and respect.

If a political party does not have its foundation in the determination to advance a cause that is right and that is moral, then it is not a political party; it is merely a conspiracy to seize power.

Leadership consists of nothing but taking responsibility for everything that goes wrong and giving your subordinates credit for everything that goes well.

People talk about the middle of the road as though it were unacceptable. Actually, all human problems, excepting morals, come into the grey areas. Things are not all black and white. . There have to be compromises. The middle of the road is all of the usable surface. The extremes, right and left, are in the gutters.

US Highways Act 1956

No national highway system

- 1921 Highways Act: State responsibility

- Mostly two way highway “toll roads”

- Eisenhower and highway system

- Cross road trip “motor convoy” 1919/ German autobahn

- Highway system for defence/ mass relocation

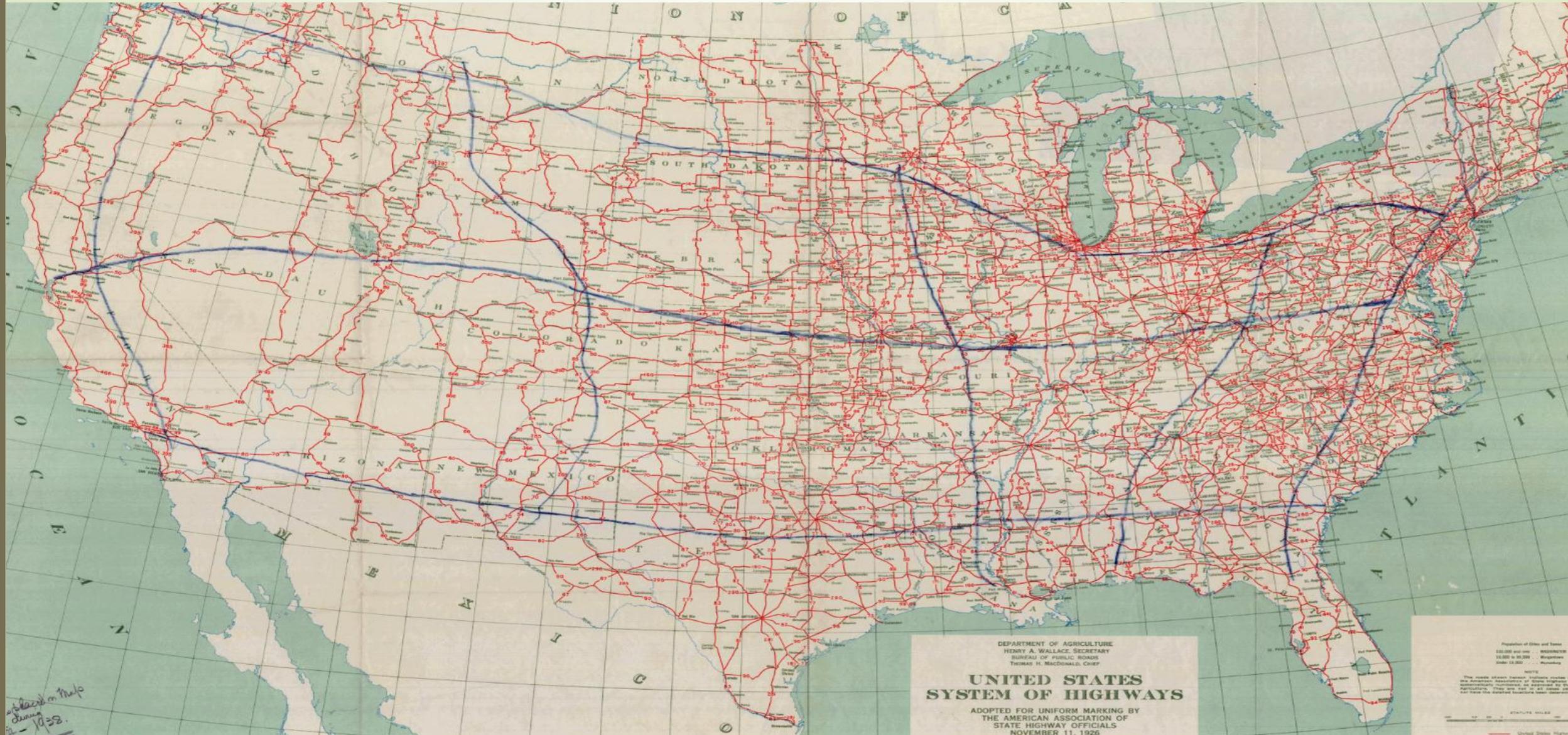
- Public works project needed as Korean War ends

- Initial cost estimate \$25Bn over 13 years,...actual £114Bn over 35 years

- Paid by fuel taxes (19c a gallon since 1992)

