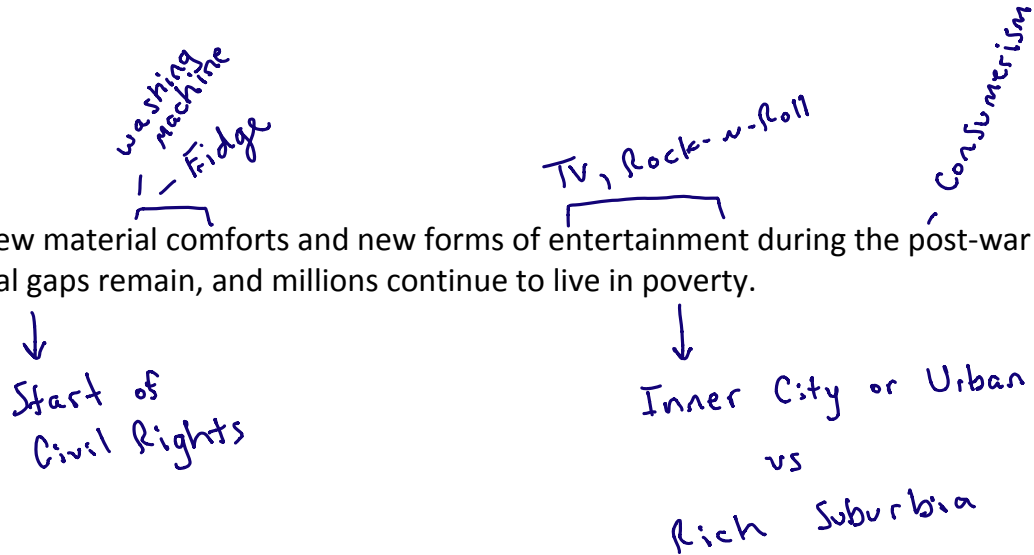


The Postwar Boom

Many Americans enjoy new material comforts and new forms of entertainment during the post-war economic boom. Yet racial gaps remain, and millions continue to live in poverty.



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Section 1

Postwar America

The Truman and Eisenhower administrations lead the nation to make social, economic, and political adjustments following World War II.

- what does US do now?

1946

WWII vets (men + women) are coming home

- 10 mil

- Now their home what do they do?



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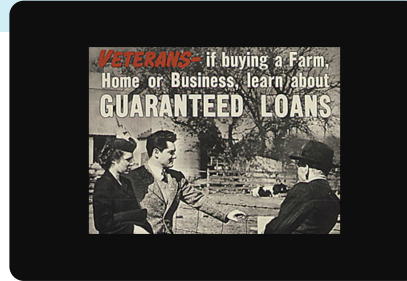
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Section 1

Postwar America

Readjustment and Recovery



The Impact of the GI Bill

- 1944 **GI Bill of Rights** eases veterans' return to civilian life
- Pays partial tuition, unemployment benefits; provides loans

low Interest

Housing Crisis

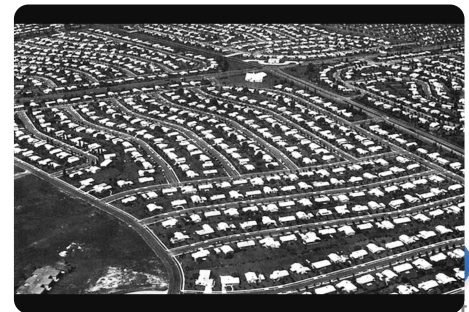
- 10 million returning veterans face housing shortage
- Developers use assembly-line methods to mass-produce houses
- Build **suburbs**—small residential communities around cities

Levittowns
↓
Suburbia

William boasted about building a house every 16 min.

7,000 Avg. House Cost

Suburbia = American Dream
- white picket fence
- 2 cars



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Section 1

Readjustment and Recovery {continued}

Redefining the Family

- Tensions from changed gender roles during war increase divorce rate

— Independent women during 20, 30, & 40

Economic Readjustment - War to peace economy

- Over 1 million defense workers laid off; wages drop for many workers
- Price controls end; 25% increase in cost of scarce consumer goods
- Congress reestablishes price, wage, rent controls

↓ Women were breadwinners

- Govt. Power

Auto, houses, household appliances

Remarkable Recovery

- People have savings, service pay, war bonds; buy goods long missed
- Cold War keeps defense spending up; foreign aid creates markets

↓ Marshall Plan

Effect = more people to buy Am. goods



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Chapter 19

Section 1

Meeting Economic Challenges

President Truman's Inheritance

- **Harry S. Truman** can make difficult decisions, take responsibility

Truman Faces Strikes

- 1946, higher prices, lower wages lead 4.5 million to strike
- Truman seizes mines, threatens to take over railroads
- Threatens to draft workers; unions give in

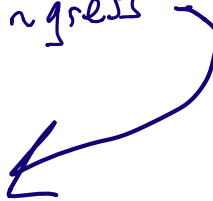
Also ties into
Red Scare = Unions
against
Capitalism

“Had Enough?” * Powerful President B/c FDR = 22nd Amend.

