

Hello — and thanks for taking a look at my work!

My name is Rich Kurz and I am an experienced graphics design professional. My philosophy has grown simpler through the years. Good design is not about me, but about us. I want to do good work that serves the needs of my client and that I am proud to put in my portfolio. This pdf shows some of my capabilities.

**Note that all concepts , artwork, and images in this document are my own and are under copyright to Rich Kurz.**

After multiple decades of “What Color Is Your Parachute” searching, filtered by a degrees in Industrial Design and Anthropology, and different jobs in between, the answer to “What do you want to do when you grow up” finally arrived. I would create an illustrated social studies/history magazine series inspired by the monthly magazine for children, “Zoo Animals.” So I cleared the decks and began the adventure of self-publishing. And thus, I became the author, researcher, designer, and publisher of “The Presidential Series”, a ten-issue magazine series.

Each issue was 16 pages and printed in two colors. They began with an important election and highlighted the important events of that era and the issues behind them. The reader came away with a good overview of U.S. history since the Federal Convention of 1789 and of the events associated with each president.

The concept was like an illustrated book in a serialized magazine format. It focused on history, culture, economics, and geography. The audience was 7th through 10th-grade students. One core feature was a timeline. Another was an emphasis on presenting information visually. Yet another was writing in half-column bites that presented an overview in an informative and readable manner (even for adults). Because it was intended to be a curriculum core, historic facts and issues were used with an eye to better thinking about current events.

It sold into the homeschool market and the response was good, but the numbers could not cover the cost of production and sales. I completed it and set it aside for another time.

Deliverables: 16-page, 8-1/2" × 11", two-color (black + spot)

Created with Illustrator, Photoshop, QuarkExpress (manually trapped)

I am available to discuss *your* design, illustration, marketing, and advertising needs. Let's talk!



Rich Kurz

Versatile

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Experienced

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Creative

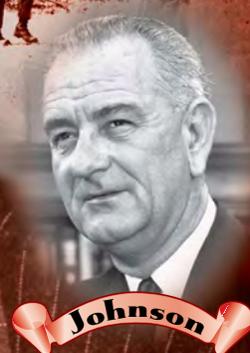
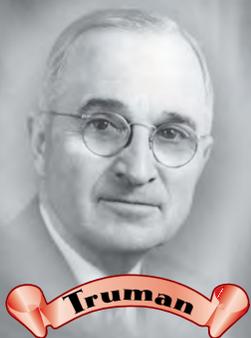
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# 1961

## THE COLD WAR

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prepares us for the crisis of the present  
and the challenge of the future.”



Presidential Series™

issue 1.5

# WHAT DO YOU DO WHEN THE DREAM COMES TRUE?

Friday January 20, 1961

A snow had fallen the night before, but John F. Kennedy and his family attended mass at the Holy Trinity Catholic Church that morning. They then joined President Eisenhower at the White House. Kennedy and Eisenhower proceeded together to the east portico of the Capitol for the swearing in ceremonies.

The event began at 12:21. The day was sunny and a cold 22°. Contralto Marian Anderson sang the national anthem. Over 21 years earlier she had been refused permission to perform at the public hall of the Daughters of the American Revolution because of her skin color. Cardinal Richard Cushing gave the invocation with prayers also being made by Archbishop Iakovos, Reverend John Barclay and Rabbi Nelson Glueck. The sun's glare kept the nation's most famous living poet, 85 year old Robert Frost, from reading a special dedication. So he proceeded to recite the planned poem. It was called,

"The Gift Outright"

THE LAND WAS OURS BEFORE WE WERE THE LAND'S.  
SHE WAS OUR LAND MORE THAN A HUNDRED YEARS  
BEFORE WE WERE HER PEOPLE. SHE WAS OURS  
IN MASSACHUSETTS, IN VIRGINIA,  
BUT WE WERE ENGLAND'S, STILL COLONIALS...

Then Kennedy, hatless and without an overcoat, placed his hand on his family Bible and repeated the oath after Chief Justice Earl Warren. It was done. The youngest man elected to the office as well as the first Catholic ever to win it had just become President of the United States.

Kennedy's inaugural address was one of the shortest ever delivered. He talked about principles rather than policies. He talked about the relationship of the United States to the world. He both warned the world's nations and offered them peaceful cooperation.

*"The world is very different now. For man holds in his mortal hands the power to abolish all forms of human poverty and all forms of human life. And yet the same revolutionary beliefs for which our forebears fought are still at issue around the globe—the belief that the rights of man come not from the generosity of the state, but from the hand of God..."*

*"Let every nation know, whether it wishes us well or ill, that we shall pay any price, bear any burden, meet any hardship, support any friend, oppose any foe, in order to assure the survival and the success of liberty."*

He ended with a call to idealism as much as to duty.

*"Now the trumpet summons us again—... (to) struggle against the common enemies of man: tyranny, poverty, disease, and war itself..."*

*"In the long history of the world, only a few generations have been granted the role of defending freedom in its hour of maximum danger... The energy, the faith, the devotion which we bring to this endeavor will light our country and all who serve it—and the glow from that fire can truly light the world."*

*"And so, my fellow Americans: ask not what your country can do for you—ask what you can do for your country."*

*"My fellow citizens of the world: ask not what America will do for you, but what together we can do for the freedom of man."*

*"Finally, whether you are citizens of America or citizens of the world, ask of us the same high standards of strength and sacrifice which we ask of you. With a good conscience our only sure reward, with history the final judge of our deeds, let us go forth to lead the land we love, asking His blessing and His help, but knowing that here on earth God's work must truly be our own."*

It was John Kennedy's day. He enjoyed it all, all 42 floats (including a full-sized PT boat), 72 bands, 32,000 marchers, 5 inaugural balls and still more parties until 3:30 in the morning. But he rose to honor only one man. As he passed the reviewing stand, he stood, removed his hat and waved to his father, the man most responsible for that day.

Both Kennedy and the nation found their dreams coming true. Kennedy's words were taken up by a nation ready to do great things, a nation seeking a purpose as great as itself. And here was a standard bearer who looked like he could bridge the chasm from the Cold War past to the world of tomorrow.

Did someone say, "Cold War"...?



## The Cold War

V-J Day! People fill the streets in celebration. President Truman declares a two day holiday. The government cancels \$35 billion of war contracts. In one year the 16 million man armed forces will be reduced to five million and then to one and a half million by 1948.

President Truman had successfully passed his first test, the winning of World War II. He now faced two more. Could he continue the New Deal in the face of postwar economic changes? And could he lead the U.S. in the postwar world?

As business changed back to peacetime production, the big concern was inflation. So the wartime price and wage controls were kept in place. As businesses were freed from the controls in 1946, prices rose. So did the demand for wage hikes.

There were over 5000 labor strikes that year. They helped elect an anti-strike Congress that year who then passed the Taft-Hartley Act. The Act angered unions by overruling the closed shop. This meant that new employees did not have to join any union at their company. Although Truman opposed the act, he lost labor's support when he threatened to draft strikers into the Army if they didn't end a nationwide railroad strike in 1946.

## The "Do-Nothing Congress"

Truman presented Congress with new programs to expand the New Deal. Congress refused to pass most of them, but it left intact existing New Deal programs. It passed one exception, the Employment Act. The Act stated that the federal government was responsible to "promote maximum employment, production and purchasing power." It created a committee, but voted no new funds.

In the fall of 1948, Truman ran against the Republican-controlled "do-nothing Congress." He proved the label was apt by calling Congress back into special session to enact his bills during the election campaign. Of course Congress didn't pass any. Nor did the polls show that Truman's non-stop campaign tour could beat his opponent Thomas Dewey. His nomination even split the Democratic Party in three. He was now a sure loser. Then in the biggest election upset ever, he surprised everyone but himself by winning.

Truman called his new administration the Fair Deal. But he still couldn't get his bills for public education, health insurance for the elderly or civil rights through the Congress. Voters were concerned that the government was growing too big.