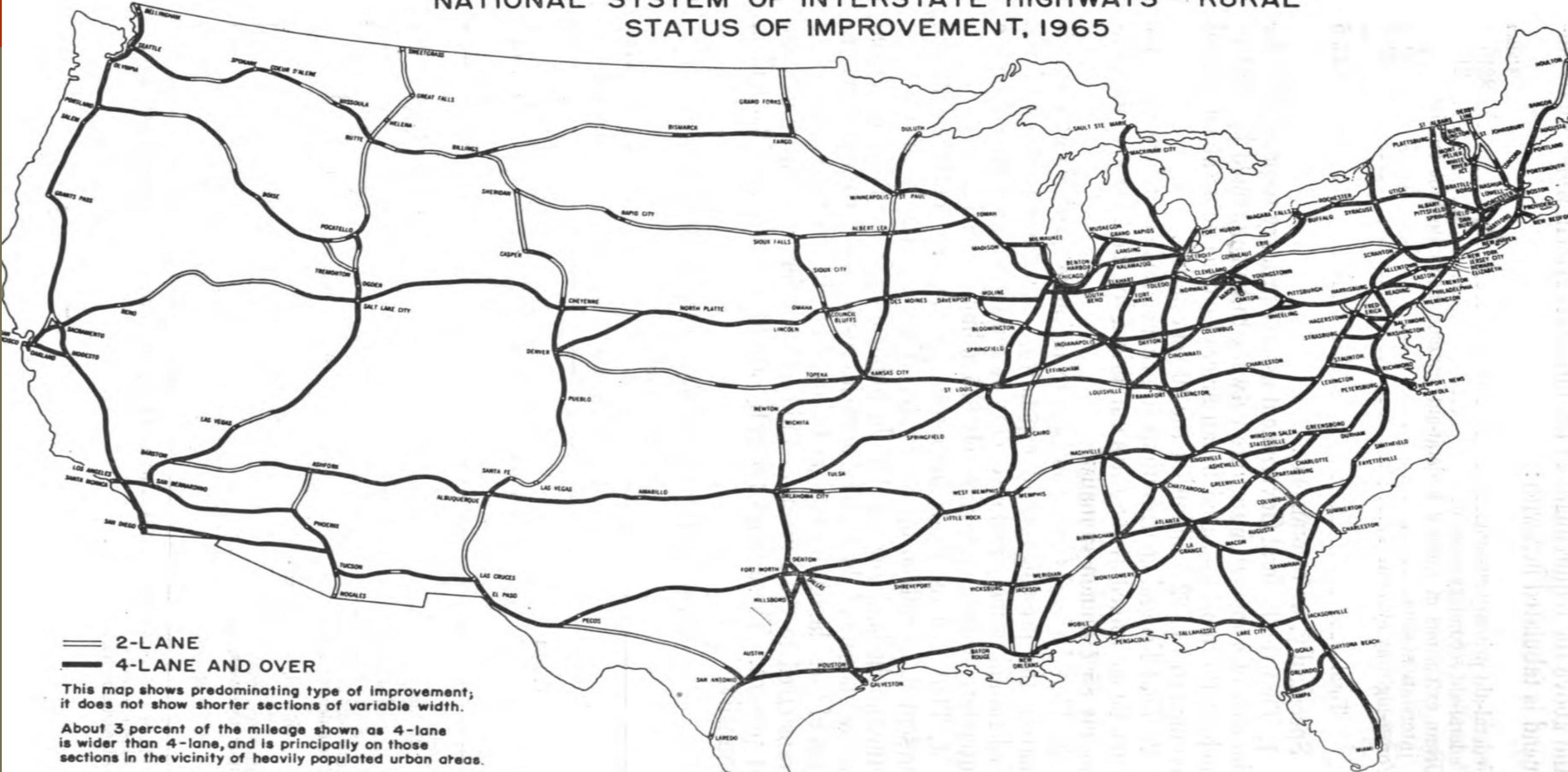
- 42,000 miles...in process roads “grandfathered toll roads”

US Highway System 1935



US interstate freeway system 1965

NATIONAL SYSTEM OF INTERSTATE HIGHWAYS - RURAL STATUS OF IMPROVEMENT, 1965



Interstate 5, Glendale California 1957



Impact of Highway System

Decline of Railroad System

- Rise of Trucking industry...and Teamster Union
- Fossil fuel dependency....Middle East interest
- Urban restructuring
 - Growth of suburbs
 - Destruction inner city neighbourhoods
 - Urban segregation by race/ class
 - Outlet shopping...mall culture

US becomes an “automobile society”



The affluent Society

Population 1950- 1960

Population increases 20% from 151m to 179m

- No significant change to mix of race (Whites 88% 1950, 84% 1960),
- Population moving West California 48% increase (from 11m to 15m), Florida 78%
- "middle class" becomes dominant social group (from 30% 1930 to 60% 1960)
- High birth rate (50% from 2.9 births per 1,000 to 3.8 per 1000 women)
- Low level of immigration (1m less per year) due to quota system), foreign born population declines from 10% to 5% of population
- Accelerated migration blacks from South to North
 - Black population in South declines form 29% to 25%
 - New York increases from 10% to 14%. Chicago from 14% to 23%

Economy 1950's



| | 1930 | 1940 | 1950 | 1960 |
|---------|--------|---------|---------|----------|
| GDP | \$91Bn | \$101Bn | \$293Bn | \$542 Bn |
| US Debt | \$16Bn | \$43Bn | £257Bn | \$286Bn |
| Debt % | 17% | 42% | 87% | 53% |

Economy did not recover from Depression till 1939

Inequality reduced by high taxes (top rate 91%)

1% owned 45% wealth 1930, 25% 1960 (40% now)

Growth 190% 1940-1950 then 87% during 1950s

Debt remained high (Cold War/ Infrastructure/Marshall Plan) at \$280Bm
.....but no problem due to growth (from 150% GDP to 40%)

1950's....The Golden Age (white males)

