

**What doesn't kill you,  
makes you stronger**

**Wayne E. Sirmon**

**HI 202 – U. S. History**

***HI 202 – Work to be done....***

**Book Review Due – 17 APRIL – RIGHT NOW  
(-5 point/day late)**

**Article Review Three – Approval – 23 APRIL**

**Evaluation of Instructor – 29 APRIL**

**Article Review Three DUE – 1 MAY**

**Review Session - ?????? Monday ???**

**FINAL EXAM – Tuesday - 6 MAY@ 8 am**

## *HI 202 – Work to be done....*

### **“Hélène Berr, A Stolen Life”**

**9 a.m. to 5 p.m. on Mondays, Tuesdays, Wednesdays and Fridays;  
9 a.m. to 9 p.m. on Thursdays; 9 a.m. to 6 p.m. on Saturdays; and  
2 to 6 p.m. on Sundays.**



This exhibition is based on the Journal of Hélène Berr, a young Jewish French woman, whose promising future was cut short by Vichy laws and the extermination plan of the Nazis. Berr was 21 years old when she began writing her Journal. We follow her steps through the German Occupation, until her arrest and deportation to Auschwitz in 1944.

**Spring Hill College**

**Barter Room**

**Marnie and John Burke Memorial Library**

**<http://libguides.shc.edu/events>**

## *HI 202 – Work to be done....*

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#### **Extra Credit**

**Option 1** – Visit the exhibit and write a 300 word summary of the exhibit and your impressions.

**Option 2** – a group of students may organize a docent – led tour. All who attend the tour will receive full credit.

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*Chapter 24 – An Affluent Society – 1953-1960*

**The Golden Age**

**The Eisenhower Era**

**The Freedom Movement**

**The Election of 1960**

## Chapter 24 – An Affluent Society – 1953-1960

### The Golden Age

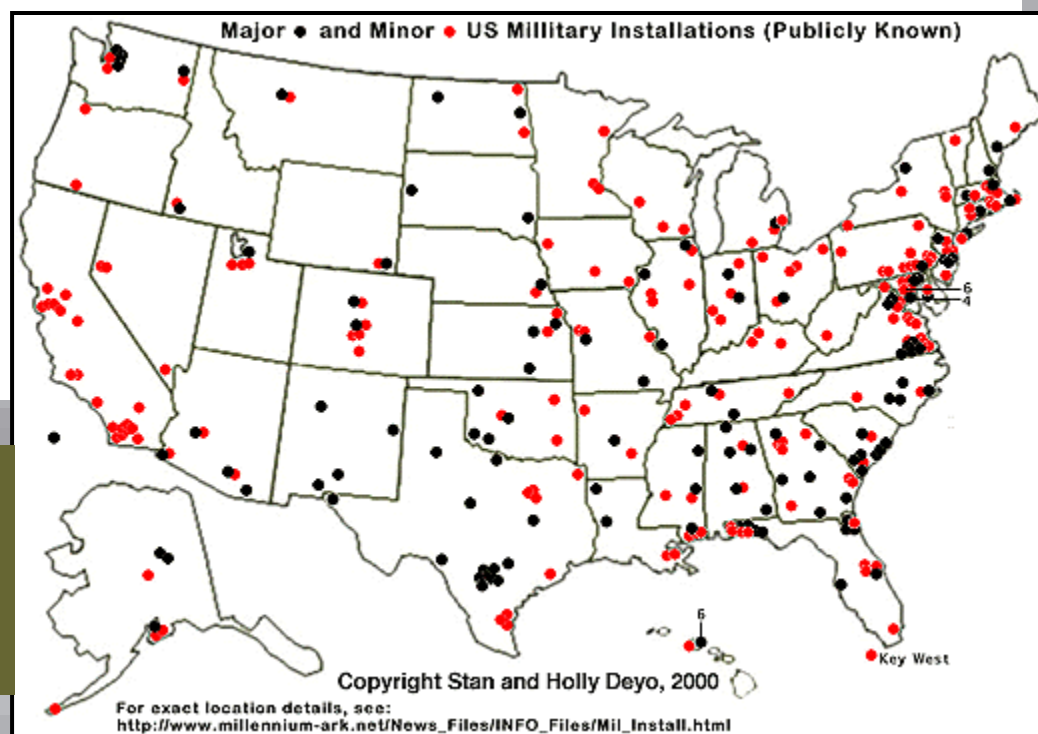
Page 992: “The South became the home of numerous military bases”