## The Iron Curtain

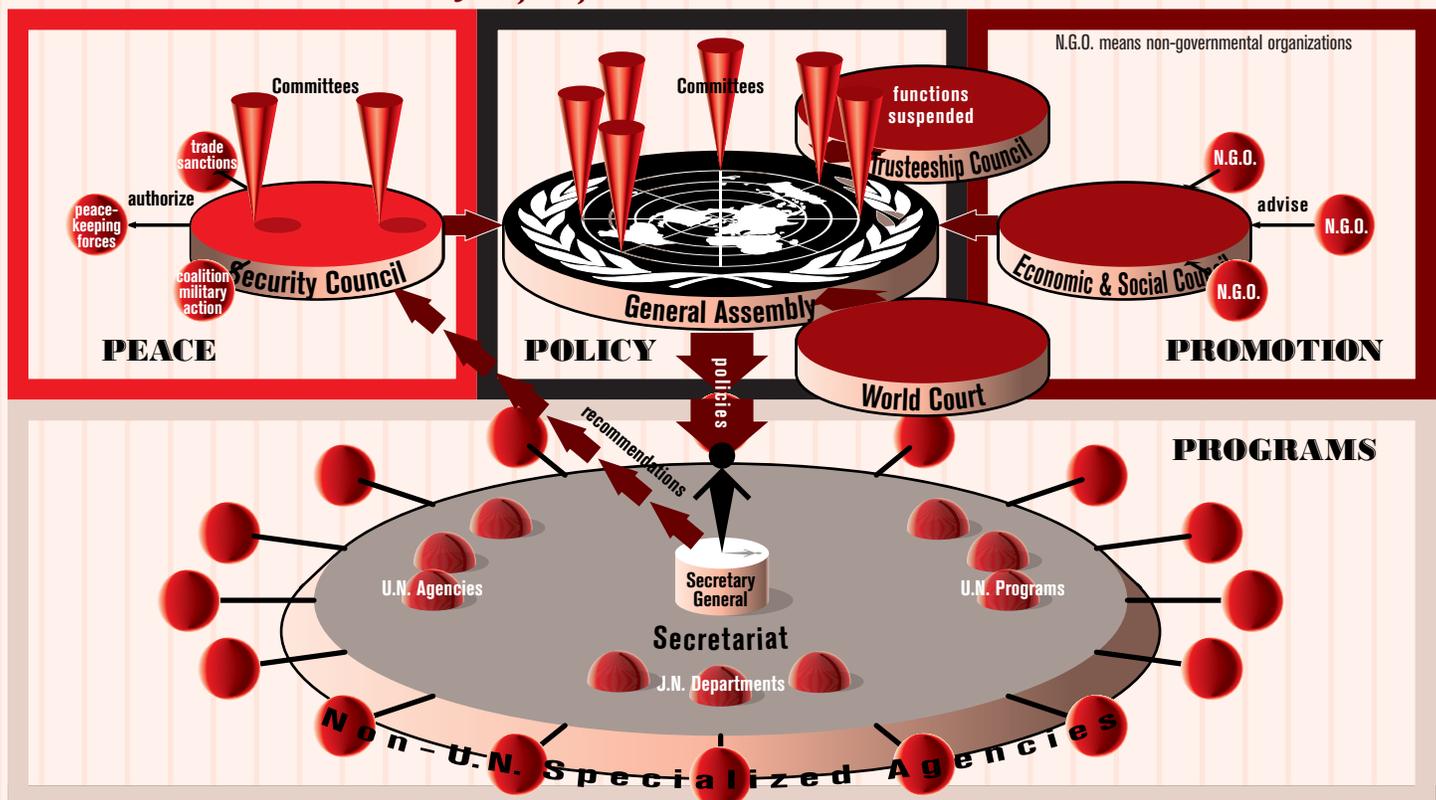
It was in foreign relations that Truman left his greatest legacy. Anti-communist attitudes arose quickly after the Second World War. The Allied war effort had created the impression that the Soviet Union was a friendly ally whose political goals were really not much different than the United States'. There was real sympathy for the Soviet Union because of the large numbers of casualties it suffered beating back the Nazi armies.

That began to change when the Soviet Union failed to uphold its Yalta agreements. Stalin had promised to install new governments by free elections in the countries of eastern Europe. Poland became a test case. Instead the Soviets set up a government of Polish communists. When pressed by Truman and Churchill, Stalin confirmed his Yalta agreements at the Potsdam Conference in July 1945. He finally allowed a third of the Polish government to be filled by non-communists. They were soon forced out of power.

By January 1946, Truman was fuming about how tired he was of "babying the Soviets" while Stalin was declaring that "capitalism and communism were incompatible" and that war was inevitable.

## The United Nations Organization

"Jaw, jaw, jaw is better than war, war, war." - Winston Churchill



The United Nations has six parts. The General Assembly is made up of all 185 member nations, each having one vote. It passes policies and recommendations. The Security Council's charge is to maintain peace and security. It has 15 members, 5 permanent and 10 rotating. The World Court has 15 judges and meets

in the Hague, Netherlands. The Economic and Social Council promotes economic growth and human rights. The Trusteeship Council was suspended when the last territory gained independence. The Secretariat employs 25,000 people to carry out the programs of the U.N. It is headed by the Secretary General.

## The Marshall Plan

The Cold War between the U.S. and the U.S.S.R. began in Greece and Turkey. The Soviet Union gave arms to communist guerrillas in an effort to bring down the two governments. On April 12, 1947, Truman pledged the United States to provide military aid to any country that was resisting armed attempts to overthrow it. This was called the Truman Doctrine.

But first he had to build public support and win Congressional approval. He did this by scaring the public with the consequences of inaction. First Greece would fall, then western Europe, and finally the communists would be on our doorstep. Truman got the aid.

Truman next turned his attention to a Europe still devastated from the war. It was suffering political turmoil which could well lead to communist governments. What was needed was economic stability. Truman's advisors figured it would take \$13 billion of aid to do the job.

He could never get that much from Congress if he asked for it, so Secretary of State George Marshall, the popular top general of World War II, announced the plan. It would bear his name into history, the Marshall Plan. It turned out to be the most successful U.S. foreign aid program.

## A Growing Budget

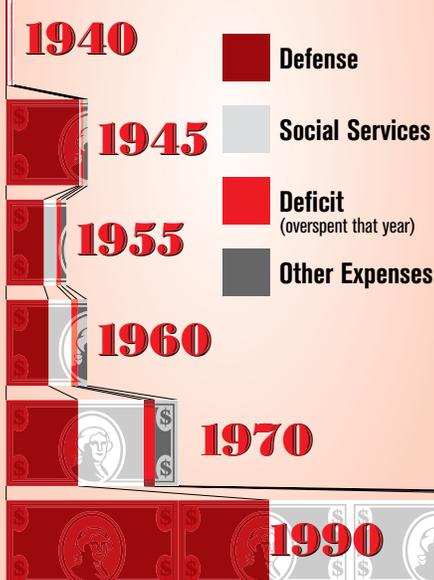
As a percentage of GDP

The federal budget can give some idea of what was happening politically during the Cold War.

The Korean War prompted the increase in defense spending which averaged 60% of the federal budget during the 1950s.

The Great Society programs increased Social Services.

The deficit (the national debt is the total of all the yearly deficits) increased because of the Vietnam War and the Great Society programs.



## Operation Vittles (The Berlin Airlift)

Together the two aid programs began a new U.S. policy to combat communism. The policy was called "containment." Its purpose was to stop the expansion of communism into all non-communist countries. But containment resulted in a continual series of confrontations and crises. It also resulted in defining countries as either communist or non-communist. That meant the U.S. would even support dictators if they were not communists in order to defend democracy.

The classic reasoning for containment was formulated in February 1950. It was called the Domino Theory. It said that if one nation fell to communism, then the surrounding nations would also fall.

The confrontations continued. In 1948 the Soviets imposed a blockade cutting off Berlin. Truman was faced with a humiliating withdrawal from the city or going to war. He approved an airlift of supplies to buy time to negotiate. To everyone's surprise the military was able to supply the city using aircraft alone. In April 1949, the Soviets gave up the blockade. The crisis led to the formation of a new military alliance called NATO. It was also the first ever peacetime alliance joined by the United States.

## Geopolitical Hot Spots

1945-1970

What is hotter than geothermal activity?  
Geopolitical conflict!



1947-A Greece & Turkey, B India v. Pakistan; 1948-C Arab v. Israel, D Berlin Airlift; 1949-E Nationalist China falls, B Kashmir (India v. Pakistan); 1950-F Korean War; 1952-G Kenya; 1953-H Iran; 1954-I Quemoy & Matsu, J Guatemala, K Vietnam; 1955-L Cypress; 1956-M Hungary, C Suez Canal; 1958-C Lebanon, I Quemoy & Matsu, N Algeria, D Berlin, P Iraq; 1960-Q U-2 shot down over U.S.S.R., R Congo; 1961-S Bay of Pigs, Cuba, D Berlin Wall; 1962-S Cuban Missile Crisis, T India v. China; 1964-L Gulf of Tonkin; 1965-U Dominican Republic; 1967-C Arab Israeli 6-Day War, A Greece; 1968-V Czechoslovakia, F Korea, L Tet Offensive

## Who Lost China?

Two major events in 1949 deeply shook up the people and the government of the United States. In September the Soviet Union exploded its first atomic bomb. The U.S. no longer had the only nuclear weapons. What was worse, Senate hearings revealed that atomic bomb secrets had been stolen by the Soviet Union during the war. Then in November the Nationalist Chinese government of Chiang Kai-shek fell to the Communist Chinese under Mao Zedong.

China had fallen, the Soviets had the bomb, and the buzz of anti-communism was all around. Then came the defining test of Truman's containment policy. On June 24, 1950 at 9 a.m., North Korean troops invaded South Korea. They captured Seoul in two days. The U.S. went to the United Nations who branded North Korea as the aggressor. After six days Truman decided he would have to send in U.S. troops to stop the invasion. While the Soviet Union boycotted the meetings, the United Nations authorized a multi-national military mission to Korea under a U.S. commander. Truman appointed Gen. Douglas MacArthur.

## Space Race Firsts

That's one small step for man\*

The U.S. got a slow start in space, but had the satisfaction of stepping first onto the moon. It was broadcast everywhere but in the U.S.S.R. Even today many Russians are unaware that six crews landed on the moon.

Although the Soviets stopped competing early on, they were competing at first. Here are some "first steps."

-  First Satellite into Orbit - Oct. 4, 1957
-  First Animal into Orbit - Nov. 3, 1957
-  First Satellite to the Moon - Sept. 13, 1959
-  First Communication Satellite - Aug. 12, 1960
-  First Man into Orbit - April 12, 1961
-  First Spacecraft Rendezvous - Aug. 11, 1962
-  First Woman into Orbit - June 14, 1963
-  First Spacewalk - March 18, 1965
-  First Satellite to Another Planet - March 1, 1966
-  First Man on the Moon - July 20, 1969



\* The actual quote by Neil Armstrong was garbled by the radio transmission. Officially it is, "That's one small step for a man, one giant leap for mankind."

## Korea

The North Koreans nearly pushed the U.S. and South Koreans off the peninsula. Then MacArthur won back the initiative and recaptured all lost territory. Truman and MacArthur discounted warnings about a Communist Chinese intervention. Truman ordered MacArthur to continue north. China did attack and pushed the United Nations forces south and recaptured Seoul. The U.N. forces fought back to the original border by Feb. 1951. The fighting continued while peace talks dragged on for two years.

Truman had used his executive authority to launch the "police action" in Korea. A "police action" is a limited war, one in which the objective is something other than the enemy's surrender. In this case it was to push the North Koreans out of South Korea. Only Congress can declare outright war. It might well have said no to Truman. Truman didn't ask and Congress left it in Truman's hands while tripling the U.S. military budget.

