CONTENTS

LIST OF FIGURES		IX
PREFACE		XIII
ACKNOWLEDGMENTS		XV
CHAPTER 1	THE AMERICAN DREAM: CELEBRITY, CLASS, AND SOCIAL MOBILITY	1
CHAPTER 2	BEYOND SUBSISTENCE: THE RISE OF THE MIDDLE CLASS IN THE TWENTIETH CENTURY	25
CHAPTER 3	PROSPERITY AND WEALTH ARRIVE: BOOM TIMES AND WOMEN'S SUFFRAGE IN THE 1920S	50
CHAPTER 4	PULL YOURSELF UP BY YOUR BOOTSTRAPS: PERSONAL FAILURE AND THE GREAT DEPRESSION	72
CHAPTER 5	WE'RE ALL IN THIS TOGETHER: COLLECTIVISM AND WORLD WAR II	95
CHAPTER 6	SUBURBAN UTOPIA: THE POSTWAR MIDDLE- CLASS FANTASY	116
CHAPTER 7	IS THAT ALL THERE IS? CHALLENGING THE SUBURBAN FANTASY IN THE SIXTIES AND SEVENTIES	149
CHAPTER 8	MASSIVE WEALTH AS MORAL REWARD: THE REAGAN REVOLUTION AND INDIVIDUALISM	186

CHAPTER 9 SUCCESS JUST FOR BEING YOU: OPPORTUNITY IN THE INTERNET AGE 214 NOTES 241 SELECTED BIBLIOGRAPHY 273 INDEX