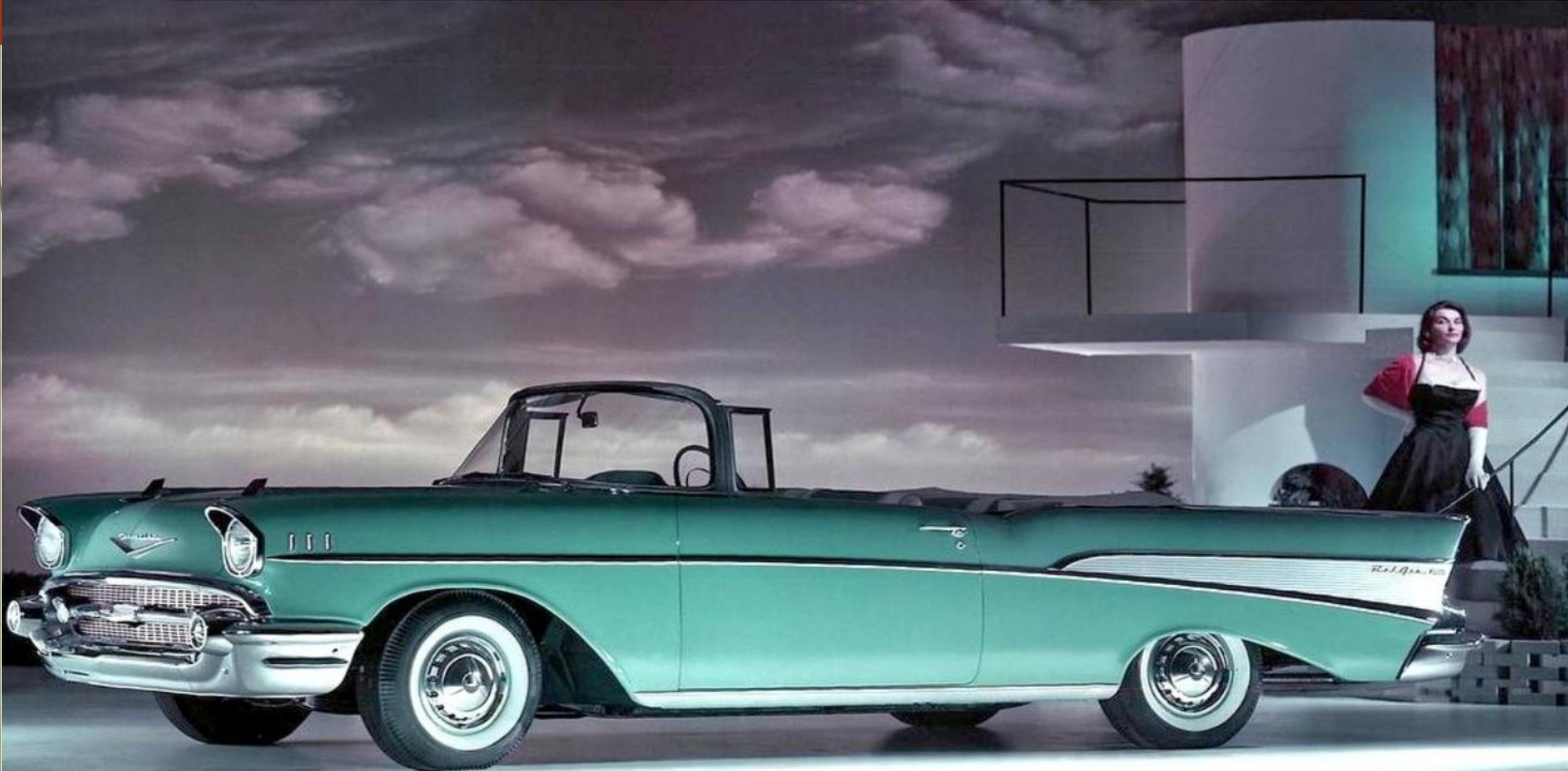
- ▶ “Real purchasing power increased by 30%
 - ▶ Car/steel wages increase 65% £20 hour (2024), teacher 40% to £40K year
 - ▶ Car ownership rises from 40% to 65%, home ownership 40% (1940) to 60%
 - ▶ New technologies at lower prices (9% owned tv 1950,90% 1960..average cost decreased from \$300 to £200 (£2,500 to £1,900 in 2025£)
- ▶ Government expenditure Rising incomes, steady employment
 - ▶ GI Bill public Education/ funded School Systems
 - ▶ New Deal programmes continue (FHA, TVA, Social Security expanded)

the “automotive society” is born...bigger, safer, more elaborate
....but no more economical (10 miles per gal)

1957 De Soto Firelite



1957 Chevrolet Bel Air Convertible



1959 Cadillac Biarritz



Patti Page (1952)

How much is that doggie in the window?
The one with the waggly tail
How much is that doggie in the window?
I do hope that doggie's for sale

I must take a trip to California
And leave my poor sweetheart alone
If he has a dog, he won't be lonesome
And the doggie will have a good home

How much is that doggie in the window?
The one with the waggly tail
How much is that doggie in the window?
I do hope that doggie's for sale



Women post WW2

Women 1945-1960

Retreat from work

- ▶ 4,000,000 fired as men return from work (from 40% to 30% workforce)
- ▶ Women remaining in work limited to clerical or sales jobs
- ▶ Women in employment paid 40% less than males (black women 60% less)

▶ Offset by Increasing education

- ▶ Secondary education increase 40% 1950 to 60% 1960
- ▶ University students women rise from 29% to 36%

