

19.2

The American Dream in the Fifties

pp. 641-651

MAIN IDEAS: Answer each question as you read the text.

- A. How were conglomerates and franchises alike and how were they different?

- B. What effects did the climate in many corporations have on some workers?

- C. How did the baby boom affect American life in the 1950s?

- D. How did women's roles and opportunities in the 1950s differ from women's roles today?

- E. Why did auto sales surge in the 1950s?

- F. What positive and negative effects did the mass availability of the automobile have on American life in the 1950s?

- G. How did manufacturers influence Americans to become a "throwaway society"?