

Chapter 28 - The Affluent Society

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Period 4
03/15/21

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"The Economic Miracle"

I. Sources of Economic Growth

- Govt spending cont. ↑ (VA, school, welf, housing, W AR (Korean))
- Suburban growth 50% in 1950s
- cars, construct. ↑
- Booming per-capita income (highest standard of living world)

II The Rise of the Modern West (vs)

- Rise during war/Dep, infrastructure, spending, schools
- Economic & Cultural independence from E
- Favorable climate in Sun Belt

III The New Economics

- Keynesian Economics & modern theory
- Unlimited Growth?

IV Capital & labor

- Corporate Consolidation (500 comp 50% income, defense)
- "Post-war Contract" → for no strikes/control/voice workers
- Unification of AFL & Congress industrial organization (CIO)
 - some corruption in Unions leadership
- Taft-Hartley Act caused little gains for Union sizes

The Explosion of Science & Technology

I. Medical Breakthroughs & life expect ↑

- Antibiotics development & stoner vaccines
- Penicillin popularized 1948!
- Salk Vaccine VS Polio! 1955

II Pesticides

- DDT (long-term side-effect) solved malaria
- Harmless to humans...

III Postwar Electronics Research

A. Television late 1950s

B. Transistors, integrated circuits (smaller)

C. UNIVAC, first comp calc numbers 1950 early

IV Bombs, Rockets, & Missiles

A. Hydrogen bomb 1952, Soviet later

B. Missile research by German Scientists

1. ICBM 1960

V A Space Program

A. Shock of Soviet Sputnik

B. Space Race over 1960s

C. Apollo Program! 1969 Success

1. failure after (Space Shuttle)

People of Plenty

I The Consumer Culture

A. Availability, credit, easy pay = BOOM

B. "Consumer crazes" (fidget spinners) (mickey mouse)

II The Landscape & the Automobile

A. Interstate Highways (1956-present) (40k mil)

1. The Car Country

2. Motels, gas boom cities, drive-in theaters

III The Suburban Nation

A. "Levi t-town", cheap, cul-de-sac houses

1. young war couples - GI Bill

2. tree less, 10k, large

B. Whites only! (sim community type)

C. "Prevailing Gender Roles Reinforced"

D. Dr. Benjamin Spock child theories

1. parent based on child

2. mom main influence, later changed mind.

IV The Birth of Television (1946-ish)

A. Exponential growth - 40 mil by 1957

B. Social Consequences of TV:

1. News, athletic events SPORTS!

2. Entertainment monopolies

C. Homogenizing Message

1. alienated minorities

V Travel, Outdoor Recreation, & Environmentalism

A. National Parks  US

1. Echo Park woke public to stop dam

B. Sierra Club reborn into Environmentalism

VI Organised Society & its Detractors

A. Growth of Bureaucracy & White-collar office workers > Blue-collar

B. ↑ Uni & Specialized Edu

C. The Organizational Man > The self-reliant man

VII The Beats & Restless Culture of Youth

A. The Beat Generation's Middle Class Critiques

1. hate bureaucracy, mid class conformity

2. Youth expected to be ~~perfect~~, too many obstacles

B. Rebelliousness

VIII Rock 'n' Roll

A. Elvis Presley

B. Black roots in the blues

1. white (slight) accept of black musicians

2. Black bands thrived

C. Record sales BOOM

1. "Payola" Scandal

The "Other" AMERICA

I On the Margins of the Affluent Society

A. The Other America, Poverty (1/5 US)

B. Persistent Poverty

1. most people recently poverty
2. volatile job market
3. minorities worse-off

C. System failed vs forever growth

II Rural Poverty

A. Declining Agricultural Prices (surplus)

1. smaller % of US wealth

2. minority sharecroppers fell further

B. Coal ↓, etc.

III The Inner Cities

A. Black Urban Migration (Ghettos)

1. + Mexicans, Latin Americans,

B. Inner city poverty, Why? Many arguments

1. Racism, barriers advancements

2. no unskilled jobs

C. "Urban Renewal" targeted the poor

The Rise of the Civil Rights Movement

I The Brown Decision & "Massive Resistance"

A. Brown V Board of Edu!

B. "Separate but equal" overturned!

1. said to desegregate but not when

C. "Massive Resistance" in South

1. SC didn't ban placing kids on "segregation"

D. Little Rock was forced by Feds (Eisenhower)

II The Expanding Movement

A. Rosa Parks refused!

B. MLK & Montgomery Bus Boycott

1. beau orator & leader

2. success in bus disc in pub transp

C. MLK's Strategy (Ghandhi)

1. Peaceful protests moved the nation

2. Pressure from N libs & aff

D. The Second Reconstruction

1. deseg of armies & fed workforce

2. Civil Rights Act (weak) passed in Dem cong

3. Blacks prominent in sports 1950s

III Causes of the Civil Rights Movement

A. Legacy of WW2 (1 mil black servicemen)

B. Growth Urban, Black, Middle Class

1. educators, minist, profess, HBCU

C. Televis reminded AF of discrimination

Eisenhower Republicanism

II "What was good for . . . General Motors"

