II. The "success" of the system muted most criticism, and muting criticism was part of the system, however, there was clearly a dark side- reality, or equal opportunity

1. Michael Harrington wrote a book at the end of the 50s called The Other

America, which discovered poverty in the Appalachias

1. However, the poverty rate was quite high, 25%,

1 out 4 persons were below poverty level in mid-

50s

2. poverty rate for children was 1 out 3 or 33%

3. 60% of aged had incomes below $1000 a year

4. no social programs as safety nets, food stamps, Medicaid

B. No racial equality - blacks were excluded from the American dream

1. US was legally segregated until 1954 following

Plessy vs Ferguson 1897

2. Brown vs Board of Ed in 1954 ruled segregation

unequal and unjust but not in suburbs, "deliberate

speed"

3. Private developers like Levit excluded blacks

4. Govt endorsed "restrictive covenants" for FHA loans,

exclude Jews and Blacks from loans

5. Banks and insurance companies "redlined"

6. high unemployment and job segregation kept wages low for blacks and

poverty high

7. black women were no June Cleaver's almost half

worked outside the home

C. A new social environment opposite of suburb- the urban ghetto

1. black migration to north as agriculture automated

to get semi-skilled and un-skilled jobs in industry

2. about 2/3 of 10 million blacks and millions of poor

whites moved north to urban area

3. middle class and upper middle class whites moved to

suburbs, businesses eventually moved

a. lost tax base, property, business, sales

b. lost jobs

c. resources to suburbs and superhighways

i. no money to mass transit and destroyed

ii. schools, hospitals, housing deteriorate

4. lack of jobs, tax base and resources create ghetto

G. Social roles and conformism-- women

1. women had made a great deal of progress in

both employment and education opportunity, prior

to the depression, majority of states had laws prohibiting

the hiring of married women

2. women entered labor force in Depression for

second income, but then during WWII were

hired in large numbers for jobs to which they had no

access, airplane and auto construction

3. after the War they were "encouraged" to leave to

take up their newly defined social roles

a.2 million women lost their jobs within two years

of the end of WWII

b. those that remained found their jobs downgraded

that they were put on the slow track to no where

wages feel from 66% of mens to 53% in just a few

years

c. fewer women doctors and lawyers than two

decades before, women went to college to find a man

4. the mass media, women's magazines and television created this new

norm - norms and deviance

a. “the independent woman is a contradiction in term”

b. “women are first line of defense against communism”

c. sexual freedom is subversive and perhaps pro communist

d. women's employment "symbolic castration"

e. failure to bear children "quasi-perversion"

f. abuse wife - masochist who provokes her husband

g. incest-- sexual delinquency

Halberstam: "A postwar definitions of femininity evolved. To be feminine, the American woman first and foremost did not work. If she did, that made her competitive with men, which made her hard and aggressive and almost surely doomed to loneliness. Instead, she devotedly raised her family, supported her husband, kept her house spotless and efficient, got dinner ready on time, and remained attractive and optimistic; each hair in place.”

5. women's magazines Ladies Home Journal, Redbook,

McCall's, and Mademoiselle provided the 'corporate"

guidance for this new lifestyle

6. If women did not feel happy or fulfilled they were

encouraged to believe it was their fault.

a. many women especially unhappy and depressed, tranquilizers were developed mainly for what was perceived by the medical profession as women's problems, non-existent in 1955, 462.000 lbs in 1958, 1.5 million lbs in 1958. Even popular culture talked about women being trapped

b. electroshock therapy to get their mind right

J. Conformism - norms, deviance, and social roles

1. the development of white collar jobs in large

corporate institutions demand conformity

a. appearance, behavior, and thought

b. loyalty and being a team player

c. most important to learn all signals and cues and

share all attitudes and prejudices of those above

d. wife's also acted in expected ways

e. *Man in a Grey Flannel Suit*

2. men should get married, how else would one be

happy or fulfilled, single man is gay

"Men still single in their thirties were considered suspect by many employers while homosexuality was a criminal offense that was said to sap the moral fiber of the individual and the nation. Indeed, the anti-communist movement of the postwar years engendered a wave of officially sponsored homophobia, and the persecution of male and female "perverts" became more intense than ever before. The FBI mounted an all-out effort to discover the personal sexual habits of those under suspicion of subversive behavior. Gay-baiting rivaled Red-baiting in its ferocity, destroying careers, encouraging harassment, and forcing those who "confessed their guilt" to name others with who they associated." WBA 521

K. Cocooning -- isolated suburbs from reality of world, but also from ugly

realities behind the doors, sexual abuse, violence, drug use, child abuse, and

spousal abuse, p35

L. Production-advertising-consumption

1. consuming is right and duty

2. depoliticizes polity

3. campaigning becomes advertising "The Selling of the Presidency"

M. Environment - infinitely abundant, land without limits