A Woman's Place is in the Home

After World War II, everyone wanted to return to normal. Normal, to many women, meant accepting lower paying, less important jobs than what they'd performed during the war. To others, it meant becoming mothers and house keepers. The government, in fact, encouraged women to buy the "new and exciting" appliances being made in factories that had made airplanes, tanks and munitions during the war. It was good for the economy, and it was a contrast to the Russian family during the cold war. Women also heard from psychologists and psychiatrists, that working mothers had delinquent and cowardly sons. Although fake news, the message stuck. Working women were charged with taking money away from men who were heads of households—by working—without considering that women could be heads of household as well. They were not granted important positions for fear they would get pregnant and leave. They were given no health or retirement benefits because it was assumed they would be covered by their husbands' plans. Was this a systematic effort to hurt women? Perhaps it was. It was certainly cheaper, but perhaps it was an effort to do what they thought—erroneously—was best for women and society as a whole. ⁱ

ⁱ Jennings, The Women's Liberation Movement