



“Better Living”: Creating a Cold War Company Town



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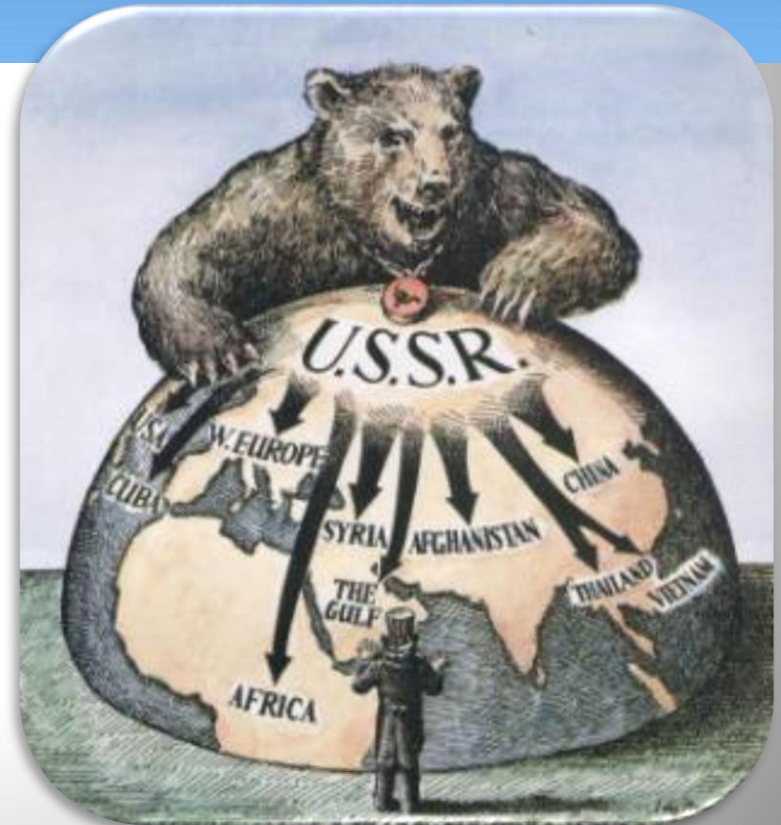
I. A New Kind of War

Hot War:

Temporary Dislocations

Cold War:

Perpetual State of War Readiness





II. Policy Decisions

Garrison State

vs.

