USHistory Ch. 19 sec. 2 Textbook Questions Name:

Read Ch. 19 sec. 2 and answer the following questions directly onto this sheet.

1. By 1956, what *type* of jobs did most people have?

2. What made International Telephone and Telegraph (ITT) a **conglomerate**?

3. What made McDonalds and example of a **franchise**?

4. Why did companies give personality tests to applicants?

5. Math fun: If 13 million new homes were built in the 1950s and 85% were built in the suburbs, how many homes were built in the suburbs in the 1950s? Show your work.

6. What is the “**Baby Boom**”?

7. List five factors contributing to the baby boom.

8. What did **Dr. Jonas Salk** do?

9. What did **Dr. Benjamin Spock** do?

10. **Background**: What happened to the percentage of women attending college between the 1920s and the 1950s?

11. What happened to the number of women working *outside* the home during the 1950s?

12. Why didn’t a job necessarily contribute to a women’s happiness?

13. List some activities Americans took part in during their **leisure time**:

14. What happened to **book sales** during the 1950s?

15. What happened to the total number of *private* cars on the road during the 1950s?

16. How many **miles of expressways** were authorized with the Interstate Highway Act in 1956?

17. List three new *problems* created by “Automania”.

18. By the mid-1950s, about what *percent* of Americans were in the **middle class**?

19. Define **consumerism**.

20. Explain **planned obsolescence**.

21. What was the first credit card and when was it issued?

22. Math fun: How much did American **total private debt** increase during the 1950s?

23. Math fun: How much did **spending by advertisers** increase between 1950 and 1955?