**The Confident Years, 1953-1964**

**Lecture/Reading Notes 1 (p. 324-330)**

1. **A Decade of Affluence**
2. **What’s Good for General Motors**
3. **New Republicanism**

* Satisfied with postwar America, Eisenhower accepted much of the New Deal but saw \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* Eisenhower’s first secretary of defense, “Engine Charlie” Wilson, had headed General Motors. At his Senate confirmation hearing, he proclaimed, “For years, I thought what \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ was good for General Motors and vice versa.”

1. **The impact of a booming economy**

* Automobile production, on which \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, neared 8 million vehicles per year in the mid-1950s; less than \_\_\_\_\_\_\_\_\_ of new car sales were imports.
* Average wages rose faster than consumer prices in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ between 1953 and 1964.
* Industrial cities offered members of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ factory jobs at wages that could \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* However, there were never enough family-wage jobs for all of the African-American and Latino workers who continued to move to \_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ cities.
* To cut costs and accelerate Native American assimilation, Congress pushed the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ between 1954 and 1962.
* Termination cut thousands of Indians adrift from the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

1. **Reshaping Urban America**
2. **Urban Renewal**

* In 1954, Congress transformed the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ into \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* Cities used federal funds to replace to replace low-rent businesses and run-down housing on the fringes of their downtowns with new \_\_\_\_\_\_\_\_, civic centers, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, office towers, and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

1. **The Federal Highway Act of 1956**

* The Federal Highway Act of 1956 created a national system of Interstate and Defense Highways. The legislation wrapped a program to build \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of freeways in the language of the Cold War.
* Interstates \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of city-to-city travel. The highways promoted \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ at the expense of railroads.
* As with urban renewal, the bulldozers most often plowed through \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_\_ neighborhoods.

1. **Comfort on Credit**
2. **The rise in consumer debt**

* The 1930s had taught Americans to \_\_\_\_\_\_\_\_\_\_\_\_\_\_. The 1950s taught them to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* Families financed their new houses with \_\_\_\_\_\_\_\_\_\_\_\_\_ FHA mortgages and \_\_\_\_\_\_\_\_\_\_\_\_\_ VA mortgages.
* The first large-scale suburban shopping center was \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, which assembled all the pieces of the full-grown mall.
* At the start of the 1970s, the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Visa, MasterCard) made shopping even easier.

1. **High-intensity consumption and entertainment environments**

* More extreme than the mall were entirely new environments for high-intensity consumption and entertainment that appeared in the Southwest, such as \_\_\_\_\_\_\_\_\_\_\_\_\_ with its \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* Opening in \_\_\_\_\_\_\_\_\_\_\_\_\_\_, California, in 1955, \_\_\_\_\_\_\_\_\_\_\_\_\_\_ was safe and artificial – a never-ending state fair without the smells and dust.

1. **The New Fifties Family**

* Prosperity allowed children to finish school and young adults to marry right after high school. Young women faced strong social pressure to pursue \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* Strong families, said experts, defended against Communism by teaching \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* By 1960, fully \_\_\_\_\_\_\_\_\_\_\_\_\_ of households had television sets. Popular entertainment was now in the privacy of the home, rather than \_\_\_\_\_\_\_\_\_\_\_.
* Magazines proclaimed that proper families maintained distinct roles for dad and mom, who was urged to find fulfillment in a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* By 1960, though, nearly \_\_\_\_\_\_\_\_\_\_\_\_\_\_ of all women held jobs, including \_\_\_\_\_\_\_\_\_\_\_\_\_\_ mothers with children under 17.

1. **Inventing Teenagers**

* Teenagers in the 1950s joined adults as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of movies, \_\_\_\_\_\_\_\_\_\_, and automobiles.
* Many cities matched their high schools to the social status of their students: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for middle-class neighborhoods, vocational and technical schools for future factory workers, and separate schools or tracks for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* All teenagers shared rock-and-roll, a new music of the mid-1950s that adapted the rhythm-and-blues of \_\_\_\_\_\_\_\_\_\_\_\_\_ for a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

1. **Turning to Religion**
2. **The resurgence of evangelical Christianity**

* Leaders from Dwight Eisenhower to FBI Director J. Edgar Hoover advocated churchgoing as an antidote for Communism. Regular church attendance grew from \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of the population in 1940 to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in 1960.
* During the 1950s, the theologically and socially conservative \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_ became the largest Protestant denomination.
* \_\_\_\_\_\_\_\_\_\_\_ was a pioneer in the resurgence of evangelical Christianity that stressed an individual approach to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

1. **Growth of African American churches**

* African-American churches were \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ as well as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* Black congregations in Northern cities swelled in the postwar years and often supported extensive \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* In Southern cities, churches were centers for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and training grounds for the emerging \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

1. **The Gospel of Prosperity**

* Writers and intellectuals often marveled at the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of Eisenhower’s America.
* Officially, the American message was that \_\_\_\_\_\_\_\_\_\_\_\_ was a natural by-product of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* Vice President Richard Nixon claimed the “most important thing” for Americans was “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_”: “We have so many different manufacturers and many different kinds of washing machines so that the housewives have a choice.”

1. **The Underside of Affluence**
2. **Michael Harrington’s The Other America (1962)**

* Michael Harrington wrote *The Other America* (1962) to remind Americans about the “underdeveloped nation” of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ poor people who had missed the last two decades of prosperity.

1. **C. Wright Mills’ The Power Elite (1956)**

* The Power Elite (1956) described an interlocking alliance of \_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and \_\_\_\_\_\_\_\_\_\_\_\_\_. The losers in a permanent war economy, said Mills, were economic and political democracy.

1. **David Riesman**

* Other critics targeted the alienating effects of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of homogeneous suburbs.
* Sociologist David Riesman saw suburbia as the home of “other-directed” individuals who \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

1. **The Housing Act of 1949Betty Friedan’s The Feminine Mystique**

* In 1963, Betty Friedan’s book *The Feminine Mystique* followed numerous articles in *McCall’s*, *Redbook*, and the *Ladies’ Home Journal* about the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ who were expected to find total satisfaction in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.