

## Chapter 15

Colleges had a Veteran's Village, people like Ken Baker, wife Laura, daughter, not as good as senior vets, but good enough

**GI Bill of Rights** – ease transition from military to civilian life, provided financial aide for education/housing/small business

**Demobilization** – dismantling of the war machine

After war, people wanted cars, electronics, goods

Switch from war to peace production. Automobile industry soared, TV's, 75% had a car, 87 had a TV,

**GNP – Gross National Product** – total value of a country's goods/services increased, 6% population, 50% goods

During war, many worked OT, gov had lid on prices. After war, no lid, prices rose, unions started protesting/striking

**Real income** – amt of income earned considering inflation, rose by 20% Advertising a huge industry

**Vance Packard** – The Hidden Persuaders – book about advertising techniques. Advertise other than what the product is

Much advertising on TV, not only sold stuff, but entertained. **Greatest wave of college building took place cuz of GI Bill**

**Cal State opened 7 campuses after war. Also offered low interest mortgages**, made buying homes easier, higher SOL

Many businesses merged after war, created **Conglomerates** – firms that had holdings in a variety of unrelated industries

White collar works had the chance to be promoted, not only training, but develop the corporate Image/beliefs

**C. Wright Mills** – critic that said that when white collar people get jobs, they sell their time, energy, and personality

Benefits were better at higher positions, but only for white males. Females low pay jobs, minorities no high positions

Women got jobs as tellers, clerical work, telephone operators, etc. Recreational stuff (bowling alleys, etc) needed workers

Workers in services outnumber those in manufacturing. **Plainville** – pseudonym for small rural community in SE MI

Small farms became big farms, large farm production cost lower, small ones can't compete, # of farms drop

Incomes for large farm owners soared, small farm owners sold land and moved to the city.

Cars are changing styles, **curb service/drive in's**. **Car hops** – waiters at these curb service, traveled on roller skates

**Highway Act of 1956** – Ike, built 41,000 miles of highways. People move to suburbs, Southwest US, CA.

**Levittown, Long Island**, named after **Levitt and Sons** who built it, planned community, later common suburb community

**Nelson Poynter** – Former GI, quoted in **Americas Remember the Home Front**

### Chapter 15-2

**Suburbia** – the area on the outskirts of city, away from noise/crime/pollution. 85% of all new houses was in suburbs

People wanted to get away from crime, congestion, prejudice. Middle class Americans, used cars for commute

Many suburbs had park, forest, woods, grove, or hill in their name, promised fresh air and green lawns.

GI Bill of Rights let vets buy homes, tax deduction for mortgage payments Levittown had 65,000, no African Americans

**The American Dream was conformity, same "cookie cutter" towns, everything the same, no individuality**

**Malvina Reynolds** – *Little Boxes*(Song). Song about everyone being the same

**Welcome Wagon** – community organization that provided info and offered gifts to new families from local stores

Religion resurfaced, as with bowling league, bridge clubs, little leagues. Hollywood's films had religious stuff in them,

such as **10 Commandments, Ben Hur**. Congress adds "**Under God**" to Pledge and "**In God We Trust**" to currency

**Billy Graham** – popular Protestant minister **Fulton J Sheen** – Roman Catholic Bishop – *Life is Worth Living* (TV)

Critics say churches downplay faith and emphasize comfort/security, post war society was family, not God

**Baby Boom** – the increase of birth rate Large families need large house, so construction/education boomed

**Togetherness** – by McCall's Magazine, Young married couples who wanted large family. Birth of 3<sup>rd</sup> child 2x, 4<sup>th</sup> 3x

In CA, new school complete every 7 days, but still short. They had after school programs, Girl Scouts, Brownies, Lt.