The war crystallized the belief that the U.S. must not give up *any* country to communism. It also began a national frustration for the American people. They could not understand why the war had not been won.

## Containment

The U.S. enters into foreign alliances



The United States entered into four major defense alliances across the globe. ANZUS members also joined SEATO. SEATO disbanded after the fall of Vietnam.

- 1949** NATO – (North Atlantic Treaty Organization)
- ANZUS – (Australia, New Zealand, United States)
- 1951** OAS – (Organization of American States)
- 1954** SEATO – (South East Asia Treaty Organization)

The Soviet Union also formed an alliance:

- 1955** Warsaw Pact – (Communist Europe)
- Governments aligned with the Soviet Union
- Governments aligned with Communist China

## Truman Passes the Loyalty Test

Truman and every president after him knew why the U.S. had not won in Korea. To win a military victory meant risking a nuclear war with the Soviet Union or China or both. No president was ready to go down that path except as a last resort.

Anti-communism also affected life within the United States. Anti-communism was fueled by the emotion of fear mixed with patriotism. When people's lives are threatened they often place survival above civil liberties.

Under political pressure Truman ordered loyalty tests for federal employees. The employees were evaluated for their likelihood of being a communist sympathizer or for being influenced by one. They could be fired without a hearing. It was all justified on the grounds of *preventing* treason. These were wartime abuses against peacetime civil rights.

Congress also began hearings in the House Un-American Activities Committee to search out communists in the federal government. The most aggressive committee member turned out to be Richard Nixon (R.-Ca.). He won his first House seat in 1946 by suggesting his opponent was a communist sympathizer.

## The Pumpkin Patch Kid

In August 1948, a "Time" magazine editor and self-proclaimed former communist named Whittaker Chambers appeared before the committee. He charged Alger Hiss, a prominent New Dealer, with being a communist spy. When Hiss sued him for defamation Chambers led investigators to his pumpkin patch and produced microfilm and documents he alleged Hiss gave him.

Hiss was twice tried for perjury. His first trial ended with a dismissal. The evidence was inconclusive. It came down to which man the jury would believe. The second trial convicted him in 1950. Hiss served 44 months in prison. He tried to prove his innocence until he died in 1981.

On Feb. 9, 1950, one month after Hiss entered prison, Senator Joseph McCarthy (R.-Wis.) announced he had the names of 205 communist spies who worked in the State Department. Two days later he stated it was 57 names and then later 81. He never produced any names nor could he prove any charges, but people believed him in those tense times. The leading Republican, Senator Robert Taft, son of former President Taft, advised McCarthy, "if one case doesn't work out, bring up another."

## The Korean Police Action

- ① June 24, 1950 North Korea invades South Korea.
- ② Seoul falls on June 26  
June 27 Security Council invokes calls on members to aid South Korea. Truman sends troops immediately.
- ③ September U.N. forces hold out at the Pusan Perimeter.
- ④ Sept. 15 MacArthur makes a daring landing at Inchon. The North Koreans retreat.
- ① Sept. 27 Truman permits MacArthur to cross the 38th parallel to "rollback" Communism from all of Korea.
- ⑤ Oct. 20 U.N. forces capture the North Korean capital.
- ⑥ November 26 Communist Chinese and North Korean troops overwhelm U.N. forces and force a disastrous retreat.
- ② Jan. 4, 1951 North Koreans recapture Seoul.
- ⑦ Jan. 22 U.N. forces under Gen. Ridgeway begin a new offensive and push back the Communists.
- ② March 14 U.N. forces retake Seoul.
- ⑧ April 22 The front line becomes fixed. Truman settles for the status quo instead of a "rollback." He dismisses MacArthur when he complains to Congress.
- ⑨ July 10 Peace talks begin.
- ⑨ July 27, 1953 An armistice (but not a treaty) is signed.



	Communist China – 900,000
	North Korea – 1,100,000
	South Korea – 1,313,000
	United States – 137,000
	15 Other U.N. Nations – 16,500

**Casualties**  
(Dead & Wounded)

## McCarthyism

In 1953 McCarthy was given his own Senate committee and began investigating government agencies. He never found any communists, but he ruined the reputations of many people.

When McCarthy attacked the Army, President Eisenhower gave an executive order forbidding his subordinates to testify. He then encouraged the Senate to televise the committee hearings. The public watched McCarthy's heavy-handed vindictiveness. On June 9, 1954, the Army's lawyer asked McCarthy "Have you no decency, sir?" The audience broke into applause. The public had turned against McCarthy. Just months later the Senate censured him. He died of alcoholism in 1957.

In 1952 the Korean peace talks were stalled and the defense budget was climbing. So Gen. Dwight D. Eisenhower entered the political ring and easily won the presidency. He campaigned against a weak response to communist threats, a Washington-influenced economy and centralized government. Yet under his administration existing social programs were hardly touched. In fact, most grew despite his campaign criticisms.

## Practicing Brinkmanship

In order to manage the potentially explosive growth of the military budget, he and his secretary of state, John F. Dulles, modified the U.S. policy of containment. Dulles called it "massive retaliation." Eisenhower worked to balance military resources against global commitments. He repeatedly called each gun "a theft from those who hunger." He tried to avoid a costly arms race. He wanted just enough firepower to achieve military objectives. Atomic bombs were cheaper than large armies. Massive retaliation meant that any attack would be met with nuclear retaliation. Dulles' critics called it "brinkmanship" as in "to the brink of Armageddon." The stakes were so high that each confrontation could start a nuclear war.

Eisenhower had to confront one hot spot after another. In the fall of 1954 Communist China began shelling the tiny islands of Quemoy and Matsu which were occupied by the Nationalist Chinese. The U.S. Navy patrolled the China Sea in support of the Nationalists. Unlike Truman, Eisenhower was willing to consider using the atomic bomb. More than just rattling his saber, Eisenhower unsheathed it.

## The Spirit of Camp David

At the same time he also pursued negotiations to eliminate the dangerous confrontations. At a 1955 Geneva conference he proposed a U.N.-run surveillance flight program over both the U.S. and the U.S.S.R. called "Open Skies." Soviet premier Khrushchev rejected it, but the suggestion began a process that culminated in 1960 with a summit conference in Paris to negotiate disarmament.

Eisenhower invited Khrushchev to visit the United States in 1959. Although the tour had its ups and downs, the two leaders came away with a sense of the other's sincerity and desire to do something about nuclear armaments. This was exemplified at a final meeting at Camp David. In the "spirit of Camp David" plans were made for a summit conference of the major world leaders to meet at Paris in May 1960. Khrushchev then invited Eisenhower to visit the Soviet Union after the summit. The two nations and the rest of the world had real hope that they would soon see a breakthrough in the nuclear arms race.

American War  
McKinley

1900

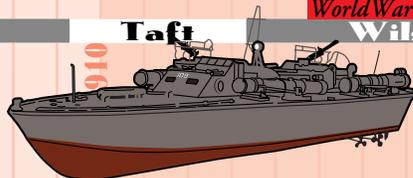


Jack

John & Jacqueline had three children: Caroline, John, Jr., & Patrick



Jackie



Patrol Torpedo boat (nicknamed "mosquito boat")  
Built by Elco. length: 80 ft., beam: 20 ft., draft: 5 ft., speed: 42 knots

**Kennedy**

Boyhood in Brookline, Ma.

Attends private elementary schools

Choate School

World War I U.S.

Taft

Wilson

Harding

Coolidge

Hoover

John Fitzgerald Kennedy is born May 29, 1917 in Brookline, Massachusetts. He is the 2nd child and the 2nd son born to Joseph Patrick & Rose Fitzgerald Kennedy. As a boy he enjoys historical novels and biographies. He contracts scarlet fever before age 3. He nearly dies of diphtheria and suffers from asthma and allergies. He visits the Mayo Clinic for a blood problem.

Family moves to New York

The Kennedy children live in Britain during their father's ambassadorship.

His father encourages him in his senior thesis and then has a journalist edit

At Choate he is noted to be fun-loving, a prankster and a procrastinator in studies.

Graduates with August 2, 1943 the

He helps saves his crew and then arranges their

His older brother, Joe, is killed on a

As a newspaper correspondent he covers the first

## John F. Kennedy 1917-1963

John Fitzgerald Kennedy was the nation's youngest elected president and the first Catholic to win that office. He had a winsome manner with people whether in a crowd or in a personal meeting. He was an uncommonly good speaker who spoke about ideals instead of promises and challenged the nation to live up to its ideals. He portrayed an image of education, wealth, sophistication and youthful energy to a people who felt they were living in the best years of their life. He was unapologetically young at a time when the country felt its strength could change the world. And it looked like things were going to get even better.

John (nicknamed "Jack") was born on May 29, 1917. He was the second son of nine children born to Joseph and Rose Fitzgerald Kennedy.

His father was a self-made millionaire, the 12th richest American by 1960. He made his fortune in the Stock Market in the 1920s. But his ultimate ambition was to be the first Catholic president of the United States. His hopes were crushed when he advocated appeasement with Germany in 1940. From then on he vested his ambition in his sons, especially the oldest, "Joe."

Unlike his older brother Joe, Jack was thin and sickly and only an average student, more from lack of motivation than talent. A short leg led to later severe back problems. He was described by friends as "happy-go-lucky".

By 1940 Jack had graduated cum laude in political science from Harvard. His honors thesis on British policies that led to the 1938 Munich Pact

appeasement had been published and well received. He volunteered for the Navy in 1941 and was given command of a PT boat in the Solomon Islands in 1943. The story of how he rescued his crew after his boat was cut in two by a Japanese destroyer became a lifelong part of his reputation. His heroism may have motivated his brother to reenlist for a dangerous mission. Joe died in a midair explosion in 1944. Now Jack was next in line for his father's ambition.