**NOT!**

Southern Posts and Bases  
based on:

weather conditions  
available land  
favorable view of military

Ft. Benning: 1918 – 182,000 acres  
Ft. Hood: 1942 – 159,000 acres  
Ft. Polk: 1941 – 198,000 acres  
Ft. Rucker: 1942 – 7,700 acres



*Chapter 24 – An Affluent Society – 1953-1960*

**Suburbia**





## *Chapter 24 – An Affluent Society – 1953-1960*

### **Suburbia**

**New**

**Single family houses**

**Affordable mortgages**

**2 car garage**

**Country Club life**

**Zoning Laws against mixed use**

**White Flight**

**(northern migration)**

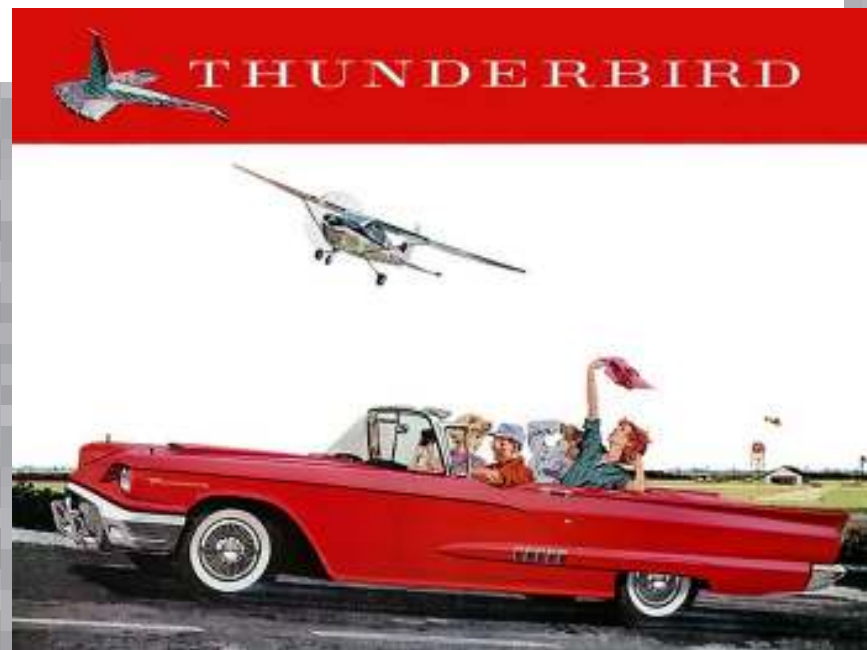
**(expense = de facto segregation)**





## Chapter 24 – An Affluent Society – 1953-1960

### Consumer Culture



**Freedom --- Consumerism vs economic independence**

# Chapter 24 – An Affluent Society – 1953-1960

## The Boob Tube

Watch **not** Read

Stay **not** Go

TV Tray **not** Dress for Dinner

Everybody else works in a coat and tie  
All your problems are resolved in 30 min.

“See the USA in your Chevrolet”

*Look - Dec. 5, 1950.*

**No other gift can give so much**  
**Zenith Black Magic Television**

**Do** you want to give something truly wonderful this Christmas? Something you've all been dreaming of, something that will make the work and worries of the year seem worth while.

When they see the Zenith, there will be shouts of joy, and a harvest of hugs and kisses. But when you watch on the Black Magic...and it looks across over the room...you'll really know.

For a full thirty seconds, you'll be able to hear a gasp. Then, the silence of approval. "That, I never thought it television pictures could look so real!" "That, it's so big and clear

we'll never have to worry about anything our eyes!" "Look, Dad—even with the longest eye, there's no one faster in the picture!" They'll be as excited, as happy, as grateful, you'll know that no other gift could give so much to you—and to them.

Yes, Zenith TV is sheer Black Magic. You'll find no other so richly endowed with the power, the picture quality, the radiating beauty to grace your home with your other part of superb television entertainment.

Ask your Zenith dealer to show you these features combined only in Zenith's Six I. Hebertson-Peard Screen, with built-in Clear Circle and automatic type picture. New Movie "Luxury Bonnet" Feature Control to change programs from your easy chair. Radio, "Picture-moment" control. Connections for Phonograph. Built-in provision for easy change to receive proposed UHF high frequencies on present standards.

