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The Americans Worksheet Answers

U.S. History
CHAPTER 27: "The Postwar Boom"
Section 2: The American Dream in the Fifties
One American Story: (no longer added)
The Organization and the Organization Man
More people worked in white-collar jobs
Conformity
Conglomerate: a major corporation that includes a number of smaller companies in unrelated industries
Investments in unrelated businesses to prevent their failure
Franchise
Franchise: a company that offers similar products or services in many locations (i.e. McDonalds)
Ray Kroc bought the franchise rights to McDonalds and built more of them
Social Conformity
Success in business world | loss of creative thinking and individuality
Conformity replaced individuality
The Suburban Lifestyle
Conformity = American Dream
Able to afford new appliances
The Baby Boom
Removal of husbands and wives after WWII = decreasing marriage age = want for large families | the baby boom
Baby boom: unprecedented population explosion between the late 1940s and 1960's
Baby boom | Toy = education industries get \$\$\$ | booming economy
Advances in Medicine and Childcare
Dr. Jonas Salk: developed the polio vaccine
Women's Roles
Women = homemaker housewife
1/5 wives disagreed with women's role
Woman's job: secretary, nurse, teacher
Paid less than men
Respected less than men
Leisure in the Fifties
New appliances | more leisure time: sports, activities, reading
The Automobile Culture
War | abundance in petroleum = gas for cars
Most Americans bought cars

Notes taken from, *The Americans*, by McDougal Littell