

# CONTENTS

List of Illustrations ix  
Acknowledgments xiii  
Abbreviations xv

Introduction: Legacy of the Postwar Commercial Fallout 1

PART I MOBILIZATION : THE ARSENAL OF DOMESTICITY 19

- 1 Weapons of Mass Disorder  
*Impediments to Mobilization* 23
- 2 Weapons of Mass Persuasion  
*Mobilization through Symbol Management* 32
- 3 Positioning Machine Age Heroes and Wartime Types 50

PART 2 POSTWAR PLANNING: PROFITS FROM SYMBOLISM 77

- 4 Glimpses into a “Better America” 81
- 5 Home Front War  
*The Campaign to Save the American Way* 114
- 6 Hygienic Solutions for the “House of Tomorrow” 142

PART 3 POSTWAR PROGRESS: MYTH OR REALITY? 173

- 7 Wartime Skeptics and the “World of Tomorrow” 179
- 8 What *Did* Happen to the Dreamworld?  
*Realities of the Postwar Commercial Fallout* 194
- 9 The Cold War’s Commercial Fallout 218

Afterword: The “Better America” Today 241

Notes 245

Sources

Archival Collections 327

Bibliography 327

Index 357