Leages

**Baby Boomers raised on Television** Programming liked old west, **Buffalo Bob, Lone Ranger, Hopalong Cassidy**

**Captain Video(Guard of Universe), Lassie, Rin Tin Tin, My Friend Flicka, Ding Dong School, Micky Mouse Club,**

**Captain Kangaroo, Kukla(Clown), Fran, Ollie(Dragon)**. Toys with television stars made money,

**Fess Parker** – portrayed **Davy Crockett**, The Theme song was the **Ballad of Davy Crockett**

Critics said TV was boring, mindless, useless. Polio a killer, sometimes **Iron Lungs** – big machines to help one breathe

**Jonas Salk** tests vaccine on himself, wife, 3 kids, works, huge nationwide test, **Sabin** creates oral version

**Dr. Spock** – Baby and Child Care. Theory that early experiences influence a kids whole life, only Bible sold more copies

Suggested that gov should pay mothers so they don't have to seek outside employment, motherhood a profession

Median age of marriage of women fell to 20, 60% of all between 18 – 24 were married. Women discouraged to go to

college

**John Cheever** – The Season of Divorce from The Stories of John Cheever. Women weren't carrier minded

Actresses **Day, Reynolds, Dee** were role models, the sweet, funny, innocent, wholesome, blond girls next door at home Shows like **Father Knows Best** and **Leave it to Beaver** reinforced idea. Our **Miss Brooks/Private Secretary** – single women trying to find husband. Women who didn't like this family role is mentally disordered, unfeminine **Betty Friedan** – The Feminine Mystique – The problem with no name, women in the home, but regulated in work force After War, give job to a vet, go home, but for those w/o money, women had to work. Female employment 4x of male Women with grown kids went to work, millions of clerical positions, but salary gap widened, 64% **Poodle Skirts** – fluffed skirts with layers of starched crinolines, Jeans with cuffs rolled up, **American Bandstand** – featured hit singers and teen fans dancing before the TV camera. Spread Urban Rock Scene Teens hung loose in their **hula hoops**, **Checker's new dance**, **The Twist**, used Hula Hoops. **The Beats** – rebelling VS middle class life, haunted coffeehouses.

### Chapter 15-3

**El Barrio** – a section of NYC with high pop density, East Harlem. **Culture of Poverty** – the poor among the rich

**The Invisible Poor** – people moved away from cities, so the poor are concentrated/isolated, no one really cared

**Fortune Magazine** declared less than 1 million poor, and by 1970, none. **Time** Agreed.

**John Brooks** – writer that said that midtown Manhattan was populous during day, abandoned at night”

Poor had no political power. **Harrington** – The Other America –story of the Poor. **Lack not only money, but hope**

**The New Poor** – poverty during depression had national help/aide. Now, the same poverty doesn't

Poor caused by prejudice, technological unemployment. Hispanics, Natives, Appalachian whites, Elderly not covered by SS

Almost 1/2 of poor were kids, they grow up poor, their kids poor, cycle. **Appalachia** – App Mts, extremely poor

Much of the poverty in rural areas, tech replaced humans. Drove people to the cities, into the slums, poor there too

Government help made things worse, low cost housing had restrictions, if they made too much, get kicked out, large

families get priority, African Americans dealt with poverty and prejudice from **KKK**.

**James Baldwin** – Notes of a Native Son – Describes the slums of African Americans. Denied to all but low pay jobs

Hispanics, such as Puerto Ricans, had language barriers, couldn't find high pay jobs. Mexicans suffered same thing

However, Puerto Ricans were American Citizens, many Mexicans were not. Many migrant workers from Mexico, worked

here, didn't leave, **Operation Wetback** (Wetback because so many tried to swim the Rio Grande) – deported Mexicans

Native Americans – Gov adopted **Termination Policy** – **Indian Reorganization Act of 34** gave lands to tribal ownership

Wanted to terminate all federal services to tribes, wanted them to leave through **Voluntary Relocation Program**. Gave

them moving expenses, found them house/jobs,, temp living expenses. But, as people left, culture fell apart. **A Seminole**

**petition** to Ike said that Natives aren't superior, aren't inferior, but are different, and because different, pay the price

No political representation, **the most invisible of all groups**