▶ High rate of marriage, larger families, low divorce rates

- ▶ From 3.6 to 3.8 (1960) children per women, starting earlier (21,0 to 20 for women)
- ▶ Marriage rate increases 75% to 80% . Divorce rate low but rising (17% 1940 to 22% 1960)

▶ Relocation to the suburb

- ▶ Removal of women from urban centres..congestion/ interaction with others
- ▶ 40% families in suburbs by 1960...middle class ideal

Women 1950's

- Slow progress in political representation

| | 1940 | 1950 | 1960 |
|-----------------|------|------|------|
| Senators | 2 | 1 | 1 |
| Representatives | 4 | 10 | 20 |
| State Governors | 1 | 1 | 1 |

- Most women homemakers, 25% in employment 1940, 30%, 1950, 34% 1960...mostly in clerical/admin/sales roles (40% UK)
- Marginalised members of society....increasingly dissatisfied
- Resistance labelled as “leftist”....Communist inspired

Women in similar position to black minorities

.....trigger to enabling change....dismantling of McCarthyism

Social Norms (Most states/ employers)

Allowed

- Work in nursing/ teaching clerical/ sales jobs
- Vote
- Drive
- Wearing of dresses
- Business owner (if single)
- Voluntary/ charity work

Not allowed

- Open bank account
- Open Credit account
- Wear slacks (unless wealthy)
- Work after marriage
- Secure abortion
- Own property in own name (if married)
- Attend Ivy League universities
- Enter "Male professions"
- Serve in a jury

Suburbia

- Mass demand for housing post WW2
 - Minimal housing construction 1930-1945...500,000 veterans ready to buy 1946
 - Suburbia—greenfield sites, out of town, mass production, fast
- Zoning restrictions & segregation
 - By race/ social class
 - Use...industrial, shopping, housing, public buildings
 - Housing type....single family home vs Multi family
- Impact on woman
 - Geographic separation from communal life
 - Women as prime consumers

Suburban Life

“Have dinner ready, prepare yourself, prepare the children, minimize all noise, be happy to see him, listen to him, make the evening his” (Home Economics Text Book 1954)

“It was a warm, boring, completely child-cantered little culture. We sat around in each other’s kitchens and backyards and drank a lot of coffee and smoked a million cigarettes and talked about our children”

“Ye Gods, what do I do with my time? Well, I get up at six. I get my son dressed and then give him breakfast. After that I wash dishes and bathe and feed the baby. Then I get lunch and while the children nap, I sew or mend or iron and do all the other things I can’t get done before noon. Then I cook supper for the family and my husband watches TV while I do the dishes. After I get the children to bed, I set my hair and then I go to bed

(Women in the 1950’s and 1960’s and the American Woman: the transition from the “housewife” to the feminist (Vanessa Lamb 2011))

Ranches to shopping malls. Abilene Texas 1952



Levittown New York 1957



Menlo Park New Jersey 1954



The ideal family, ideal home, children





Women in mass media 1950;s

The image of woman that emerges from this big, pretty magazine is young and frivolous, almost childlike; fluffy and female; passive; gaily content in a world of bedroom and kitchen, sex, babies and home. The magazine surely does not leave out sex; the only passion, the only pursuit, the only goal has woman is permitted is the pursuit of a man. It is crammed full of food, clothing, cosmetics, furniture, and the physical bodies of young women, but where is the world of thought and ideas, the life of the mind and spirit? In the magazine image, women do no work except housework and work to keep their bodies beautiful and to get and keep a man.

Home maker...waiting for man to return

Aug. 1955

Here's our
Popular!



gettyimages
Credit: Heritage Images

Ford **POPULAR**

The perfect 1950 day



gettyimages[™]
Credit: Tom Kelley Archive

Sitting Pretty



Furniture from
Harrods.

WALLS
Emulsion Paint
99/76 Jasmine



**MATCHING
WOODWORK**
Super Gloss Enamel
113A Jasmine



CEILING
Emulsion Paint
99/31 Plover Grey



**Sitting pretty
in a
perfect setting**

You could never spend too much time in a sitting-room as pleasant as this, could you? Yet, as you can see, the colour scheming here is simplicity itself! Just a light, clear one-tone treatment of Colorizer Emulsion Paint for the walls and matching woodwork in Super Gloss Enamel . . . toning quietly with the soft grey of the ceiling. By picking

just these two harmonising colours carefully, Joan and Derek found the perfect foil to their traditional-style furniture, the mellow brick fireplace, and the warm shade of their carpet. And, of course, it's the very simplicity of the colour scheme that gives their sitting-room that air of restfulness . . . making it the sort of room you couldn't help feeling at home in.

Family life



The establishment of roles



This page reserved
for wives who want...



handsomer husbands

You just don't know how handsome your husband can be till you see him in an Arrow Dart shirt. Exquisitely styled, beautifully tailored Arrow Dart has the ever-flattering nonwilt, medium-point collar. It's Mitoga[®]-tapered to fit perfectly around the shoulders and waist.

easier shirt-ironing

If you want to save time, work and trouble at your ironing board—insist on Arrow shirts. The firm-woven fabrics, and even-stitched seams respond to the iron like magic.

The famous Arrow collars and cuffs iron smooth and flat, without the slightest suggestion of a wrinkle.



pop-proof buttons

Arrow Shirts have anchor-stitched buttons. They refuse to pop, chip or discolor.