Above, New Zenith "Black" TV-Radio-Phonograph...100% in. Hebertson-Peard Screen. New "Ultra-Matic" sound system. Full AM radio. Automatic Tone Control. Complete in this Minimum Screen.

**New Zenith "Open-Mountable"**...Super-sensitive FM plus Long-Distance AM. Big new Clear-Circle screen. Super sound and dual-band Modem control to improve picture.

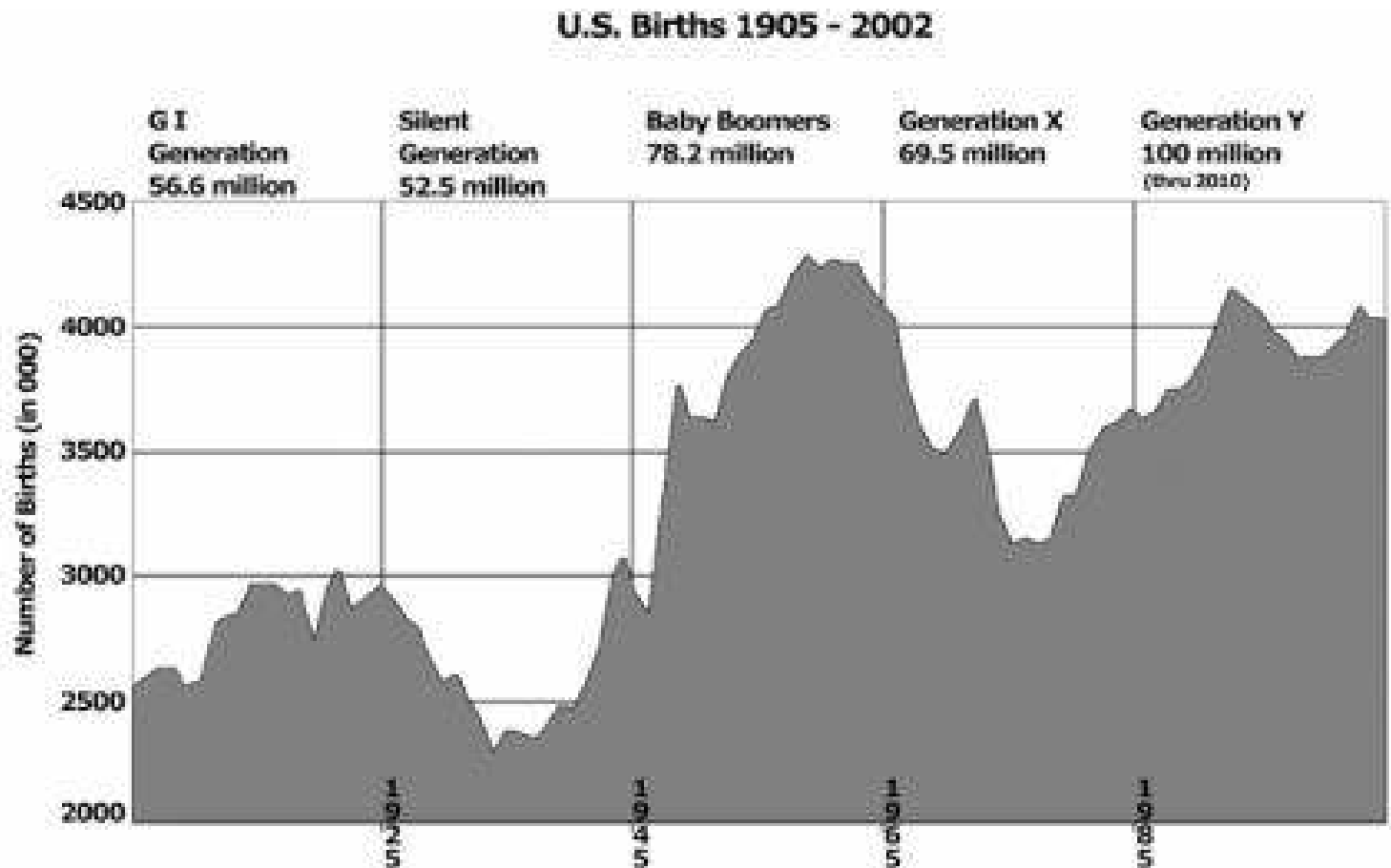
**New Zenith Clock-Radio...Step "anti-sleep" and "good morning"** will cheer. Operate small appliances. Wake time set in the clock. Sleep, busy or winter alarm.