After the war he tried being a reporter, but soon decided to enter politics. The Kennedy name and wealth were an advantage in Boston politics. Jack also had a good organization. He campaigned strenuously and won a congressional seat in 1946. He won a U.S. Senate seat in 1952.

## U-2, Brute?

In one of those moments in history when events lurch the wrong way, Eisenhower made a decision that prolonged the Cold War for fifteen years. He wanted to know before the summit negotiations just how many intercontinental ballistic missiles (ICBMs) the Soviet Union had. In April 1960, he approved U-2 spy plane overflights of the U.S.S.R. The first flight failed to photograph the most important Soviet ICBM site. The second flight was shot down on May 1, just two weeks before the Paris summit.

At first the U.S. claimed it was a stray research aircraft. Then Khrushchev revealed they had captured the pilot, Francis Gary Powers. Khrushchev gave Eisenhower a way out by blaming the flight on the CIA. But Eisenhower could not live with that lie. He publicly claimed responsibility. At the summit Khrushchev demanded an apology. Eisenhower did not think he owed one. After all, Soviet satellites were overflying the western nations nearly every hour. Privately he admitted he would have considered it an act of war if it had happened over the U.S. Khrushchev stormed out. The summit and disarmament were dead.

## Brown v. Board of Education

Eisenhower had just seen all his hopes and all he worked for dashed. He did have one legacy to leave, one that he had not intended.

On May 17, 1954, the Supreme Court decided the *Brown v. Board of Education Topeka* case. Using precedents built up under Truman's administration, the Court threw out the *Plessy v. Ferguson* decision and now declared that segregation in public places was inherently unequal and therefore unconstitutional. It ordered the district courts to enforce the ruling for all public schools.

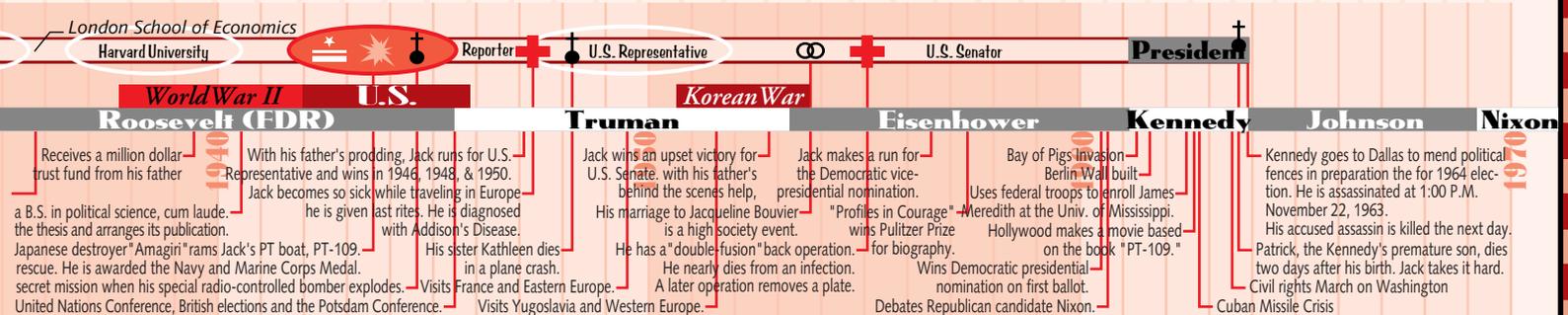
Eisenhower and most whites at that time were in favor of gradually granting equality in civil rights to Negroes (the polite word at that time for African-Americans). In reality that meant that equality would occur as soon as the whites in any given community were willing to allow Negroes to attend the same classes, sit on the same bus seats or use the same rest rooms. It did not mean that the federal government would enforce equality under the law. This decision upset the applecart. But as long as no one tried to act on the basis of the decision, there would be peaceful coexistence.

## Ike Rocks Little Rock

In 1957 the circuit court ordered the Little Rock, Arkansas school system to open its classrooms to Negroes. When the first nine students attempted to enroll in Little Rock Central High in September, riots began. The governor called out the National Guard who prevented their enrollment so as to "maintain order." Eisenhower had a talk with the governor and thought he would admit the students. Instead the governor sent home the Guard leaving protection to the local police. Violence broke out again. Against his preferences, Eisenhower stated he would enforce the orders of the court. He federalized the Guard and sent in the 101st Airborne Division to patrol the city and allow the students to attend school.

It was the first time since the end of Reconstruction that federal troops had entered the South on behalf of civil rights. The government was again asserting its claim to enforce federal laws.

In 1960 Eisenhower had to hand over the presidency to the opposing party. What made it more difficult was that he had to hand it over to a man who was no older than his own son.



In 1953 Jack married Jacqueline Lee Bouvier. Soon after, he underwent a back operation and nearly died from an infection. During his recuperation he authored a study on political heroism called "Profiles in Courage." A part of its stylistic flavor is due to his speechwriter Ted Sorensen's editorial skills.

Kennedy never made known to the public that he suffered from Addison's disease which weakened his resistance to infections. Many have claimed that Kennedy was a risk taker because he expected to die young. By 1960 he was using cortisone and other drugs to overcome the pain.

Kennedy began his run for president at the 1956 Democratic convention. He gambled his reputation

on challenging the party favorite for the vice-president's spot. He lost the nomination but the coverage gave him nationwide recognition. To win the 1960 nomination he had to win every state primary. He did it, with his father's financial help and political influence.

The big (really big!) problem was his Catholicism. It was feared he would be more loyal to the Pope than to his country. Could a Catholic split his loyalty between the two? Kennedy told a group of Protestant churchmen, "I believe in an America where the separation of Church and State is absolute—where no Catholic prelate would tell the President...how to act and no Protestant minister would tell his parishioners for whom to vote..."

He won the most controversial election of this century. His victory was decided in the precincts of Chicago and Texas. It was so close that his opponent, Richard Nixon, could have contested the election but chose not to for the good of the country.

Kennedy was about as conservative as Eisenhower in foreign policy and as liberal as Truman in domestic matters. He was the first president to speak directly to the public through live televised press conferences. This helped reinforce the idea that the presidency is the only office that represents all the people. In turn it also molded the presidency by its immediacy, turning problems into crises. Kennedy was its first master. Johnson would be its first victim.

1880

1890

1900

1910

PRESIDENTIAL 192

**Truman** ★ Family moves to Independence, Missouri | Mailroom & Timekeeper Jobs | Bank | Worked on family farm | Haber dasher | Judge | Studies in California

**Eisenhower** Boyhood in Abilene, Kansas | Creamery Worker | West Point Military Academy | Commander of Tank Training | Canal Zone

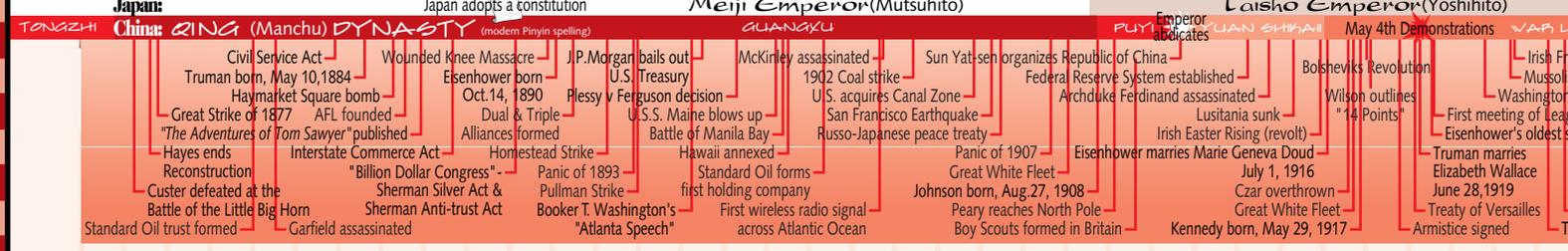
**Kennedy** Boyhood in Boston | Harvard Law School | U.S. Attorney General | U.S. Senator | Vice President

**Johnson** Boyhood at Johnson City, Texas | U.S. Senator | Vice President



**Grant** United States: Hayes | **Arthur** | **Cleveland** | **Harrison** | **Cleveland** | **McKinley** | **Roosevelt** Edward VII | **Taft** | **Wilson** | **Harding** George V

**France:** | **Germany:** Second Reich | **Russia:** Czar Alexander III | **Japan:** Meiji Emperor (Mutsuhito) | **China:** QING (Manchu) DYNASTY | **Great Britain:** Queen Victoria | **William I** | **Frederick III** | **William II** (Kaiser Wilhelm) | **Czar Nicholas II** | **Taisho Emperor** (Yoshihito) | **Lenin**



"Governments are set up to bring about order and their end is to create happiness for men. But government is for all the people and not for any one group or for any special groups. The people have no lobby in Washington looking out for their interests except the President of the United States and its too bad if the President does not work for their good."

"Until the latest of our world conflicts, the United States has been the only great nation that risked emergency improvisation of permanent armaments industry of vast proportions against the acquisition of unwarranted power."

**Harry S. Truman**  
1884-1972

- Harry S. Truman

**Dwight D. Eisenhower**  
1890-1969

Harry S. Truman left office with an approval rating of only 25%, yet he has come to be known as one of the great 20th century presidents. He had no ambition to be president. He had no college education. He had no wealth. He was not tall. He looked owl-like behind his thick glasses. He was a common man with a strong concern to do what is right, true, honest and honorable. He also had a temper that would lash out with harsh language in times of stress.

The Masons believe in a Supreme Being, a universal brotherhood of man, religious tolerance, an immortal soul and in the use of holy scriptures such as the Bible. These agreed well with Truman's own beliefs. In time he became a Grand Master and occupied high positions in many of the organization's different orders and rites.