A. Business Leader's New Outlook

1. liked Keynesian Economics (good for bus)

2. appointed to Repub Cabinet

B. good country = good for GM

C. supported private bus, reduced gov spend through depression

D. 1 bill \$ surplus 1960

II The Survival of the Welfare State

A. Federal Highway Act of 1956 (40k\$) (trust fund)

B. SS extended, popular

C. Dems controlled Congress 60s-70s forever

III The Decline of McCarthyism

A. 1954 crusade V comm faced opposition

1. army, Even Eisenhower scared of McCarthy

B. Army-McCarthy hearings (he acted terrible)

1. McCarthy expelled from congress & kims

Eisenhower, Dulles, & the Cold War

I Dulles & "Massive Retaliation"

A. Sec of State Dulles wanted "liberation" against Communism

B. Econ benefits of "Massive Retaliation"

II France, America, & Vietnam

A. immediately after Korea → communist rebellion in Vietnam

B. Dien Bien Phu lead nationalists as comm

C. Eisen didn't want Vietnam repeat - "NO FIGHT"

III Cold War Crises

A. Recognised Israel, then Arab-Israeli Wars

B. Suez Crisis 1956

C. Fidel Castro started Com Cuba 1959

1. Ally to Soviet 1961, blocked by US

IV Europe & Soviet Union

A. Hungarian Revolution of 1956

1. Brutal crush by Soviets

B. Berlin Airlift

V U2 Crisis

A. U2 broke up over Soviet Union 1960

B. Restraint by Eisen

1. did increase tensions lit bit

C. Warned of Military-Industrial complex & unwanted influence

1. then left

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A. "Good for all" (not) era (American Century)

1. lots of wealth, but racial/econ inequality

B. "Tyrant left in Europe" - Churchill

C. Kinda Nice Economic System

1. little jobs for incoming Veterans

2. GI Bill → Fantastic for veterans (Education, Benefits)

3. Unprecedented prosperity (war materials → econ goods)

a. house building & construction boom

b. savings put into economy

4. Baby Boom

D. Inequality Everywhere (1 mil black US in War)

1. discrimination cont.

2. First black in MLB (now...)

E. World sentiment

1. Japan/Germany destroyed & pounded to dust

2. US can't lose, world security go USA - Americans

3. other allies won, but humiliated (Soviets)

F. Broken Germany

1. Split U.S.S.R./West Germ/Berl

2. Berlin Firleft when Soviet blocked

G. Losses to USSR Russia

1. China falls to Communism

2. Soviets develop nuclear & atom bombs soon after US

3. Korean War ends in Stalemates

4. Soviets send satellite (1st), soviet supremacy?

H. The Red Scare (Spies & Commies everywhere!!)

1. McCarthy's personal gain

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03/17/2021

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The Red Scare & McCarthy

I All people can be communist

- A. Went after Hollywood first
- B. Either plead fifth (look commie) or
- C. McCarthy will twist words (no one likes)

II Television

- A. Eisenhower & Nixon used for politic gain
- B. ↳ got public's sympathy

Onset of War

I. Interpretation of Origins

- A. Traditional: Soviet expansion & desire spread comm.
- B. Revisionists: U.S. threatened Soviets into Cold War
- C. Rival Interests: made CW inevitable (oil, access water, ect)

II Potsdam Truman V. Stalin

III NSC-68 April 1950

- A. strat for CW policy
- B. US "Freedom" v Sov "Slavery"
- C. defence ↑ (offence)
- D. "Military Industrial Complex"

IV Election of 1948

- A. Truman runs on New Deal cont ✓ (Democratic)
- B. "Do-Nothing Congress" & Dewey Daring (R)
- C. Dems fractured (3) (states right, progressive) but win anyway
- D. Dems abandoned the Southern Vote for Civil Rights

II Economic Theory (Keynesian)

- A. Spend during recession, save during boom
- B. Unlimited growth ??!!? GNP ↑
- C. linked to demand changes in world
- D. GI Bill for edu & loans

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03/19/2021

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A. The Fair Deal

1. "Second bill of rights" New Deal cont.
2. SS expansion, repeal Taft-Hartley Act (pub house)
3. ect. more lib dreams,
4. mostly failed

B. The Korean War

1. UN vs Korea/China
2. Unwntd bombing notes (against McArthur)
3. Stalemate
4. Economic boost.

C. US-Asia alliances

1. Japanese Bases & Security Pact Asian
2. Bases in middle east
3. French aid in retaking Indochina

D. US opposes Comm [everywhere]

E. Military-Industrial Complex - Eisenhower

F. Taft-Hartley Act ("slave-labor bill" - Truman)

1. Veto overridden
2. Anti-Union bill stopped union growth
3. took away Union rights (forced them to play with anti-comm)
4. took away union donation rights
5. forced Union to oust comms & be anti-communists

G. House Committee on Un-American Activities

1. "the Crucible" Imao
2. "The Hollywood Ten" plead the fifth
3. first Nazis & fascists \Rightarrow commies

H. Alger Hiss (State \rightarrow Spy?)

1. organized UN - Spy
2. Nixon hated on & became popular