**At the bottom, three small images of different Zenith television models: a portable model, a clock radio model, and a radio model. The Zenith logo is also present at the bottom right.**

**ZENITH**  
we mean RADIO and TELEVISION

## Chapter 24 – An Affluent Society – 1953-1960

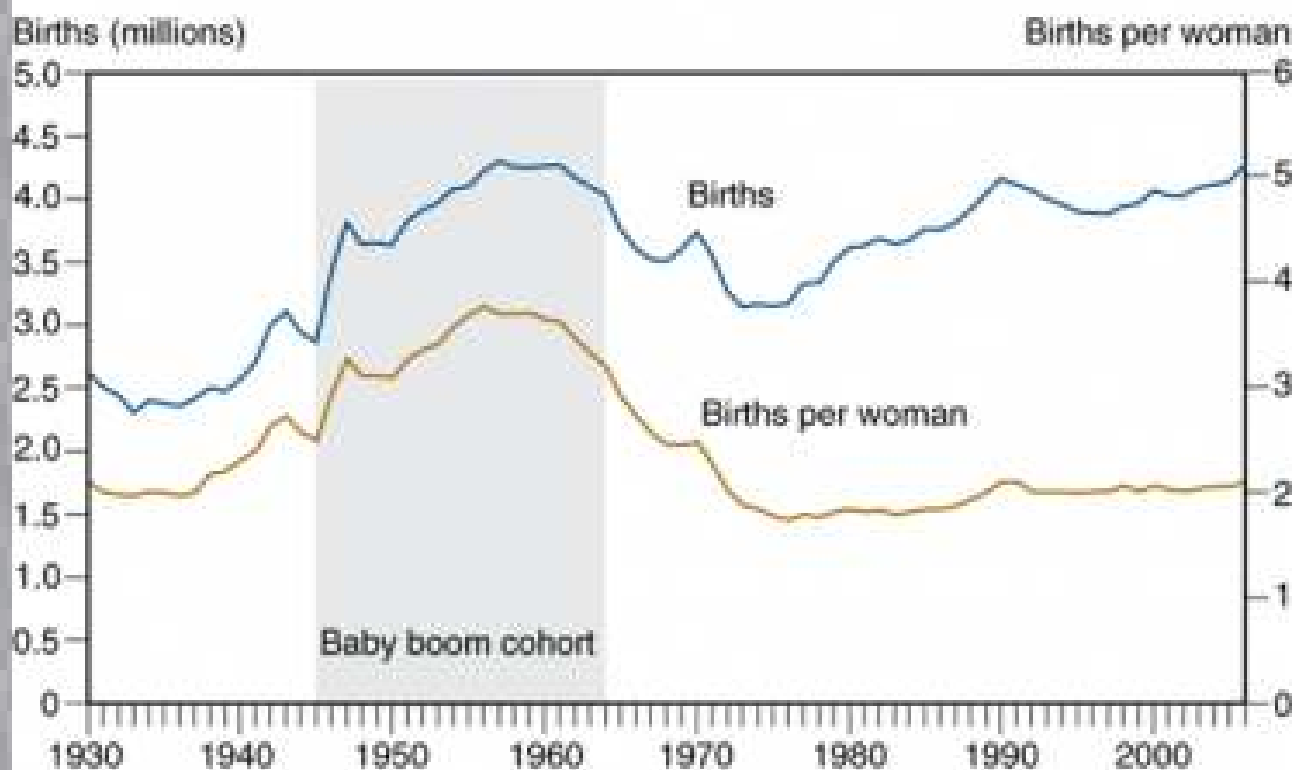
# The Baby Boom



## Chapter 24 – An Affluent Society – 1953-1960

### The Baby Boom

U.S. live births and total fertility rate



Note: Total fertility rate (births per woman) is the sum of age-specific birth rates for women ages 15-44.

Source: USDA, Economic Research Service, using data from the National Center for Health Statistics.