Dwight David Eisenhower (nicknamed "Ike") in five years went from an unknown Lt. colonel to a five-star general. He was not an intellectual, but had an orderly mind that could analyze a situation and propose alternatives. He was not a flamboyant leader, but he could get strong-willed people to work together. Although he was only average in height he commanded attention, and his face let one know just what he felt, good or bad.

He was born on May 8, 1884, the oldest of John and Martha Ellen Truman's three children. His middle name remained an initial because his parents could not decide which grandfather to honor, Shippe or Solomon. The family moved from Lamar, Missouri to Independence so the children could have town schooling. Young Harry showed a strong interest in the piano and in reading, especially history and biographies. He also met a girl in a Sunday school class. She had golden curls and was named Elizabeth ("Bess") Wallace.

In World War I he commanded an artillery unit in France. It revealed his leadership ability. He was discharged with the rank of captain. Later he became a colonel in the Guard.

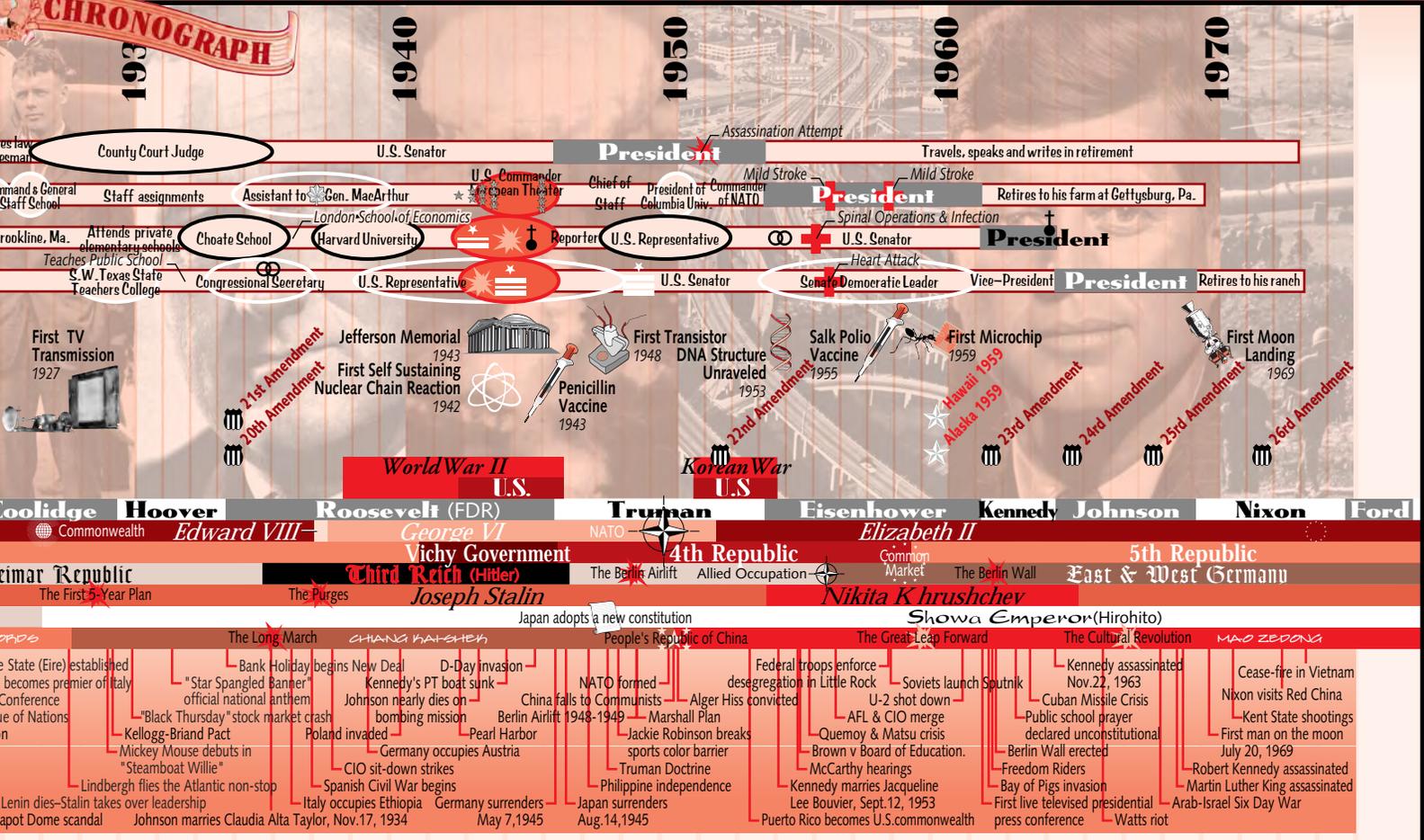
He was born on October 14, 1890 in Denison, Texas, but his family soon settled in Abilene, Kansas. He was the second of seven sons of David and Ida Stover Eisenhower. The boys learned early to earn their own way. All were successful. Their parents joined the Jehovah Witnesses. David and Ida taught their sons about their faith and then let them live out their own faiths. Dwight never joined a church nor attended one regularly.

After high school he worked for a railroad and in two banks before returning to the 600-acre family farm for ten years. During this time he joined the Masons, began courting Bess Wallace and joined the National Guard.

On returning home he married Miss Wallace. Their only child, Margaret, was born in 1924. He and a Guard friend opened a furnishing goods store, but it went bankrupt in the 1921 recession. It took him fifteen years to pay off all his creditors. Harry worked as a salesman before being elected county court judge. He put the county's finances in order and insisted on complete honesty from all contractors and county officials.

Dwight went to West Point in 1911 for the free education. He was only average in academics, but nearly made all-American status in football. A knee injury ended his high hopes. On graduation he was posted in Texas where he met a wealthy Denverite, Mamie Doud. He courted her persistently until they were married in 1916. They had two sons. The first died before he turned two.

# CHRONOGRAPH



States had no armaments industry... But now we have national defense; we have been compelled to create a national arms industry. . . In the councils of government, we must support the military-industrial complex."  
**- Dwight D. Eisenhower**  
 last presidential address, Jan. 17, 1961

"To strike the chains of a slave is noble. To leave him the captive of his color is hypocrisy."  
 "We have talked long enough in this country about equal rights. We have talked for one hundred years or more. It is time now to write the next chapter, and to write it in the books of law."  
**- Lyndon B. Johnson**  
 Jan. 6, 1963 and Nov. 28, 1963

## Lyndon B. Johnson 1908-1973

This was the lowest point of Ike's life. He saw no future for himself. But while posted in the Panama Canal Zone, Gen. Fox Conner befriended and mentored him. Ike went on to Command and General Staff school and graduated first in his class. He served under Gen. Douglas MacArthur in the U.S. and the Philippines. His successful battle plan in the 1940 war games led to his first star and a position on Gen. George Marshall's staff.

While Kennedy could inspire public support Lyndon Baines Johnson (LBJ) knew how to produce legislation people would support. He used cooperation, persuasion and favors to achieve acceptable legislative compromises. He would both cajole and intimidate politicians (the "Johnson treatment") to persuade them to vote as he wanted. He was ambitious, energetic and loved campaigning. He could be crude as well as charming. He was likely the most knowledgeable president about the workings of Congress and the most effective president, based on the volume and significance of laws passed.

She has been called the best First Lady because of her charm, her advice, her adaptability and her support. They had two daughters, Lucy and Linda. All four Johnsons had the initials "L.B.J."

Marshall was the second big influence in his career. In 1942 he gave Ike command of all U.S. forces in Europe. Ike became the overall commander of allied forces in the North African invasion in 1943. His first field command received mixed reviews, but his ability to work with a strong-willed multi-national group of generals was recognized by his superiors. This led to his selection as the supreme commander in charge of the invasion of Europe. In spite of his careful preparations, his reputation depended on a gamble with the weather. He won the gamble on June 6, 1944, D-Day.

He was born on August 17, 1908 near Johnson City, Texas, the eldest child of Sam and Rebecca Baines Johnson. His father worked a farm, sold real estate and served in the Texas legislature. The family was poor but not impoverished. LBJ showed his famous energy by completing college in 3-1/2 years while working part time and also taking a year off to work. Afterwards he taught high school debate for two years.

Lyndon was elected a U.S. representative in 1936 and was a strong supporter of the New Deal. He impressed FDR and was mentored by congressmen Sam Rayburn and Richard Russell. He enlisted in the Navy during the war and was based in Washington, D.C. Once while touring Pacific bases, he hopped a ride on a B-25 gunship mission over New Guinea. The plane he was suppose to be on was shot down, and only the skill of the pilot of the plane he was on kept him from being a victim of one of Japan's top aces.

After the war Ike replaced Marshall as top general. He became the first head of NATO in 1950. As president he brought a sense of calm to an era of anxiety. Both as a general and as the president, the American people trusted him.

In 1932 he went to Washington as a congressional secretary. During that time he met and married Claudia Alta Taylor, known to everyone as "Lady Bird." She was a smart business woman.

Johnson won a Senate seat in 1948 and the vice-presidency in 1960. He saw his first task on assuming the presidency as continuing Kennedy's legislative program. His overwhelming reelection victory in 1964 gave him an unlimited mandate to create the "Great Society" he dreamed of. And so he attacked the enemies of mankind—ignorance, illiteracy, ill health—all at the same time. But when he tried to lead the nation in war he found an opponent he could not cajole or intimidate. He illustrates well the ancient concept of hubris.

## The New Frontier

John F. Kennedy brought a change in style as well as political party. He was a modern man for the modern times. The difference showed dramatically during the first ever presidential debate. It was carried on both radio and TV. Those who saw the debates on TV thought Kennedy was better while those who heard it on radio thought his opponent, Richard Nixon, was better. Television made image an important part of the presidential toolbox.

