### Postwar Prosperity And The Affluent Society

<table>
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<th>Big Idea Questions</th>
<th>Guided Notes</th>
<th>Areas of Concern</th>
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<tr>
<td>What was one other famous Farewell Address?</td>
<td>• Economy: From Recovery to Dominance</td>
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<td>• The Bretton Woods System:</td>
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<td>• Creation of the ________________ Bank - gave loans to countries in the 3rd world and those destroyed by war</td>
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<td>• International Monetary Fund (IMF) - established to stabilize ________________ around the world</td>
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<td>• The Military-Industrial Complex</td>
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<td>• Industries that benefitted from government contracts for ________________ supplies</td>
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<td>• Boeing, General Electric, etc.</td>
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<td>• Eisenhower warned of the ________________ of this in his ________________________________</td>
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<td>• Military spending increasingly consumed more of the nation's ________________</td>
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<td>• Soviet launch of ________________ - led to the Space Race</td>
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<td>• US passed the National Defense Education Act - increased funding for ________________, especially in science and math</td>
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<td>What is another famous book that focused on poor individuals living in America?</td>
<td>• Economy: From Recovery to Dominance</td>
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<td>• Corporate Power:</td>
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<td>• Corporations grew in power and had a large share of their markets</td>
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<td>• ________________ replaced factory workers (Continuity - mechanization replaced farmers in the late 19th century)</td>
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<td>• The Economic Record:</td>
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<td>• The ________________ - argued that the poor were not the focus of politicians and economists</td>
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<td>• The Other America - Michael Harrington - focused on the ________________ in America</td>
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<td>• Helped influence LBJ's Great Society in the 1960</td>
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<td>• A Nation of Consumers</td>
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<td>• The 1950s could be compared to the 1920s - new ________________, media (tv), and mass consumption</td>
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<td>• The ________________:</td>
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<td>• Provided ________________ opportunities for returning soldiers</td>
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<td>• Over 7 million veterans attended college or trade schools in the 1950s -→ higher paying workforce</td>
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<td>• Veterans Administration (VA):</td>
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<td>• Provided home ________________ for veterans</td>
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<td>• Trade Unions:</td>
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<td>• Union membership increased in the 1940s</td>
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Who is another famous preacher you’ve learned about in APUSH?

- Income rose for many workers in the ____________
- Health insurance and pensions were provided through many contracts

- A Nation of Consumers
  - Houses, Cars, and Children:
    - Many families purchased homes and cars in the 1950s
    - ___________ million homes between 1945 and 1970!
    - Most homes had __________, which promoted consumer products
  - Television:
    - TV shows focused predominantly on:
      - White, middle-class, suburban families, where mothers were housewives
      - ________________________________

- Youth Culture
  - Teenagers were often targeted by advertisers to buy products
  - Movies glorified young, __________________________ men - Rebel Without a Cause
  - Rock n’ Roll
    - ________________________ played “race” records over Cleveland airways
    - Some of ____________________________ songs were covers of black artists
  - Cultural Dissenters:
    - Beats (Beatniks, Beat Generation)
      - Writers that ____________________________
        middle-class values and culture
      - Similar to the ____________________________
        of the 1920s (F. Scott Fitzgerald)
        - Jack Kerouac - On The Road

- Religion and the Middle Class
  - Billy Graham - influential ____________________________ preacher of the 1950s
    - Argued that materialism was not incompatible with living a moral life
    - In 1954, “Under ______” was added to the Pledge of Allegiance

The American Family In The Era Of Containment

- The Baby Boom
  - ____________________________ (Birth control pill)
    - Drop in _______________________
  - Impact of baby boom?
    - Tighter job market in the 1970s
    - Health care and ____________________________
      issues today
  - Improving Health and Education
    - New medical advancements reduced ____________________________ rates (and for children)
    - Polio vaccine - Dr. Jonas Salk - gave it away for _______!
• Dr. Benjamin Spock:
  • Common Sense Book of Baby Child Care
  • Argued that mothers be available for their children

• Women, Work, and Family
  • Expectation of middle-class women in the 1950s?
    • Raise children, clean the house, cook - “__________________________”
  • More women began working to help provide for families - most jobs included: __________________, receptionists, etc.
    • Women were ___________ less than men

• Challenging Middle-Class Morality
  • ____________________________:
    • Researched sexual practices of Americans
    • Americans were much more sexually active than most believed

• The Homophile Movement:
  • Kinsey revealed that homosexuality was more common than believed, especially among men
  • Homosexuals faced __________________________ throughout the 1950s and 1960s
    • 1969 - __________________________

• Media to Morality:
  • Fear that comic books encouraged crime among youth
  • ______________________ was founded in 1953 - challenged societal norms

A Suburban Nation

• The Postwar Housing Boom
  • 1 out of 3 Americans lived in __________________ by 1960
  • Aided by cars, and highways

• William Levitt and the FHA
  • Introduced mass-production of houses (____________________)
    • Cheap houses, similar styles, __________________________ African Americans
  • Federal Housing Administration (FHA)
    • Provided __________________________ with little $ down
    • Helped increase home ownership dramatically
    • Despite the Supreme Court’s ruling, racial discrimination in housing persisted

• The Postwar Housing Boom
  • Interstate Highways
    • National Interstate and Defense Highways Act
      • Created under Eisenhower’s administration
      • Over __________________ miles of highways
        - would aid in a __________________________ attack
• Led to the growth of hotel and food industries throughout the US
  • Fast Food and Shopping Malls
    • Ray Kroc - purchased McDonald’s - used __________ techniques to mass produce hamburgers
  • Rise of the __________________________
    • What is the Sunbelt?
      • States located in the __________________________ portion of the US
      • Industries blossomed (especially military bases) - warm weather and low __________
      • A trend since WWII is an increase in population in Sunbelt states
  • Two Societies: Urban and Suburban
    • As many whites moved to the suburbs (often referred to as “________________________”), African Americans moved to __________ in large numbers
    • ____________________ Commission - government commission that stated the country is “moving towards two societies, one black, one white, separate and unequal.”
  • The Urban Crisis:
    • Many African Americans that lived in cities lived in old apartment buildings and received low paying jobs
    • Urban renewal - push to _________________ old buildings
  • Urban Immigrants:
    • Chinese Exclusion Act was repealed in ________________
    • Many Mexicans from the ________________ program remained in the US after it ended in 1964
    • Puerto Ricans migrated to the US in large numbers
      • Higher population in ____________ than San Juan
    • After __________________________ gained power in Cuba in 1959, many Cubans fled to the US, especially in Miami

Quick Recap

• __________________________
• __________________________
• __________________________
• __________________________
• __________________________
• __________________________
• __________________________
• __________________________
• __________________________
• __________________________