Preread:

- Read the Chapter Title and all of page 838:
  - ***What was Nixon’s main point in his Kitchen Debate with Krushchev?***

- Look at the Big Idea on page 838- It will give you a frame of reference for the Chapter
  - ****What symbolism is shown on page 839? How did it represent this era?****

Read: Now read the chapter start to finish without stopping or writing. Just read it! As you read you should mentally be:

- Questioning ideas
- Clarifying concepts
- Summarizing information
- Predicting next steps

Post Reading: Answer the following questions

Postwar Prosperity and the Affluent Society:
Describe what happened at Bretton-Woods=

- World Bank:

- IMF:

- What did these two and the Tariff Agreement accomplish that helped America?

How had the defense industry change between 1935 and 1950?

- What did Eisenhower warn of the Military Industrial Complex?

- Did this help with technological advances?

How did the Soviet’s launching of Sputnik change America?

- NDEA=
What was the affect of the increase of huge corporations and **White-Collar** Armies:

What was happening to **GDP** and real income for families from 1945-1970?

What did Galbraith warn of however in *The Affluent Society*?

With all of this new wealth, what did Americans feel like they had to do?

What is the synthesis of this to the 1920’s?

Describe how the **GI Bill of Rights** was “the most important educational and social transformation in American History”:

What did this do to homeownership?

Explain how **collective bargaining and trade unions** helped fuel this consumer period:

What types of items were part of the **Consumer revolution** of the 1950’s?

How did the **Baby Boomers** affect this consumption?

Why did **television** explode on the scene so quickly?

- How did TV change the world of advertisement?

- What was the view of America that most late 50’s shows took?

What were the different parts of “**Teenager Culture**”:

- Why was **rebellion** a big part of this? Could they connect with their parents? Has this changed?

Why was **Elvis** Presley the King?

How did **Beats** rebel against conforming to society?
How did **Billy Graham** represent the new movement towards religion?

Why was the word “God” added to the Pledge of Allegiance and our money in the 50’s?

**The American Family in the Era of Containment:**
How did the idea of Containment apply to women and **domesticity** in the 50’s?

What were the causes of the **Baby Boom**?

1) 

2) 

Its impact?

1) 

2) 

**Jonas Salk:**

What was the advice of **Dr. Benjamin Spock**?

What transformations in women’s economic role took place in the 1950’s?

While not equal to men’s, how did women’s salary help families?

Why did **Alfred Kinsey’s** research startle America?

How was **Playboy** a shock to the system?

- Did it really represent American Men?