

What does it mean to conform? What are the benefits of conformity? _____

A New _____

- _____ - as the new "normal"
 - _____ of WWII
 - Fears of communist infiltration
 - Conformity = unity
- _____
- Nuclear Family\
- Ideal, not necessarily reality

The Affluent Society

- Average _____ between 1940-60
- _____ ownership increases (_____)
- Americans _____ and service jobs
- _____, mostly _____
 - Most prevalent in _____
 - "_____ Flight"
- Racial _____ was prominent
 - Discrimination in _____, housing, and _____ (only earned an average ___% of what whites earned)

"The _____ Stops Here" – Harry S. Truman

Labor Issues

- Labor unrest post-WWII
 - _____ agreements void – (_____)
- Taft-Hartley Act: _____ the activities and power of labor _____
 - _____ by Truman; overridden by Congress _____
 - Called "Slave labor bill" by critics
- The _____ (AKA: GI Bill, 1944): Provided a range of benefits for returning _____
 - Low-cost mortgages & _____, college/vocational _____, _____ compensation
- Executive Order 9981: _____ in the _____ and eventually led to the desegregation of the armed services

Truman's _____ Deal

"Every segment of our population, and every individual, has a right to expect from his government a fair deal."

--President Truman, 1949 State of the Union Address

- Plan focused on _____, health, welfare, labor, education, housing, veterans, and agriculture
- _____ to education
- Tax cuts for low-income earners
- Abolition of _____ and an anti-lynching law
- Farm-aid programs
- Increased _____
- New TVA-style public works projects
- New Department of Welfare
- _____ of the Taft-Hartley Act
- Increase in the minimum wage from _____/hr.
- Universal health insurance
- _____ Social Security coverage

Election of 1952

- Truman _____ in 1952
- Dwight D. Eisenhower wins in a _____
 - Success in _____ invasion
 - Strict justice in liberation of concentration camps
 - Strong, competent leader
 - Took advantage of a new medium - _____.

1950s Republicanism

- Pro-_____
- Cut _____ programs
- Modest tax cuts
- Anti-_____
- _____ military spending

Election of 1956

- The 1956 election was a _____ of 1952
- Eisenhower wins in another landslide
 - Had _____ the Korean War
 - Nation was _____
 - Continued use of _____ – this time directed at: _____

The Culture of the Car

- Automobile _____
 - _____ no longer rationed
 - National affluence
- _____ doubles from 1951-1958
- Created a new _____ businesses (e.g. drive-thru's)
- **Federal Highway Act:** Authorized the construction of 41,000 miles of the _____
 - Largest _____ project to that time
 - Paid for by new _____ on fuel, rubber, and automobile purchases
- Purpose was to _____
 - More _____ distribution of goods
 - _____ and urban sprawl
 - Speed/ease of travel
 - New road _____

Even Numbered Highways-_____

Odd Numbered Highways-_____

Route 66

- Route 66 (AKA: Main Street USA and the Mother Road)
 - Ran from _____
 - Only _____ route linking east and west before the Interstate Highway System
- The road _____ along the route
 - Communities relied on _____ to support their economy
 - Quirky shops, _____, hotels, and attractions dotted along the way – _____ was part of the trip itself

The 1950s Workplace

- Chain store: Stores share a brand and central management; have standardized business practices
- Franchise: A supplier allows an operator to use the supplier's trademark in return for a fee.
 - Uniformity- (_____)
 - Consistency-(_____)
- "The Organization/Company Man": A man _____ to his company
 - His identity and worth is directly linked to the company, its _____, and its success
 - *The Man in the Gray Flannel Suit*, by Sloan Wilson (1956) – showed the secret discontentment of American businessmen
 - Ask me about Betty Friedan, baby!

Post War Consumerism

- Fordism
- Consumerism
- "_____"
- More wealth = more _____
- Consumer and household items
 - _____
- Highly influenced by _____ and _____ advertising