In his nomination speech, Kennedy told the convention, *"The New Frontier is here whether we seek it or not—"* He wanted to *"get the country moving again"* which meant stimulating the economy and providing relief for the elderly, the poor and the farmers. Kennedy committed the country to reaching the moon by 1970. He also began a program of people-to-people foreign aid called the Peace Corps whose popularity rivaled the Marshall Plan. He was also responsible for the creation of the "Green Berets" Army special forces unit. Internationally, he wanted to improve U.S. prestige and to make up for the loss of Cuba to communism.

Cuba would come first.

## The Bay of Pigs

Kennedy inherited a CIA-prepared invasion of Cuba using Cuban nationals. After listening to his advisors and the Joint Chiefs of Staff, he gave the go-ahead for the April 1961 invasion at the Bay of Pigs. It was a disaster of poor planning and execution. The U.S. was condemned internationally. Kennedy was portrayed as an immature and brash leader. When Khrushchev met Kennedy at a summit in May 1961, he believed Kennedy could be pushed around. Khrushchev created a crisis in Berlin that August by building the Berlin Wall.

The worst crisis of the entire Cold War began on October 16, 1962. The surveillance photos from a U-2 flight over Cuba revealed missile silo construction. The Soviets were building them to prevent a U.S. invasion of Cuba. This posed an unacceptable threat to U.S. security even though U.S. missiles were already based in Turkey along the Soviet border. The U.S. military wanted to bomb the Cuban silos immediately. Kennedy hesitated fearing this would likely set off World War III. For a week he and his advisors secretly debated how to force out the missiles.

## THE Missile Crisis!

On October 22, Kennedy alarmed the nation when he revealed the existence of the missiles and ordered a blockade of Cuba. The world waited in anxiety while six Soviet freighters approached the blockade. If the U.S. Navy fired on the ships to stop them, war was likely. But the freighters turned back. The crisis had peaked.

Kennedy and Khrushchev reached an agreement. The Soviets would remove the missiles and the U.S. promised not to invade Cuba. In secret Kennedy also agreed to remove the U.S. missiles from Turkey. One consequence of the crisis was the installation of a direct telephone link between the two leaders, the Hot Line. Another was the first nuclear arms limitation treaty in 1963.

Vietnam proved to be a crisis on slow boil. Eisenhower sent military and economic aid to South Vietnam as well as U.S. military advisors in 1955. Kennedy considered it a military problem and ordered in more advisors. By August 1963, South Vietnam was losing the war. That was largely due to the corruption of South Vietnamese president Ngo Dinh Diem. Diem's generals overthrew and murdered him in November. Kennedy wanted Diem out, but not dead.

## Righting a Civil Wrong . . .

**"Woe to him . . . who uses his neighbor's services without pay and does not give him his wages —" Jeremiah 22:13**

**1940** **World War II** **Roosevelt (FDR)**  
 CORE organizes the first sit-in.  
 Racial murders and attacks prompt Truman to establish the Committee on Civil Rights.  
 Jackie Robinson plays for Brooklyn Dodgers breaking the professional sports color line.  
 The Committee on Civil Rights produces a report, "To Secure These Rights," which becomes the blueprint for civil rights legislation.

**1950** **Truman** **Korean War**  
*Shelley v. Kraemer* says judges cannot enforce racially restrictive housing.  
 Truman orders all military services to desegregate.  
 Air Force is the first service to desegregate July 1, 1949.  
 Three Supreme Court decisions strike down segregated railroad cars and separate facilities for law and grad schools. It lays the basis for the 1954 "Brown" decision.  
 Brown v. Board of Education of Topeka May 1954 rules segregation in public schools unconstitutional. Thurgood Marshall wins the ruling for the NAACP.  
 Rosa Parks refuses to give up her bus seat. The Montgomery Bus Boycott begins. It lasts a year and succeeds in desegregating the

Civil Rights Act of 1957 guarantees voting rights. It is the Eisenhower sends in the 101st Airborne Army division to Four black college students begin a sit-in at a  
 Two groups of "Freedom Riders" leave  
 James Meredith decides to

For nearly one hundred years there was no progress. The NAACP tired vainly to get anti-lynching laws passed in the 1920s and 1930s. Then in one generation African-Americans went from fewer than five percent registered voters to mayors, cabinet members and Supreme Court justices. The change came with federal enforcement of federal civil rights laws.

In the mid 1960s the civil rights movement changed emphasis from desegregation to black empowerment and black nationalism. The Black Panthers were militants who believed whites would never accept blacks as equals except by force.

## Some Major Civil Rights Organizations

**NAACP**  
 National Association for the Advancement of Colored People  
 founded 1909  
 prominent members  
**Roy Wilkins**  
**Thurgood Marshall**

**CORE**  
 Congress of Racial Equality  
 founded 1942  
 prominent members  
**James Farmer**  
**Floyd McKissick**  
**Roy Innis**

## Freedom Riders...

Kennedy's most influential and controversial advisor was the attorney general, his own brother Robert. Robert had been JFK's closest and most loyal advisor since his senate campaign in 1952. As well as being loyal, he was also single-minded and tenacious. He went after the mob and won the conviction of two leaders of the Mafia. It was also Robert who bore the brunt of developing and carrying out the administration's response to the rising civil rights movement.

There was little progress towards desegregation after Little Rock. In 1960 Negroes began sit-ins at public facilities to protest illegal public segregation. In 1961 the major civil rights organizations decided they must force the federal government to act. They planned to send Freedom Riders on public buses across the South. The anticipated trouble caused by Negroes using illegally segregated facilities was expected to force the federal government to intervene. When Freedom Riders were attacked, beaten and a bus burned Robert Kennedy sent in U.S. marshals to escort the Riders. By year end all interstate transportation and terminals had to comply with Interstate Commerce Commission orders to desegregate.

## ...From Jackson to Birmingham...

A new crisis arose in 1962 when James Meredith decided to enroll in the University of Mississippi at Jackson. It required 500 U.S. marshals, a federalized Mississippi National Guard and U.S. Army units to enroll Meredith and forcefully integrate the University. The reaction of the Mississippians changed JFK's thinking about civil rights and caused him to take the issue more seriously.

Martin Luther King took the struggle to Birmingham in April and May of 1963. The TV images of marchers, arrests, fire hoses, police dogs and nightsticks began to turn public opinion against segregation. Kennedy accepted the need for new civil rights legislation. This was also a turning point for the civil rights movement. Many Negroes no longer accepted gradualism. They wanted equality now!

On June 11, 1963, Alabama Governor George Wallace barred two Negro enrollees from enrolling in the University of Alabama. But the situation was different this time. JFK immediately federalized the National Guard and had the Army on stand-by. Wallace stood aside. That night Kennedy announced a new civil rights law would go to Congress.

## ...to the Washington Mall

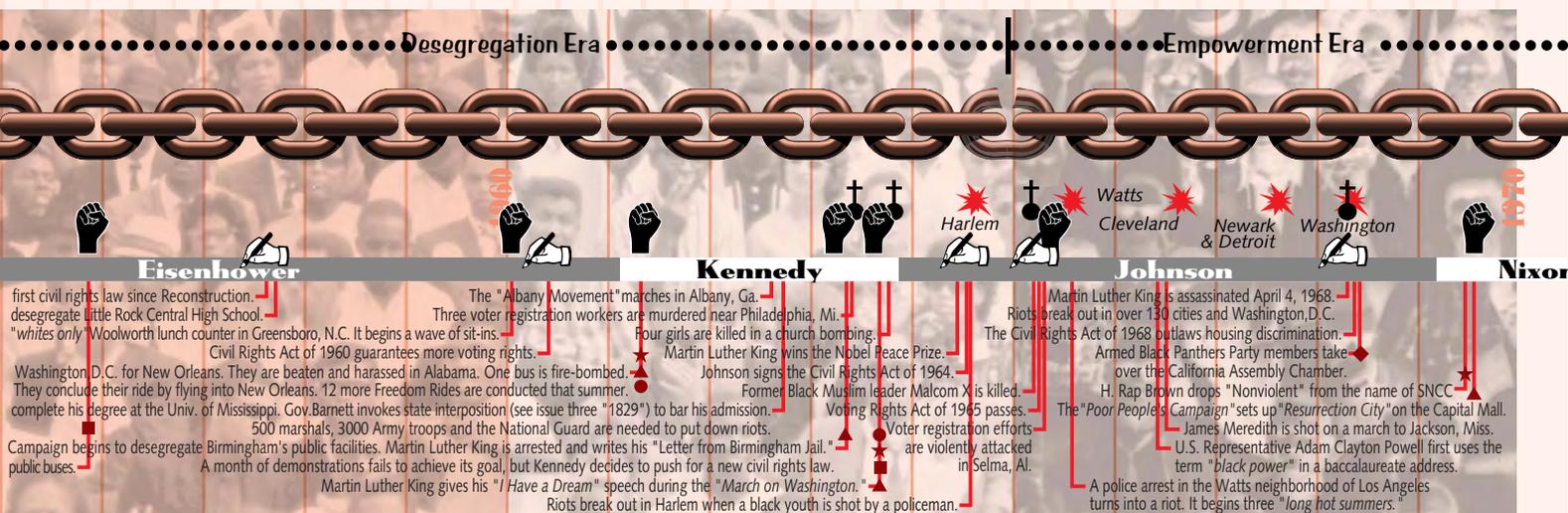
That summer of 1963 climaxed on August 28th with the "March on Washington." It was there that Martin Luther King gave his famous "I Have A Dream" speech. Behind the scenes Kennedy's administration was working so that nothing would go wrong. They moved the event from the Capitol to the Lincoln Memorial. They encouraged labor unions, churches and others to join the March to make it interracial.

Not surprisingly, Kennedy's support among southern whites dropped from 60% to 44%. His programs were blocked by southern legislators in Congress. A white backlash of violence flared up. A black church was bombed in Birmingham in September and four girls died.

