Taylor Earl

11/24/14

History

* Dwight D Eisenhower
  + Wants to cut military spending
* Sputnik (1957)
* Anti-Communism
  + Took priority over any other policy
* De-colonialization
* Mohammed Mossadeq
  + Socialist
  + Despised by pro soviets in iran
  + Wants to nationalize iranian oil
  + Iran in control, not foreign companies
  + Kicked out and replaced by Shah Reza Pahlavi of Iran
* Fidel Castro
  + 1959
  + Socialist Regiem
  + Allows soviets to keep missiles in Cuba
* Cuban Missile Crisis (1962)
  + We don't allow any missiles into cuba, so they back off
* Berlin Wall (1961)
* Cold War
  + Dominant influence on US behavior
  + Re shaping the geography of US life
* Suburbs
  + Levittown, New Jersey
  + More people lived in the suburbs than in the Cities
* Interstate Highway System
  + Federal Government funded 90% of the cost
  + Largest centrerally planned works project in US history
  + More efficent than railroad shipments because you don't have to stop and unload onto trucks, you can go straight to the unload zone
* Red-Lining
  + Dates back to the New Deal
    - FHA, to please southern democrats, they couldn't give loans to black families
    - Banks couldn't give loans to people in “risky neighborhoods”
    - Whites can get loans to move into the suburbs, blacks can’t
* Celebrity endorsement
  + You wanted a celbrity endorsement for your product
  + supports van heusen shirts
* 1950’s Marriage
  + 22.5 men
  + 20.1 women
* Baby Boom
* The Kitchen Debate
  + “We should be taking care of our women”
  + Trying to push and define the American way for the Soviets
  + For Nixon, consumer choice is a model of freedom
    - The ability to choose your house shows the freedom of consumer choice you have in america that shows the freedom you have