Private Sector





III. Location, Location, Location!

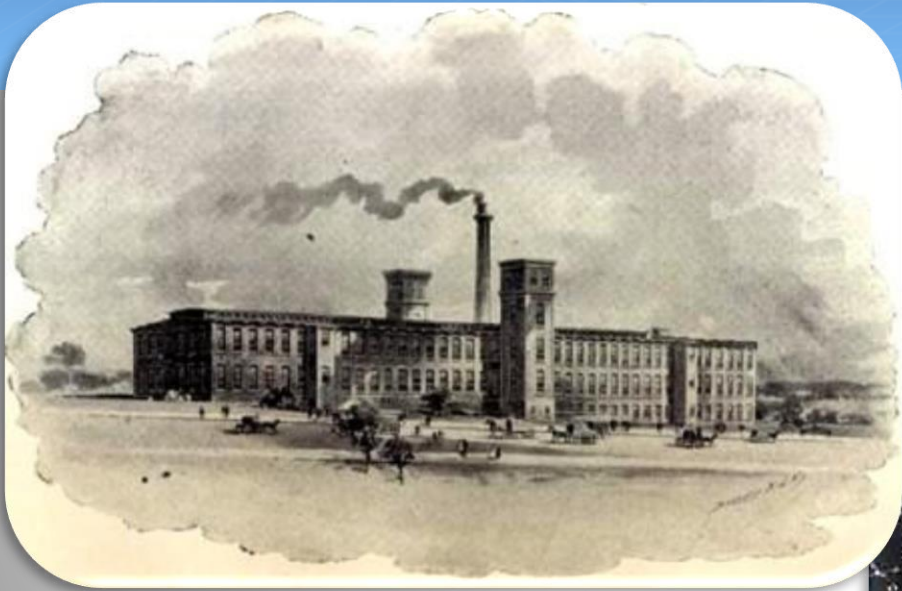


Southern Advantages

- Space
- Environment
 - Labor cost



IV. Impact on a Southern Community





Demographic Changes



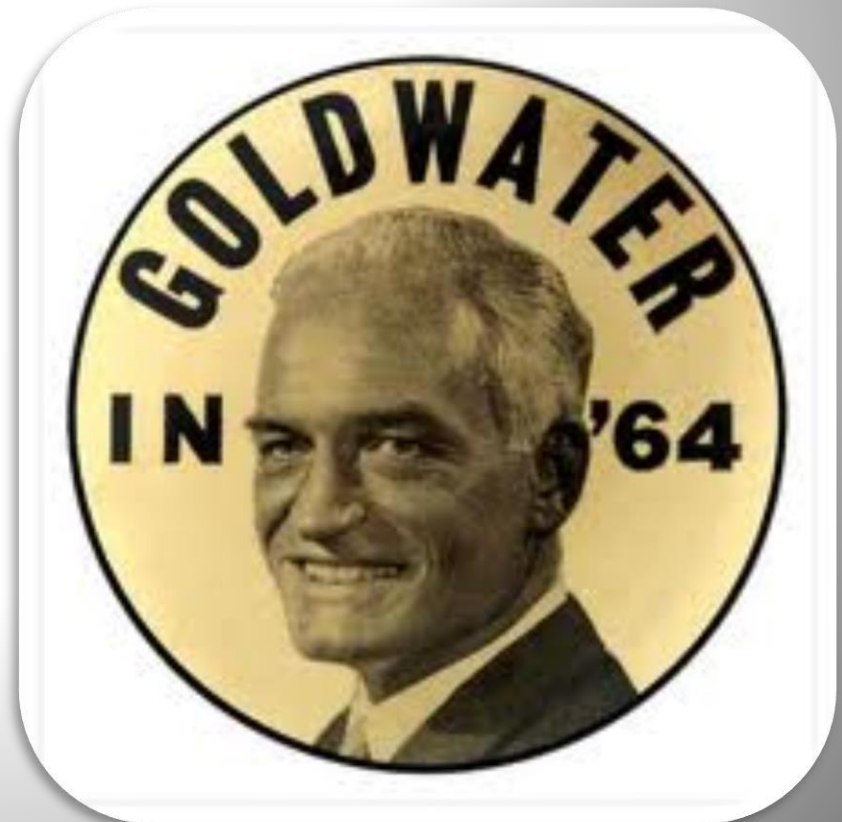
*One-third of all residents

*Better educated

*Better paid

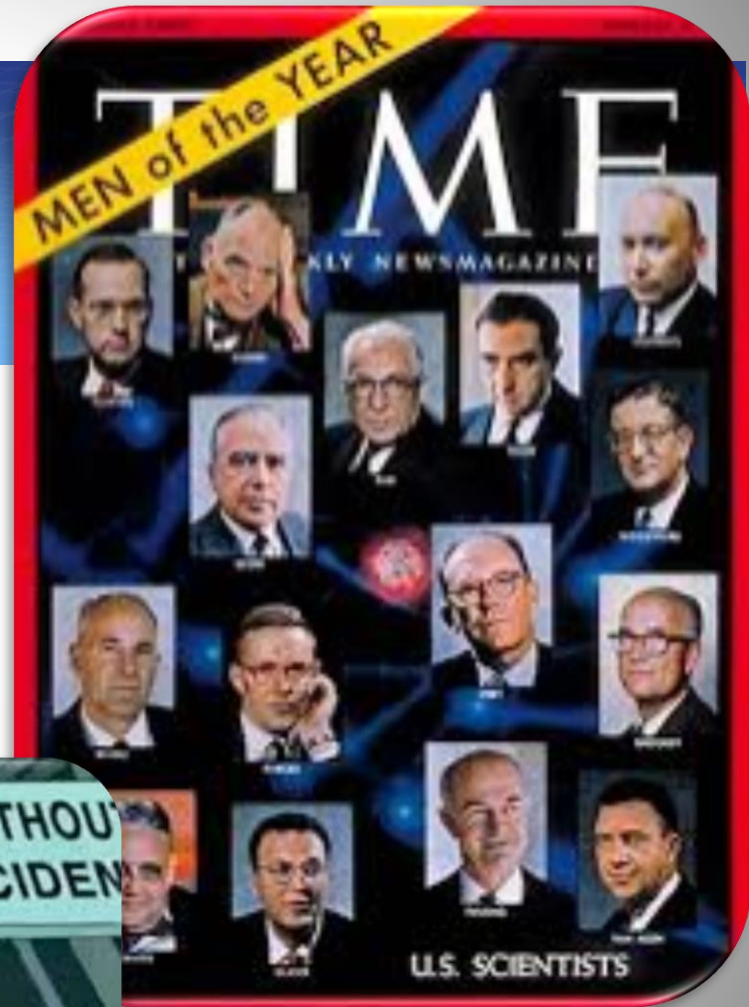
*Civic minded

*Republican





Larger Cultural Force: The Scientists' Movement



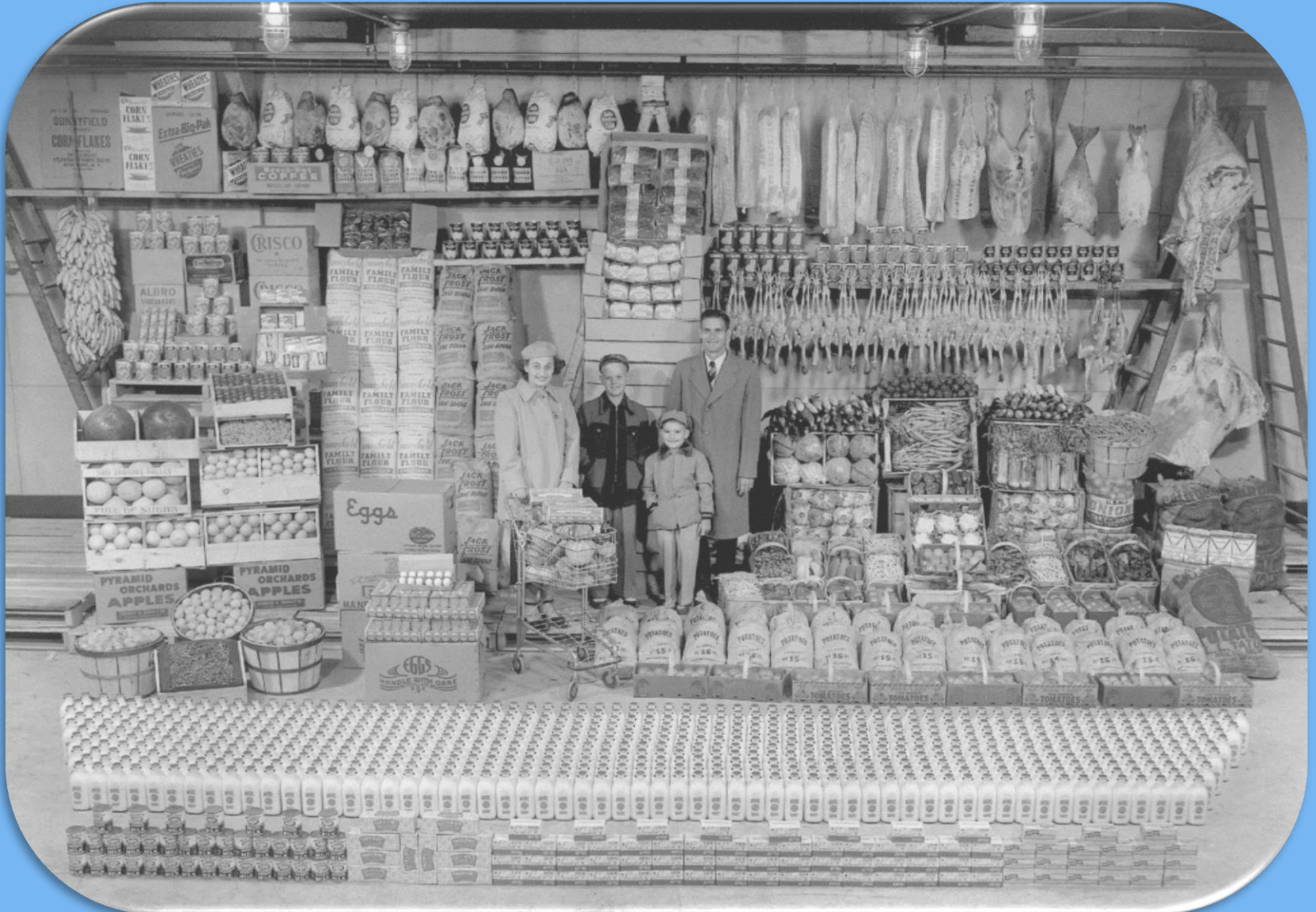


DuPont's Reputation and Corporate Culture







"Why We Eat Better"





WED., MARCH 18, ON CHANNEL **4**
 DU PONT
CAVALCADE OF AMERICA
 PRESENTS
"MIGHTIER THAN THE SWORD"
 A prison's dungeon cell could not confine the thoughts of John Peter Zenger ... nor keep him from writing the words that gave us freedom of the press.
 with **DOUGLAS KENNEDY** and **ADELE LONGMIRE**

DU PONT **8:30** P.M. **WNBT** **CHANNEL 4**
 Better Things for Better Living ... through Chemistry

WED. APRIL 1, ON CHANNEL **4**
 DU PONT
CAVALCADE OF AMERICA
 PRESENTS
"THE Indomitable Blacksmith"

 The story of a man whose failure in business brings immortality in science. Neglecting his trade as a blacksmith, Thomas Davenport invents the first electric motor.
 with **WHITFIELD CONNOR** and **PEGGY WEBBER**
DU PONT **8:30** P.M. **WNBT** **CHANNEL 4**
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CITY of AIKEN

SOUTH CAROLINA





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