Just another one of the many reasons why Arrow is America's number one shirt. Of course they carry the "Sanforized" trade-mark (fabric won't shrink more than 1%).

Cluett, Peabody & Co., Inc.



ARROW
SHIRTS

Smarter style and comfort for him
Easier upkeep for you

Institutionalisation of stereo types



You mean a woman can open it ?

The new work place



Father Knows Best

...ideal family, wise father, suburban life



Ozzie and Harriet (1952-1966)

..ideal suburban life, bumbling father,
common sense mother, light and bright



I Love Lucy 1951-1957



The show

-happy family
- ... Ricky Arnez Cuban/ white
- ... Lucy seeking independence
-never succeeds/always returns to next

The reality Lucille Ball

- ...consummate business Woman...divorces "Ricky"
- ..owns studios
- ..politically active vs McCarthysm

Everything will change during 1960's.....but not yet

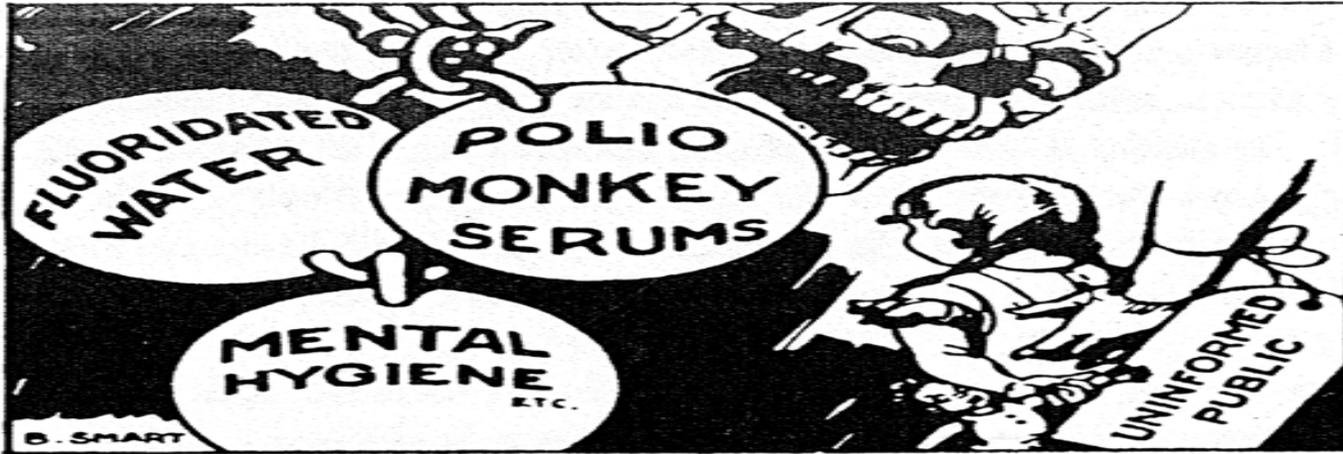


The forces of change

End of McCarthyism

1955...Peak McCarthyism Poster

At the Sign of **THE UNHOLY THREE**



Are you willing to **PUT IN PAWN** to the **UNHOLY THREE** all of the material, mental and spiritual resources of this **GREAT REPUBLIC**?

FLUORIDATED WATER

1—Water containing Fluorine (rat poison—no antidote) is already the only water in many of our army camps, making it very easy for saboteurs to wipe out an entire camp personnel. If this happens, every citizen will be at the mercy of the enemy—already within our gates.

POLIO SERUM

2—Polio Serum, it is reported, has already killed and maimed children; its future effect on minds and bodies cannot be gauged. This vaccine drive is the entering wedge for nation-wide socialized medicine, by the U. S. Public Health Service, (heavily infiltrated by Russian-born doctors, according to Congressman Clare Hoffman.) In enemy hands it can destroy a whole generation.

MENTAL HYGIENE

3—Mental Hygiene is a subtle and diabolical plan of the enemy to transform a free and intelligent people into a cringing horde of zombies.

Rabbi Spitz in the American Hebrew, March 1, 1946: "American Jews must come to grips with our contemporary anti-Semites; we must fill our insane asylums with anti-Semitic lunatics."

FIGHT COMMUNISTIC WORLD GOVERNMENT by destroying **THE UNHOLY THREE !!!** It is later than you think!

KEEP AMERICA COMMITTEE
Box 3094, Los Angeles 54, Calif. H. W. Courtols, Secy. May 16, 1953

McCarthyism branches out
To fear of all government

-anti fluoridation
- ...and vaccines
- ...anti mental health initiatives

Tyranny of conformism

- ...banning of books by communists
- ...civil rights...communists
-socialists...enemies
- ...Eisenhower...reluctant to resist
- (plus fear of Hoover)

Army/ Navy McCarthy Hearings 1954/1955

McCarthy at Army Hearings

McCarthy and Cohn attack Army/Navy

...list of 205 subversives

...challenged to produce evidence “before
Sun goes down”...unable to do so

Televised,,36 hours watched by 80 m

Mistake...McCarthy claims army rejects
Promotion Of one of Cohn’s ‘friends

Army proves forged letters, photographs

Public opinion of McCarthy crashes (from
60% approval to 19%...TV documentary
Shows abuses

Senate “Censures” McCarthy...hearings
Collapse....ridicule. Dies alone 1957





Impact of end of McCarthyism

- Return to more rational discussion in Senate/ politics
 - Politics of extremism out
 - “Conservatism” rebranded
- Use of media to highlight social issues
- Civil Rights Organisations freed from “Communist Label”
 - Hoover/ FBI will continue to harass
 - NAACP (National Association for Advancement of Coloured People) empowered

