

- **Chapter 19 -Sec 1: Postwar America**
 - 1944 GI Bill of Rights eases veterans' return to civilian life, partial tuition, unemployment benefits; provides loans
 - Build suburbs—small residential communities around cities
 - Congress passes Taft-Hartley Act, overturns many union rights
- **The 1948 Election**
 - Southern Democrats—Dixiecrats—protest civil rights, form own party
 - Truman defeats Thomas E. Dewey in close political upset “Stunning Upset”
 - Truman’s Fair Deal is ambitious economic program, includes:
 - - *higher minimum wage, flood control projects, low-income housing*
- **Republicans Take the Middle Road-I Like Ike!**
 - Gen. Dwight D. Eisenhower wins election
 - Newspapers accuse VP candidate Richard M. Nixon of corruption
 - - *defends self in televised “Checkers speech”*
- **Walking the Middle of the Road**
 - Eisenhower conservative about money, liberal on social issues
 - Ike tries to avoid civil rights movement, which is gaining strength
 - On economy, works for balanced budget, tax cut
 - Pushes social legislation, new Dept. of Health, Education, Welfare
 - Popularity soars; is reelected in 1956
- **Section 2: Conglomerates**
 - Conglomerates—corporation that owns smaller, unrelated companies
 - Diversify to protect from downturns in individual industries
 - Franchise—company offers similar products, services in many places
 - - *also the right to use company name and system*

- *Fast-food restaurants among first, most successful franchises*
- **Social Conformity**
 - Many employees with well-paid, secure jobs lose individuality
 - Personality tests see if job candidates fit in company culture
 - Companies reward teamwork, loyalty, encourage conformity
- **The Baby Boom**
 - 1950s, 85% of new homes built in suburbs
 - 1945–1965 baby boom—soaring birth rate after soldiers return
- **Advances in Medicine and Childcare**
 - Dr. Jonas Salk develops vaccine for poliomyelitis
 - Baby boom impacts economy, educational system
- **The Automobile Culture**
- **Automania**
 - Cheap, plentiful gas, easy credit, advertising increase car sales
 - No public transit in suburbs; cars necessary
- **The Interstate Highway System**
 - Local, state roads link cities, suburbs to schools, shops, work
 - Interstate Highway Act—nationwide highway network unites country
 - Highways enable long-haul trucking, new towns, family vacations
 - Towns near highways prosper; those near older, smaller roads decline--Basis behind the movie “CARS”
- **Mobility Takes Its Toll**
 - Auto boom stimulates new businesses—e.g. drive-in movies
 - Cars create social, environmental problems—e.g. accidents, pollution
 - Upper-, middle-class whites leave cities; jobs, businesses follow
 - Economic gulf widens between suburban and urban
 - - *also widens gap between middle class and the poor*
- **Consumerism Unbound-New Products**

- in middle class; twice as many as before WWII
- Consumerism (buying material goods) equated with success
- Numerous new products appear on market in response to demand

- **Planned Obsolescence**

- Planned obsolescence—making products that get outdated, wear out
 - - *makes consumers buy or want to buy new ones*

- **Section 3: Popular Culture**

- Mass media—means of communication that reach large audiences
- TV first widely available 1948; in almost 90% of homes in 1960
- Federal Communications Commission (FCC) regulates communications
- By 1956, FCC allows 500 stations to broadcast
- Stereotypes and Gunslingers
- Women, minorities on TV are stereotypes; few blacks, Latinos
- Westerns glorify historical frontier conflicts
- Raise concerns about effect of violence on children

- **Radio and Movies**

- Television cuts into radio, movie markets
- Radio turns to local news, weather, music, community affairs
- Movies capitalize on size, color, sound advantages; try gimmicks

- **A Subculture Emerges-The Beat Movement**

- Beat movement—writers, artists express social, literary nonconformity
- Poets, writers use free, open form; read works aloud in coffeehouses
- Beatnik attitudes, way of life attract media attention, students

- **Rock 'n' Roll**

- Rock 'n' roll—mix of rhythm and blues, country, pop
- Has heavy rhythm, simple melodies, lyrics about teenage concerns
- Music appeals to newly affluent teens who can buy records

- Many adults concerned music will lead to delinquency, immorality
- **White Flight**
 - 1962, 25% of Americans below poverty level
 - Post WW II–1960, 5 million blacks go from rural South to urban North
 - White flight results in loss of businesses, tax payers to cities
 - Cities can no longer afford to maintain or improve:
 - - *schools, public transportation, police and fire departments*
- **The Inner Cities**
 - Poverty grows rapidly in decaying inner cities
 - Poor economic conditions lead to illness and terrible conditions
- **Urban Renewal**
 - Urban renewal—replace rundown buildings with new low-income housing
 - Housing and Urban Development Dept. created to improve conditions
 - Not enough housing built for displaced people
- **Mexicans Seek Employment**
- 1942–47, Mexican *braceros*, *hired hands*, *allowed into U.S. to work*
- After war, many remain illegally; many others enter to look for work