

# Chapter 27, Section 2

## The Affluent Society

(Pages 814–819)

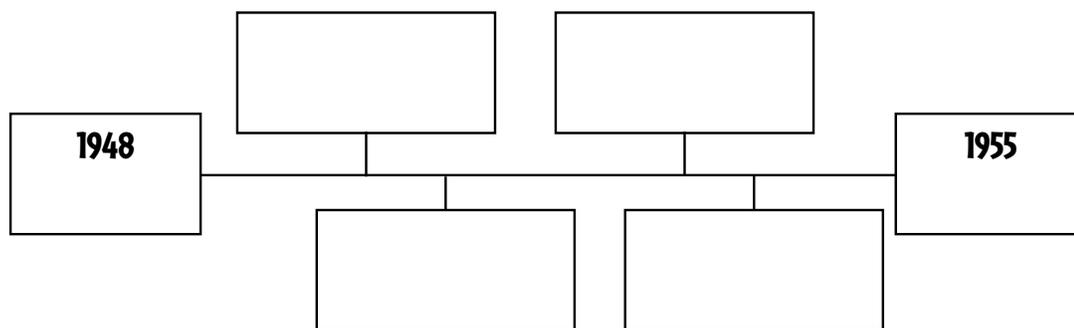
### Reason To Read

**Setting a Purpose for Reading** Think about these questions as you read:

- What were the reasons for and effects of the nation's economic boom?
- What changes took place in the American family during the 1950s?

### Main Idea

As you read pages 814–819 in your textbook, complete the time line below by recording the scientific and technological breakthroughs of the time.



### Sequencing Events

As you read, place the following events on the time line below.

- *The Lonely Crowd* published
- White-collar workers outnumber blue-collar workers for the first time
- Levittown construction begins
- Army scientists develop ENIAC



**American Abundance** (pages 814–816)

**Previewing**

Before you begin reading this lesson, look over the headings and terms and study the cartoon and the graph. On the lines provided, jot down what you expect the lesson to cover.

---

---

---

**Terms To Know**

Define or describe the following key terms from this lesson.

**white-collar**

---

---

**blue-collar**

---

---

**multinational corporation**

---

---

**franchise**

---

---

**Academic Vocabulary**

Define or describe each of the following academic vocabulary words from this lesson.

**uniform**

---

---

**accompanying**

---

---

**Terms To Review**

Use each of these terms, which you studied in an earlier chapter, in a sentence that reflects the term's meaning in this lesson.

**phenomenon**  
(Chapter 17, Section 1)

**corporation**  
(Chapter 14, Section 3)

---

---

---

---

**The 1950s Family** (pages 816–817)

**Synthesizing**

Write an advertisement for a family magazine published today, featuring the “typical” American woman. Does she work outside the home? What does she value? How is she like and not like the woman targeted in ads during the 1950s?

---

---

---

**Terms To Know**

Define or describe the following key term from this lesson.

**baby boom**

---

---

**Terms To Review**

Choose one of these two terms, which you studied in an earlier chapter, to fill in each blank.

**transformations**  
(Chapter 8, Section 2)

**benefits**  
(Chapter 6, Section 3)

1. Home purchases were made easier by the \_\_\_\_\_ of the GI Bill.
2. Magazines for women wrote of the \_\_\_\_\_ of staying at home and raising a family.
3. The \_\_\_\_\_ in the family were one of several that occurred during the 1950s.

**Technological Breakthroughs** (page 817–819)

**Summarizing**

On the lines below, list three important technological advances of the 1950s.

---

---

---

**Academic Vocabulary**

Circle the letter of the word or phrase that is closest in meaning to the underlined academic vocabulary words from this lesson.

**computer**

1. The invention of the computer allowed people to work more efficiently.
  - a. something formed by the union of elements or parts
  - b. a programmable device that can store, retrieve, and process data
  - c. instrument for performing calculations

**targeted**

2. Because polio was a disease that often targeted the young, it was also called infantile paralysis.
  - a. marked something or someone for attack
  - b. befriended
  - c. became acquainted with by experience

**Terms To Review**

Choose one of these two terms, which you studied in an earlier chapter, to fill in each blank.

**proportions**  
(Chapter 20, Section 1)

**generated**  
(Chapter 25, Section 1)

1. The 1958 satellite launch \_\_\_\_\_ great excitement among the American public.
2. The transistor \_\_\_\_\_ electronic signals that made it possible to make smaller communication tools.
3. Polio reached epidemic \_\_\_\_\_ during 1952.

**Section Wrap-up**

*Now that you have read the section, answer these questions from Setting a Purpose for Reading at the beginning of the section.*

What were the reasons for and effects of the nation's economic boom?

---

---

---

---

---

What changes took place in the American family during the 1950s?

---

---

---

---

---