## "The President Has Been Shot!"

Kennedy's assassination on November 22, 1963 shocked the nation. For three days nothing else mattered while everyone watched the events leading up to the funeral. Grief turned to anger, then frustration, then apprehension and again to sadness. It made no sense why it had to happen. With less headiness life went on.

## ... Civil Rights Highlights



### SCLC

Southern Christian Leadership Conference

founded 1957

prominent members

Martin Luther King

Ralph D. Abernathy

Jesse Jackson

### SNCC

Student Nonviolent Coordinating Committee

founded 1960

prominent members

John Lewis

James Forman

Julian Bond

Stokeley Carmichael

H. Rap Brown

### BPP

Black Panther Party

founded 1966

prominent members

Huey P. Newton

Bobbie Seale

Eldridge Cleaver

Stokeley Carmichael

## Finishing What Lincoln Began

If Kennedy was great at elevating ideals, his successor Lyndon B. Johnson (LBJ) was equally suited to accomplishing them. LBJ knew how Washington D.C. politics worked and how to exploit them.

He took over Kennedy's programs, and in the spirit of continuity, forced them through Congress. He even managed the passage of Kennedy's civil rights bill after a record 75-day filibuster and in a stronger form than Kennedy attempted. In fact, the Civil Rights Act of 1964 became the most important civil rights bill since the 15th Amendment. It guaranteed voting rights to all citizens and authorized the Department of Justice to intervene to enforce it. Its passage was all the more surprising since LBJ was himself a Southerner. LBJ simply said, "I'm going to be the president who finishes what Lincoln began." He proved good to his word.

He declared a War on Poverty program in January 1964. He later developed it into his Great Society legislative tidal wave after his reelection. No one has equalled the volume of legislation that Johnson managed to work through Congress between 1965 and 1967.

## The Great Society

LBJ's Great Society was more like a New Deal for the 1960s. It provided laws and money for almost every conceivable human need. Job training, food stamps, relief, health insurance, slum clearance, new housing, education assistance and student loans, grants for Head Start preschools, environmental protection, public broadcasting, Medicare, and more! It also produced a large federal budget (due also to the Vietnam war) that produced inflation in the next decade. And it also expanded regulation over individuals, businesses and organizations.

Before LBJ could enjoy the adulation for his new welfare programs, his name had become an epithet to a large number of young adults.

In August of 1964, the Navy destroyer U.S.S. Mattox was attacked by North Vietnamese patrol boats. After a second reported attack two days later, Johnson asked Congress for the authority to use military force at his own presidential discretion. They voted him the Tonkin Gulf Resolution with only two dissenting votes. It was not revealed that ships like the Mattox had been carrying out covert raids on North Vietnam.

## Vietnam

In February 1965, LBJ ordered the first bombing raids on North Vietnam. In March he ordered the Marines to Da Nang increasing the number of troops from 23,000 to 75,000. With each U.S. troop increase he emphasized that it was the South Vietnamese who must win the war. But before he left office there were over 500,000 U.S. troops there—two-fifths of the U.S. combat divisions, plus half of the tactical air force and a third of the navy. And victory was still not in sight.

It was the first war with televised coverage. The sight was sickening. The Pentagon reported huge numbers of enemy dead. It looked like the U.S. should be winning, but victory never appeared any close. The numbers were later revealed to have been exaggerated.

The conflict was a limited war with rules about what could and could not be attacked. The sheer firepower of the U.S. was supposed to inflict unbearable casualties and bring about surrender. But North Vietnam ignored high casualties and had nearly unlimited supplies from both the Soviet Union and Red China. Unknown to Johnson, China had sent advisors to free up troops to send against South Vietnam.

## The Vietnam War



August 1945 Ho Chi Minh forces emperor Bao Dai to abdicate.

June 1, 1946 France makes Cochinchina a republic. Ho Chi Minh begins war against France to unify Vietnam.

① May 7, 1954 Viet Minh communists defeat the French at Dien Ben Phu. The Geneva Accords divide Vietnam at the 17th parallel and call for unification elections in 1956. Bao Dai leads an independent government.

Oct. 23, 1955 Ngo Dinh Diem overthrows Bao Dai, establishes the Republic of Vietnam (South Vietnam) and cancels the Geneva elections. Communist Viet Cong guerrillas begin to fight his government.

② July 8, 1959 Viet Cong kill the first U.S. advisor at Bien Hao.

Nov. 1, 1963 The military overthrows and kills Diem in Saigon.

③ August 7, 1964 North Vietnamese PT boats attack the U.S.S. Mattox.

④ February 1965 U.S. begins bombing North Vietnam.

May 1965 The first U.S. combat troops land at Da Nang.

January 1, 1968 The Viet Cong launch a nationwide Tet Offensive in South Vietnam. It takes two weeks to defeat them.

July 8, 1969 Nixon orders the first troop withdrawals

⑤ April 1970 Nixon orders an "incursion" into Cambodia.

June 1971 Henry Kissinger begins secret peace negotiations.

⑥ March 1972 U.S. mines Haiphong harbor and resumes bombing after a Viet Cong offensive during peace talks.

Jan. 27, 1973 U.S. signs a peace agreement to withdraw all troops.

April 29, 1975 South Vietnam collapses.

November 1982 The Vietnam Memorial is dedicated in Washington, D.C.

## The Air War

The gunship and attack helicopter were new weapons developed for use in Vietnam. Helicopters permitted rapid movement of troops – an air cavalry. The U.S. controlled the skies but not the ground war.

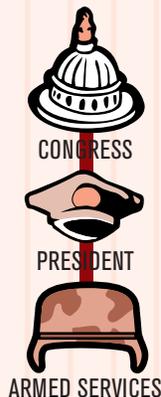
## America—Love It or Leave It

In August 1965, LBJ signed the Voting Rights Act. He considered this his most important achievement. But the mood of the country had changed. Five days later riots exploded in the Los Angeles neighborhood of Watts. The civil rights movement had raised expectations over the years, but the situation seemed no better to the black man on the street. Leadership shifted from the moderates such as Martin Luther King to militants who demanded “black power,” power that relied on blacks (the term replaced Negro as the preferred word for African-Americans) and not on whites or a white dominated society.

The inner city riots coincided with the student anti-war demonstrations. The nation was splitting along racial and generational lines. “America—love it or leave it” collided with the “credibility gap.” Vietnam became Johnson’s war and those who were drafted to fight found it hard to justify dying for South Vietnam.

The protests moved from questioning the war to questioning authority to questioning all society. The protesters were a small minority but a loud one, and their ripples affected all of American society.

## Undeclared Wars The President & Congress



The Founding Fathers gave the power to make war to Congress. Since World War II Congress has delegated part of that authority to the president. Why?

First of all the Constitution made the president the commander in chief of the armed services. But the soldiers’ oath of loyalty is to the Constitution and not to the president who is also bound by a similar oath.

Second, the job of Congress is to debate and pass laws while the president’s job is to act on them. As the U.S. entered into Cold War alliance treaties, the president needed the freedom to carry out their obligations.

But Congress holds the leash. After Vietnam Congress has required the president to ask for Congressional approval within 60 days after troops are deployed. And Congress always holds the purse strings.

## 1968

The year 1968 was the worst yet. In Vietnam in February, the supposedly nearly defeated Viet Cong launched the countrywide Tet Offensive. It took two weeks of intense fighting to end the attacks. Although the Viet Cong failed to break the U.S. resistance or to arouse a civilian rebellion, Tet shocked the American public into finally believing that the war was unwinnable. Secretary of Defense Robert McNamara (who had run the war since 1961) resigned. In March, President Johnson surprised the nation by saying he would not run for reelection.

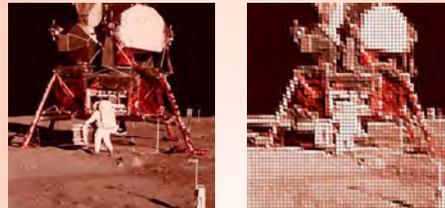
But the year went on. In April Martin Luther King was assassinated in Memphis. Riots broke out in over 100 cities. In June Robert Kennedy was also killed. He was the one candidate who appeared able to bring together the youth, the political leaders and maybe even the blacks. In August the Soviet Union crushed the new Czechoslovakian democracy. At the Democratic Convention in Chicago, college students and city police clashed outside the convention hall. And into the fray came Richard Nixon claiming he had a secret plan to end the Vietnam war.

## TV

### Is this reality?!

Radio brought the world into the home. TV supplied the pictures and seeing was believing...or was it?

First of all, the image quality is poor which makes subtle detail impossible to see as shown on the right.



Second, one can only see what was chosen for broadcast from all the day’s events and camera angles.



Third, like watching actors on a stage, it cannot show what is happening on the left or the right.



TV shows a slice of reality, but it uses only two of the five senses and three of the first four physical dimensions (height, width and time but not depth).

## Only Nixon Could Go to China

Richard Nixon won the 1968 presidential election. And he did indeed have a secret plan for Vietnam. He began withdrawing troops from the battle zone while at the same time he secretly sent Secretary of State Henry Kissinger to begin negotiations with the North Vietnamese.

To help the South Vietnamese take over the fighting, Nixon sent troops into Cambodia to eliminate Viet Cong bases there. The operation lasted only three months, but it looked like he was expanding the war. Campus demonstrations flared again. Four students were killed at Kent State in Ohio and two more at Jackson State College in Mississippi. As the protests spread many universities shut down early for the summer. The shootings took the heart out of the student protests. They would not be so vigorous again.

After one last massive bombing campaign in December 1972, Nixon concluded an agreement with North Vietnam in January 1973. Nixon declared the U.S. had achieved “peace with honor,” but it was both a military and foreign policy defeat for the United States. South Vietnam fell in 1975.