## *Chapter 24 – An Affluent Society – 1953-1960*

### **Urban Renewal**

**Tear down history**

**Concentrate poverty**

**NIMBY**

**The Ghetto – not just for  
Jews anymore**





## *Chapter 24 – An Affluent Society – 1953-1960*

### **Fair Housing vs Freedom of Association**



**“Blockbusting”**

**A willing buyer and  
a willing seller**



## *Chapter 24 – An Affluent Society – 1953-1960*



**“What is good for the country is good for General Motors, and vice versa.”**



### **Interstate Highways (1956)**

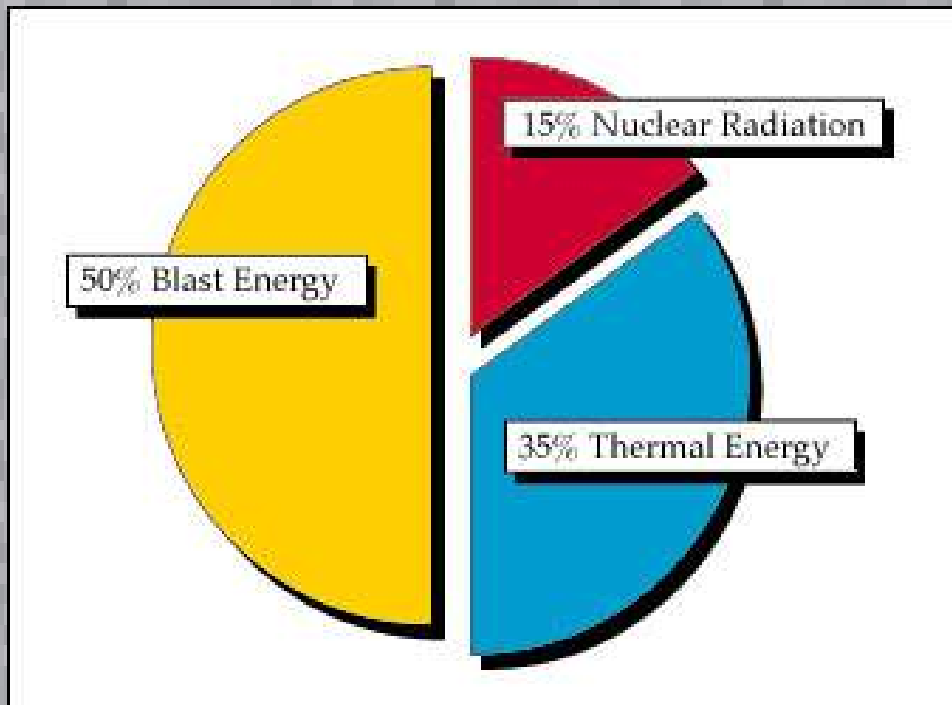
### **National Defense Education Act (1958)**



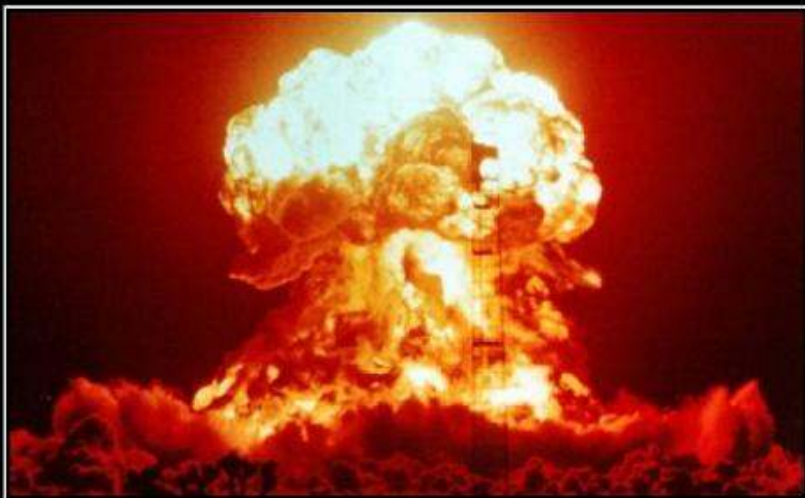


## *Chapter 24 – An Affluent Society – 1953-1960*

### **Duck and Cover**



## Chapter 24 – An Affluent Society – 1953-1960



**MITTULLY ASSURED DESTRUCTION**  
WINNING AT ANY COST MEANS EVERYBODY LOSES

