



DOMESTIC POLICY-U.S Harvard Case Solution & Analysis

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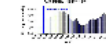


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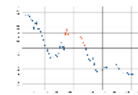
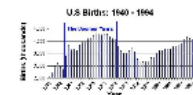
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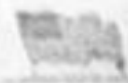


- **GI Bill** – provided loans to veterans to help them open business, go to college, or buy a house
- Election of 1948 – Truman (Dem) defeated Dewey (Rep) and Thurmond (Dixiecrat)
 - **Truman's Fair Deal** – increased minimum wage, extended Social Security and Nat. Housing Act, but Civil Rights and aid to farmers and schools did not pass through Congress
- **Baby Boom** – a period from 1945-1961 in which 65 million babies were born (1 every 7 sec)
 - Soldiers came home and started families while advertising promoted parenthood, pregnancy, and large families
 - In the 1950s many women went back home to be homemakers
- **"The Affluent Society"** was an **"economy of abundance"**; allowed a new standard of living
 - **White Collar** – jobs in sales and management
 - **Blue Collar** – jobs using physical labor
- **Franchises** – one person owns and runs one or several stores in a chain operation
 - Corporations often competed with one another and did not hire free thinking individuals who could criticize the company
- **Advertising became the fastest growing industry in the US**
- **Federal Highway Act (1956)** - \$25 billion to build 40,000 miles of Interstate Highways across the country over 10 years
- **Suburbs** – 85% of houses were built just outside of large cities; the suburbs offered a better environment for kids and less crime and congestion ("White Flight")
 - People bought luxury items (refrigerators, washing machines, AC, vacuums) and labor saving items (coffee makers, lawn mowers, and blenders)
- **Poverty Line** – a figure set to reflect the minimum income required to support a family (30 million below the line)
- **Urban Renewal (Gentrification)** – programs to tear down slums and build high rise buildings
 - African Americans made only 51% of what whites made
 - Hispanic Migrants were made to work long hours in fields with minimal pay
- Antibiotics battled infections and drugs combated arthritis, diabetes, and cancer
 - 1955 – **Dr. Salk created a vaccine for Polio**
- In 1946 TVs were black and white w/ only 7,000 in the US; in 1957 there were 40 million TV sets in the US
 - Radio shows now adapted to be TV shows (Bob Hope, Gunsmoke, Ed Sullivan, \$64,000 Question)
- **Rock-n-Roll – emerging in the 50s from African American blues, jazz, and rhythms**
 - **Elvis Presley** – became the 1st rock icon (King of Rock-n-Roll)
 - **Generation Gap** – the cultural separation between parents and their children



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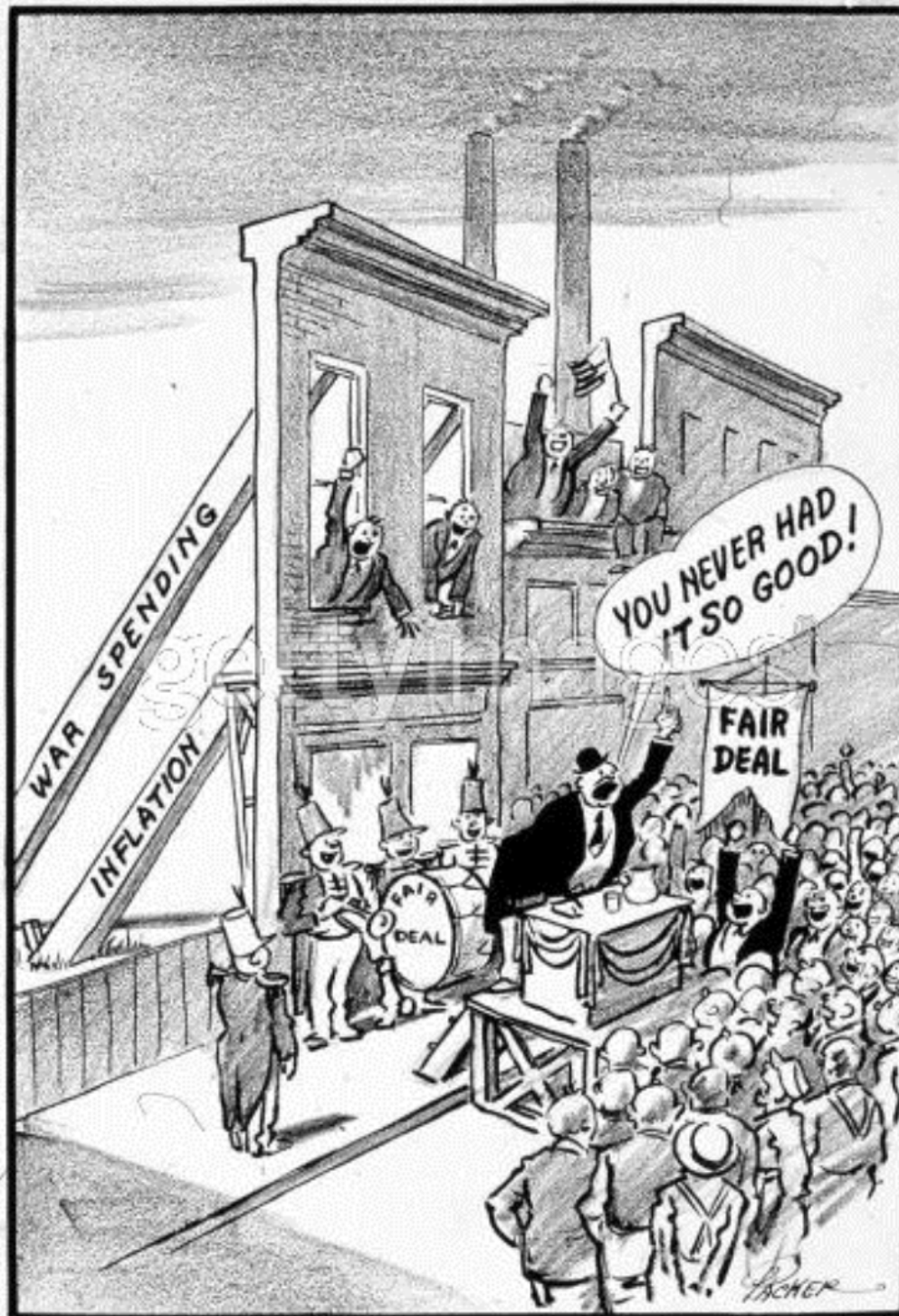
Chicago Daily Tribune

HOME

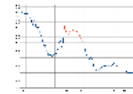
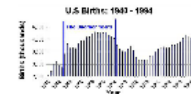
DEWEY DEFEATS TRUMAN

G.O.P. Sweep Indicated in State; Boyle Leads in City

REPUBLICAN TICKET AHEAD IN VOTE	RECORD CITY VOTE SEEN IN LATE TALLIES	BULLETIN IN ELECTING	POTL DED BACIN
<small>Truman-Lassen in West World for Attorney General in 1948-49 in 1948-49 in 1948-49 in 1948-49</small>	<small>Boyle in 1948-49 in 1948-49 in 1948-49 in 1948-49</small>	<small>Boyle in 1948-49 in 1948-49 in 1948-49 in 1948-49</small>	<small>Boyle in 1948-49 in 1948-49 in 1948-49 in 1948-49</small>



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