Warren Supreme Court

➤ About Supreme Court

- Equal Branch of Government/ decide on constitutional “fit” of laws
- 9 Justices appointed for life by President/ approved by Senate

➤ Historically Conservative

- “Dred Scott” 1857support slavery/ Plessey Ferguson 1897 ...justify segregation “separate but equal”
- Opposed to New Deal....threats by FDR

➤ Warren Court (1953-1969)

- All Supreme Court appointed during 1932-1945 FDR Presidency
- Split during 1940’s ...intervene / not intervene in civil rights cases
- 1953 Justice Warren appointed by Eisenhower: remedial responsibility of the law

Civil Right cases vs segregation will drive change



Civil Rights and the Cold War

- Eisenhower...Supreme Court Warren world tour.....confronted in Nehru.....you propose freedom. You do not practice it.
- Eisenhower "Our American system like all others is on trial both at home and abroad, ... the extent to which we maintain the spirit of our constitution with its Bill of Rights, will in the long run do more to make it both secure and the object of adulation than the number of hydrogen bombs we stockpile."

Warren Court 1953-1969

.....Nine White Men (this will change too)



Brown vs Board of Education Case 1954

The Plaintiffs



1951...Oliver Brown (welder)
Kansas...want daughter Linda to attend
“white” school 4 blocks from
house...avoid 5 miles to “black school”
..Linda refused entry

Joins other .suite vs School
....support NAACP
...rejected by District Court
...appeal to Supreme Court

Court rules 9-0 “separate not equal”
....desegregation ordered “with all
Deliberate speed”but no means to
enforce

Applicable across USA...but resisted
Across South by violence, court fights, local
politicians

Little Rock Arkansas 1957



Brown ruling ignored
By state of Arkansas
..compelled to comply

Governor adopts
Minimal plan
....hires mob to block
entry

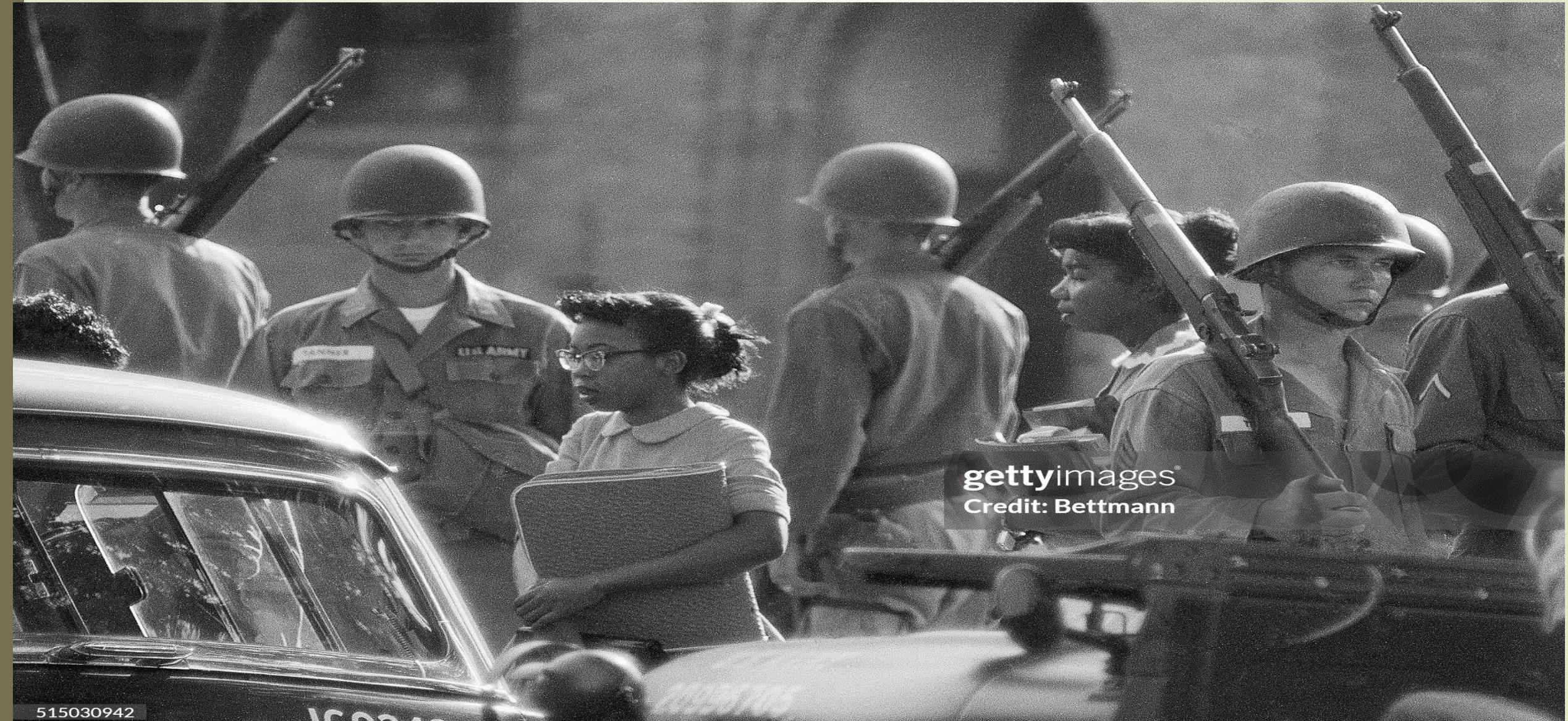
Students attempt to
enrol

State Government
Uses National Guard
To prevent enrolment
...claims "unsafe"