- Republicans win Senate, House; ignore Truman's domestic policy
- Congress passes Taft-Hartley Act overturns many union rights during New Deal

* Closed Shops Illegal

Rep have Congress



FDR dies 1945



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Chapter 19

Section 1

Social Unrest Persists

Truman Supports Civil Rights

- African Americans, especially veterans, demand rights as citizens
- Think measures violate respect for personal rights, property

used executive order to pass

— integrates armed forces; ends discrimination in government hiring

Blacks join whites

Executive order 9981

The 1948 Election

- Southern Democrats — **Dixiecrats** — protest civil rights, form own party
- Truman calls special session; asks Congress for social legislation
- Congress refuses; Truman goes on "whistlestop campaign"

know this

Thomas Dewey vs Truman
NY

Truman won

Do nothing Rep. Congress



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Continued...



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Chapter 19

Section 1

Social Unrest Persists *{continued}*

Stunning Upset

- Truman defeats Thomas E. Dewey in close political upset
- Democrats regain control of Congress, lose some Southern states

The Fair Deal

— Extended New Deal

- Truman's **Fair Deal** is ambitious economic program, includes:
 - higher minimum wage, flood control projects, low-income housing
- Congress passes parts of Fair Deal

40¢ to 75¢



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Chapter 19

Section 1

Republicans Take the Middle Road

I Like Ike!

- Truman's approval rating drops over Korean War, McCarthyism
 - decides not to run for reelection
- Gen. Dwight D. Eisenhower runs against IL governor Adlai Stevenson
- Newspapers accuse VP candidate Richard M. Nixon of corruption
 - defends self in televised "Checkers speech"
- Eisenhower wins; Republicans narrowly take Congress

Containment - weak Comm. Policy



E wins 1952

1954 - Brown vs Board of Ed
- public schools integrate

1955 - Rosa Parks
spark to
CR Move.

Continued...



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Chapter 19

Section 1

Republicans Take the Middle Road *{continued}*

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



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Chapter 19

Section 2

The American Dream in the Fifties

During the 1950s, the economy booms, and many Americans enjoy material comfort.



Question

What is your definition of the American Dream?



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Section 2

The American Dream in the Fifties

The Organization and the Organization Man

Employment in the U.S.

- By 1956, majority of Americans not in blue-collar (industrial) jobs
- More in higher-paying, white-collar (office, professional) positions
- Many in services, like sales, advertising, insurance, communications

↓
Huge

Conglomerates

- **Conglomerates**—corporation that owns smaller, unrelated companies
- Diversify to protect from downturns in individual industries



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Section 2

The Organization and the Organization Man *{continued}*



Franchises

McDonalds

- **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 - *Business puppets*

- 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

No creative thinking, rebels, or challenging the corp'd. boat



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Section-2

The Suburban Lifestyle

The Baby Boom

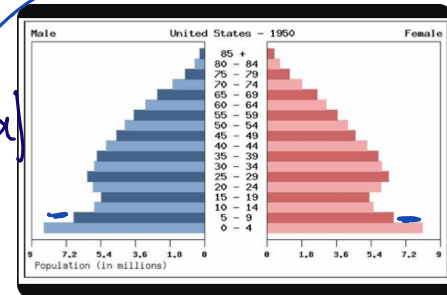
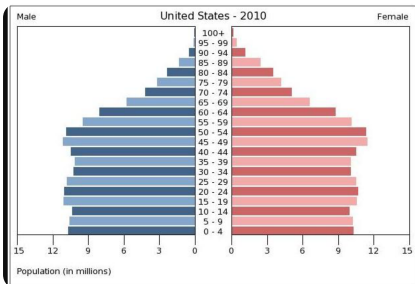
- 1950s, 85% of new homes built in suburbs
- 1945–1965 **baby boom**—soaring birth rate after soldiers return

Avg Per Family
1955 - 2.3
2015 - 1.8

Advances in Medicine and Childcare

- New drugs fight, prevent childhood diseases
- **Dr. Jonas Salk** develops vaccine for poliomyelitis = Polio
- Pediatrician Dr. Benjamin Spock writes popular guide for parents
- Baby boom impacts economy, educational system

Who will pay for us?



↓
we (me included)
can't pay for
the baby boomers



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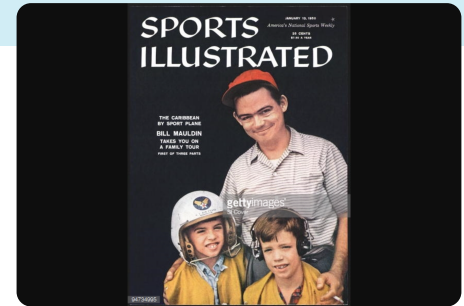