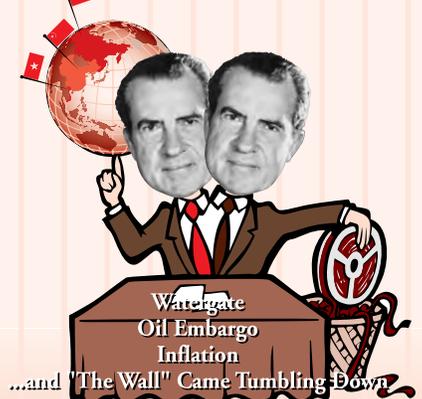
Meanwhile in February 1972, Nixon had stunned the world by establishing official diplomatic relations with Communist China. He next went to the Soviet Union to sign the first Strategic Arms Limitation Treaty (SALT) that reduced the number of nuclear weapons. Only an anti-communist like Nixon could have done it with so little resistance from Congress. The Cold War had moved into the era of uneasy détente in which the two superpowers were like two men trying to back away from a fight and yet somehow still win it without actually throwing the first punch.

All in all Nixon was well poised for reelection in 1972.

## What’s Next?

### 1973

### POST-WATERGATE



# THE PRESIDENTIAL SPIN MASTER

## What the Words Really Mean in 25 Words or Less

### Addison's Disease

An adrenal gland disease marked by weakness, weight loss, skin discoloration, low blood pressure and gastrointestinal problems.

### boycott

A refusal to do business with a person, company or activity. It is a means of protest in an attempt to change a condition.

### circuit court of appeals

Ten Federal courts between the Supreme Court and the lower court system. It decides appeals from lower court cases.

### claustrophobia

Sweaty palms...shallow breathing... the heart beats rapidly...anxiety turns to panic as the walls close in – i.e.,fear of closed in or narrow spaces.

### closed shop

A place of employment that hires only union members.

### Cold War

The era when the superpowers supported wars against each other's smaller allies, but did not go to war against each other.

### containment

A U.S. policy to stop the spread of communism. It differs from "roll back" which attempts to push out communism where it already rules.

### county court judge

An elected office similar to a county commissioner. It is not a judicial position.

### covert

secret, or hidden

### deficit

In a budget, it is the difference between what is spent in excess of what is received as income.

### desegregation

A social movement and legal process outlawing the barring of any group of citizens from full participation in society.

### détente

The era of the Cold War characterized agreements to reduce nuclear armaments and to reduce political tensions.

### disarmament

To reduce the power of a nation's arsenal.

### GDP

(Gross Domestic Product) A measurement of the total economy that replace the GNP (see issue 1.5, pg.15)

### hubris

A pride that leads to arrogance. Ancient Greek plays often showed how it led to the hero's downfall.

### image

The way in which people think of someone. Ideally the way a person looks and acts matches his character.

### integration

The other half of desegregation. The process that allows any group of citizens to enjoy equal rights and privileges (and responsibilities) of society.

### national debt

The total amount of all the yearly deficits that have not been paid off, plus any interest owed on that amount.

### SALT

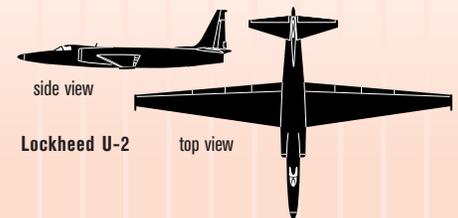
(Strategic Arms Limitation Treaty) A series of treaties that gradually required significant reductions in nuclear armaments and nuclear testing.

### summit

A conference of world leaders.

### U-2

A top secret, high flying jet used for covert missions by the Central Intelligence Agency and the Air Force to collect information over unfriendly nations.



## A Brief List of Resources

### Books

Hillman, William, "Mr. President: The First Publication from the Personal Diaries, Private Letters Papers and Revealing Interviews of Harry S. Truman" Farrar, Straus and Young, New York, 1952  
*A pleasant semi-biography, semi-autobiography of President Truman written by a reporter who admired and was a friend of Mr. Truman. As it says in the Forward, "I want the people to know the Presidency as I have experienced it and I want them to know me as I am." It is what the title says and includes an autobiography of Truman. You may need to borrow it as an interlibrary loan.*

### Interlibrary Loan

*Have you ever wanted to read "Babar, King of the Elephants" in the original French? Can't find a book recommended by a friend? Or a magazine article? Here is a wonderful way to obtain just about any book available in any library in the country. And it is free if you have a library card. Go to your local library, fill out a request form listing the publication information and information about yourself, and in ten to thirty days, viola! You have your book! There may be a charge for reproducing magazine articles sent to you, and there will be a charge for overdue materials.*

### URL's

<http://www.wpafb.af.mil/museum/>

*A good resource for airplane buffs. You can download Windows wallpaper backgrounds of the aircraft in their collection. Lots of Air Force reference and site resources.*

<http://fotw.digibel.be/flags/>

*"FOTW Flags of The World" website is maintained by enthusiasts of vexillology (the study of flag history and symbolism). Find drawings of each country's flag here as well as a description of the symbolism of each design. Some of the material is copyrighted so check out their copyright rules. There should be no problems for educational and recreational usage.*

<http://fermi.jhuapl.edu/states/states.html>

*There are a number of sites making maps available to the public. This one has some nice maps of the U.S. and the 50 states in shaded topography. These aren't rendered in actual seen-from-space color.*

<http://www.un.org/>

*The United Nations website. There is a lot of material here, but it doesn't go into much depth on how the U.N. operates. You can download the U.N. Charter from here.*

# THE PRESIDENTIAL BRIEFING PAPER

The Flying



White House

Kennedy's gleaming 707 jet airliner was just as much a part of the JFK image as his news conferences or his hair style. It was not the first presidential airplane. There have been six airline-size aircraft used to transport presidents since World War II.

The airline-size aircraft are a mobile Oval Office. The president can phone anyone, anywhere anytime in the world (if they have a phone). The aircraft allows him to take along his core staff members and advisors as well as a contingent of press reporters.

Any aircraft the president is aboard is given the call sign "Air Force One," even any of the small business aircraft and helicopters in the special V.I.P. fleet on which he is travelling.

The first four presidential aircraft have been preserved and are on view today at the Air Force Museum in Dayton, Ohio. The interiors have been restored to their appearance as the presidents knew them. Visitors can walk through the aircraft. The Museum is open every day but Christmas.



courtesy of the Franklin D. Roosevelt Library

"Atlantic Clipper" Boeing B-314, length: 106 ft., span: 152 ft., speed: 193 m.p.h., range: 3500 miles



courtesy of the United States Air Force Museum

"Sacred Cow" Douglas VC-54C, length: 93 ft., span: 117 ft., speed: 300 m.p.h., range: 3900 miles



courtesy of the United States Air Force Museum

"The Independence" Douglas VC-118, length: 100 ft., span: 117 ft., speed: 360 m.p.h., range: 4400 miles



courtesy of the Dwight D. Eisenhower Library

"Columbine III" Lockheed VC-121E, length: 116 ft., span: 123 ft., speed: 330 m.p.h., range: 4000 miles



Boeing VC-137C, length: 152 ft., span: 145 ft., speed: 530 m.p.h., range: 5000 miles



courtesy of the Defense Visual Information Center

Boeing VC-25A, length: 195 ft., span: 231 ft., speed: 640 m.p.h., range: 7140+ miles

<b>1943</b>		<b>B-314</b>
<b>1944-47</b>		<b>VC-54C</b> (DC-4)
<b>1947-53</b>		<b>VC-118</b> (DC-6B)
<b>1953-62</b>		<b>VC-121E</b> (L-1049 Constellation)
<b>1962-90</b>		<b>VC-137C</b> (707-320B)
<b>1990-?</b>		<b>VC-25A</b> (747-200)

Franklin Roosevelt was the first president to travel by air while in office. In January 1943, he flew on the "Atlantic Clipper," a Pan American Airways flying boat, to meet Winston Churchill in Casablanca, Morocco.

After that trip the first official presidential aircraft, a Douglas DC-4 (VC-54C), was outfitted for him. It had an elevator and special adaptations for Roosevelt's wheelchair access. Although large for its time, its interior seems claustrophobic today. He used it only once to fly to the Yalta Conference.

President Truman used it for two years. He then ordered a Douglas DC-6B (VC-118) for his use which he named "the Independence." It had the most decorative paint scheme of all the presidential aircraft, done up as a stylized eagle in blue and white.

President Eisenhower had used a three-tailed Lockheed Constellation while he was supreme commander of NATO. He used two more of the larger Super Constellation models (VC-121E) for his presidential aircraft. He named them all "Columbine" after the Colorado state flower (his wife's home state.) One day when Eisenhower's aircraft was changing radio frequencies, there was a confusion with another aircraft with the same call sign as "Columbine". Afterwards it was decided that the president's flight would always have the unique call sign "Air Force One."

Eisenhower was the first president to use a jet transport. He flew on a Boeing 707 military V.I.P. transport for an 11 nation world tour in 1959. President Kennedy ordered a new 707-320B Intercontinental (VC-137C) complete with a special paint scheme created by the Raymond Loewy design firm. Air Force One now had a distinctive look. Johnson was sworn in on board that aircraft after Kennedy's assassination.

Kennedy, Johnson and Nixon used that plane until it was replaced by an identical sister aircraft in 1972. Nixon named the big jet "The Spirit of '76" for the Bicentennial. President Carter ordered it unnamed and called simply "Air Force One."

President Reagan ordered the most recent aircraft, a Boeing 747-200, but it was President Bush who took delivery of it in 1990. The new plane is a dramatic improvement in comfort and utility over its predecessors. It has unlimited range using air-to-air refueling, and can land on shorter runways than the 707. But the Air Force denies the existence of any on-board escape pods.

# 1961

## THE COLD WAR

Truman ★ Eisenhower ★ Kennedy ★ Johnson

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## POST-WATERGATE

Nixon ★ Ford ★ Carter ★ Reagan ★ Bush

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#### Presidential Series

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*"Knowledge is easy to him who has understanding."*  
- Proverbs 14:6b

#### Our goal:

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