“massive resistance” across State



Eisenhower response: bring in the army to enforce law



Integrated class rooms 1956



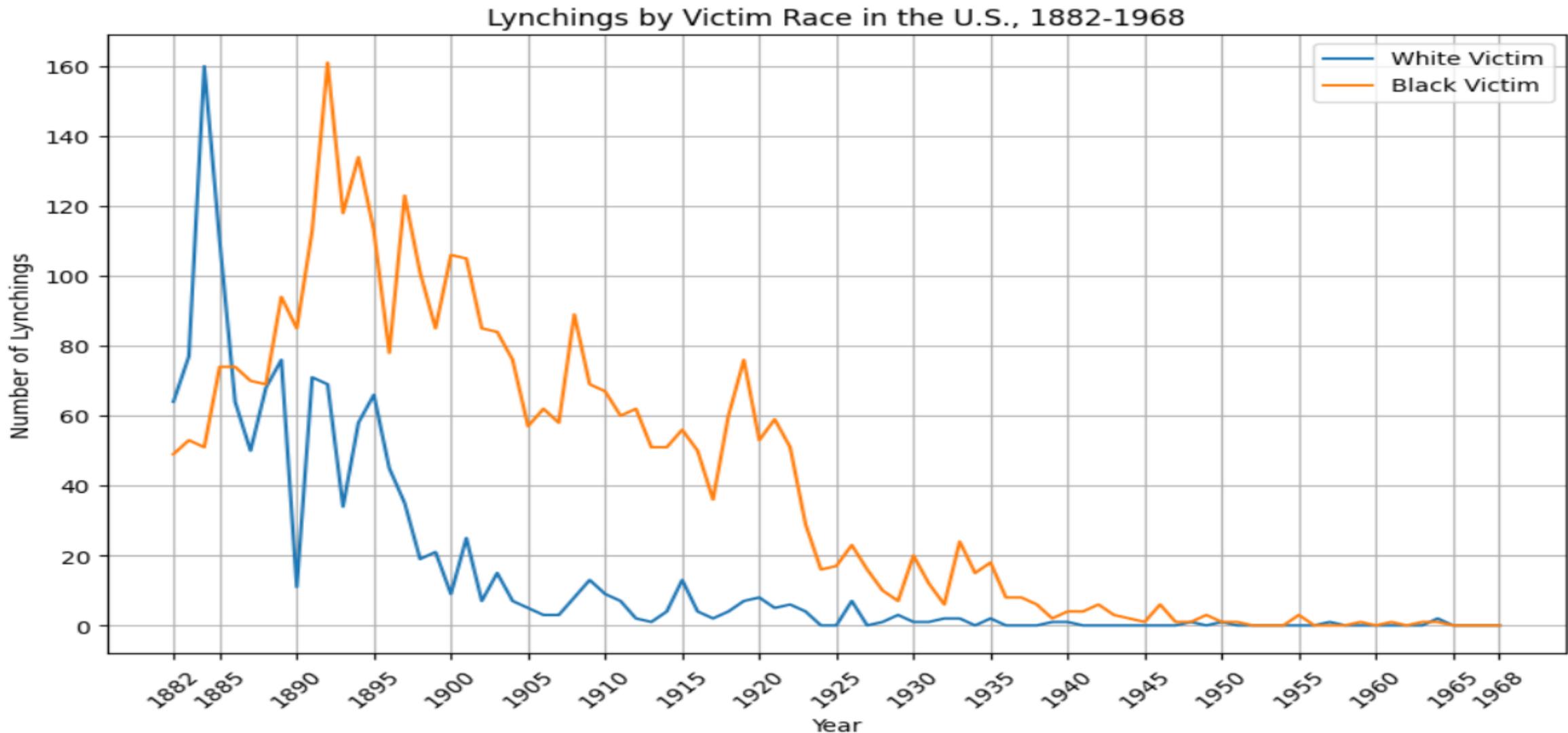
Integration school by school basis
....fought by courts
....state and local politicians
....violence

Consequences
....children bullied, segregated
....black schools closed
....private "white only" schools
....black teachers fired (40,000)

Reduction in racial violence.

.....lynching reduced to 2-3 per year by 1950s

....education/ reduction KKK/ black migration north/public awareness



Emmet Teal Trial “lynching” 1955



Born Chicago 1941..parents moved
From Mississippi

Father executed for rape & murder
Italian women Italy 1943

Mother brings up Emmett. Sends to
Mississippi to stay with relatives

Incident at meat market
...touches sales clerk
....whistles at white woman
....accosts her(?)

Kidnapped, shot, dumped in river
...witnesses
...2 white males arrested
...50,000 attend funeral

J Milam, Colin Bryan, Carol Bryant

Highly publicity for trial
NAACP..."Mississippi murdering
Children...