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Chapter 19

Section-2

The Suburban Lifestyle *{continued}*



Women's Roles

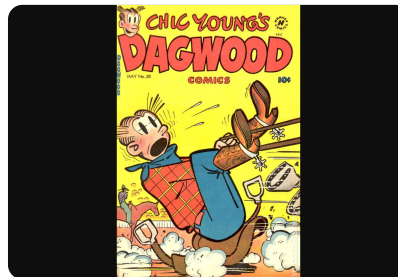
- Magazines, TV, movies glorify role of homemaker, mother
- Over 1/5 of suburban wives dissatisfied with their lives → *lost freedom*
- 1960, 40% mothers work; limited opportunities, less pay than men

Leisure in the Fifties

- Shorter work week, paid vacation, labor-saving devices free up time
- People have time for recreational activities, spectator sports
- Book, magazine, comic book sales climb rapidly

*Fridge
Microwave
Cars
Wash*

*Baseball
Bowling*



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Chapter 19

Section-2

The Automobile Culture

Automania

- Cheap, plentiful gas, easy credit, advertising increase car sales
- No public transit in suburbs; cars necessary - creates Suburbia + Levittowns



The Interstate Highway System

↓ Bad = pollution
= Crowded Roadways

- Local, state roads link cities, suburbs to schools, shops, work
- Interstate Highway Act — nationwide highway network unites country - Hwy 55
- Highways enable long-haul trucking, new towns, family vacations
- Towns near highways prosper; those near older, smaller roads decline

Test *

W



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Continued...



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Chapter 19

Section-2

The Automobile Culture {continued}

Mobility Takes Its Toll - *Effect of Auto*

- 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

Helps create Teenagers



= creates slums



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Chapter 19

Section-2

Consumerism Unbound

New Products

- 60% of Americans in middle class; twice as many as before WW II
- **Consumerism** (buying material goods) equated with success
- Numerous new products appear on market in response to demand

keeping up
with the
Joneses

Planned Obsolescence

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

obsolete

Ex. Update to iPhone 7 when your 6 works great

iPad



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Continued...



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Chapter 19

Section-2

Consumerism Unbound *{continued}*

Buy Now, Pay Later

- Credit purchases, credit cards, installments extend payment period
- Private debt grows; consumers confident of future prosperity



The Advertising Age

- Most people have satisfied basic needs; ads encourage extra spending
- Psychological appeals in ads lure consumers to particular products
- Ads appear in all media; television emerges as powerful new tool



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Section-3

Popular Culture

Mainstream Americans, as well as the nation's subcultures, embrace new forms of entertainment during the 1950s.



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Section-3

Popular Culture

New Era of the Mass Media



The Rise of Television

- 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 — Govt. Agency

- By 1956, FCC allows 500 stations to broadcast
- Programs: comedies, news, dramas, variety shows, children's shows
- Lifestyle changes: TV Guide is popular magazine; TV dinners

Family all around TV

1948 - 90% 1950 - 55% 1960 - 90%



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Section-3

New Era of the Mass Media *{continued}*

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

white TV
Omitted
↓
1. poverty
2. diversity
3. Civil rights

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

↓
All around
you



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Section-3

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



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African Americans and Rock 'n' Roll

Rock 'n' Roll

- Black musicians add electric instruments to blues—rhythm and blues
- **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

- May corrupt teenagers

*Elvis
Chuck Berry*



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Chapter 19

Section-3

African Americans and Rock 'n' Roll *{continued}*

The Racial Gap

- African-American singers like Nat “King” Cole, Lena Horne popular
- Many black artists play **jazz**, music characterized by improvisation
- African-American shows mostly broadcast on black radio stations
 - content, advertising target black audiences
- Important to black audiences with fewer TV sets, no presence on TV



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Chapter 19

Section-4

The Other America

Amidst the prosperity of the 1950s, millions of Americans live in poverty.



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Section-4

The Other America

The Urban Poor

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 - Effect of Suburbs
- Cities can no longer afford to maintain or improve:
 - schools, public transportation, police and fire departments

Poverty level

1959 = \$ 2,973

2016 = \$ 24,000

} household
of
4



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Continued...



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Chapter 19

Section-4

The Urban Poor {continued}

Cause = White Flight
↓
Suburbia

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



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Chapter 19

Section-4

Poverty Leads to Activism

Mexicans Seek Employment

- Many Southwest Mexicans become U.S. citizens after Mexican War
- 1942–47, Mexican **braceros** hired hands, allowed into U.S. to work
- After war, many remain illegally; many others enter to look for work

The Longoria Incident

- Undertaker refuses funeral services to Felix Longoria, WW II veteran
- Outraged Mexican-American veterans organize G.I. Forum
- Unity League of CA registers voters, promotes responsive candidates



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Chapter 19

Section-4

Poverty Leads to Activism {continued}

Native Americans Continue their Struggle

- During Depression, U.S. policy of Native American autonomy
- National Congress of American Indians: civil rights, maintain customs
- U.S. stops family allotments, wages; outsiders take tribal lands

self-government
or
Freedom from
Control

same as
Whites

The Termination Policy

- **Termination policy** cuts economic support, gives land to individuals
- Bureau of Indian Affairs helps resettlement in cities
- Termination policy is a failure; abandoned in 1963

- Indians



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Int
End