Eisenhower demands justice
...Mississippi defiant...
...global media present
...All white jury (no blacks allowed)

Defendants acquitted
..jury wait one hour
...sell story to Life magazine
..."hell yes..we did it ..teach
A lesson on manners

Triggers resistance across South
...Rosa Parks..bus passenger



Montgomery Bus Strike 1955

Rosa Park....back on the bus



Bus service segregated
Aerial Gayle harassed by
Conductor...sues Mayor
Browder

Rosa Parksrefuses to move
...arrested & fined

NAACP organise boycott with
local church...pastor Martin
Luther King
....appeal to Supreme Court

Browder vs Gayle.
.....Segregation Illegal
....enforce at state/local level
.....fight for equality continues into
1960's

Civil Rights Act 1957

- ▶ Pushed by Eisenhower due to Little Rock Resistance
 - ▶ Intent to abolish voting suppression by Lyndon Johnson majority leader
- ▶ Jury Right Amendment.....breaches of law to be subject to “all white jury”
 - ▶ World’s longest filibuster 24 hours reading of statute book
 - ▶ Law passed but ineffective...but first attempt to change south since Reconstruction
- ▶ Political realignment
 - ▶ Northern blacks/ Southern Whites incompatible
 - ▶ John F Kennedy/ Lyndon Johnson rise to prominence
 - ▶ Republicans align business/ Southern whites

Real change will not happen till 1960's

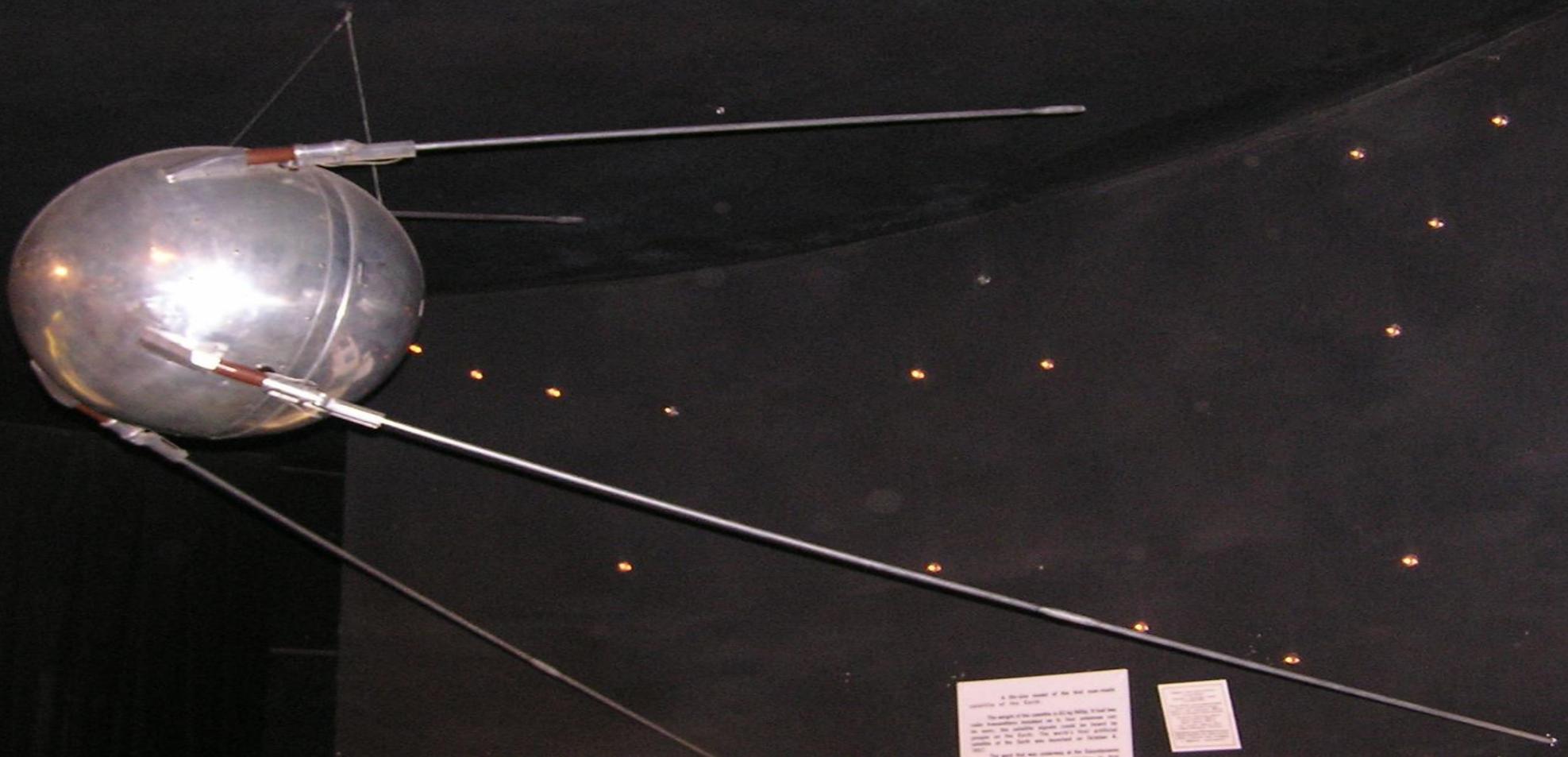


USA late 1950's

- ▶ USA Increasingly unsettled....Institutions under quest
- ▶ Civil Rights Issues percolating....disrupting established ways getting challenged
- ▶ Ongoing Cold War issues....but seemingly far away and no threat since USA all powerful

Then something new, strange, threatening

Sputnik 1957





The Cold War suddenly a threat to everyday life

....to dominate US life and politics

....subject of Talk 35