



WKH #~~4~~ 83 v=

**"Conservatism, Complacency,
and Contentment"**

RU

**"Anxiety, Alienation, and
Social Unrest" ??**

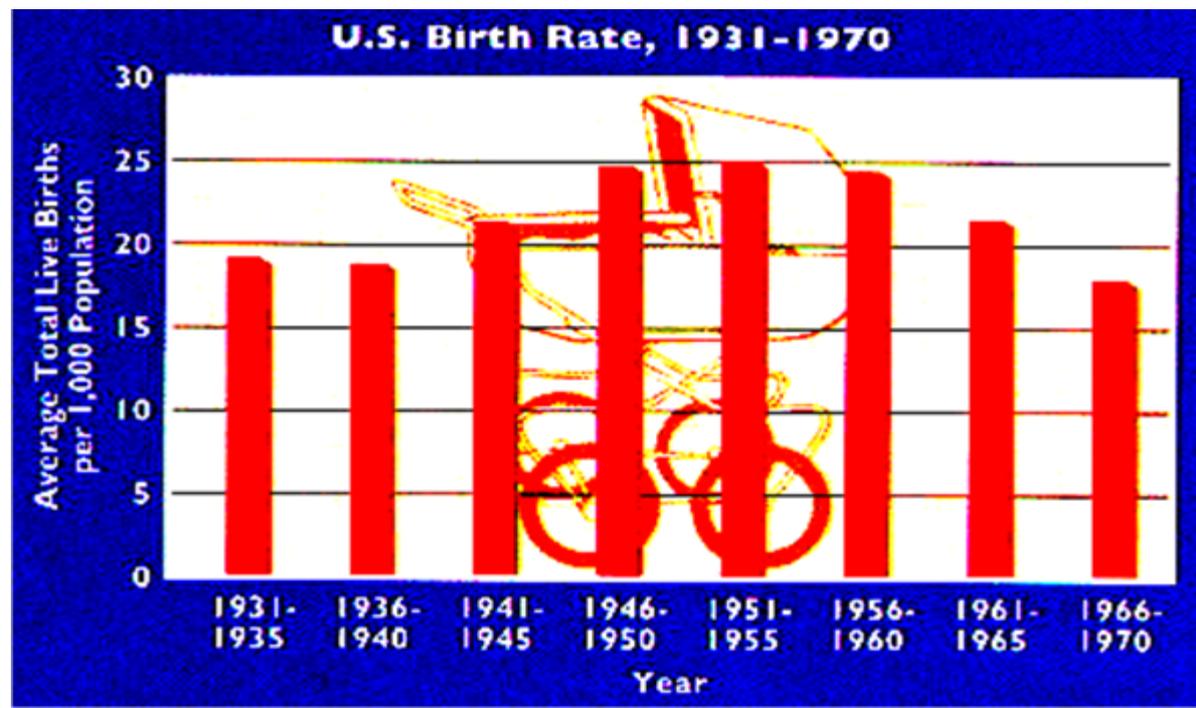




4 # de | # rrp

It seems to me that every other young housewife I see is pregnant.

-- British visitor to America, 1958



1957 → 1 baby born every 7 seconds

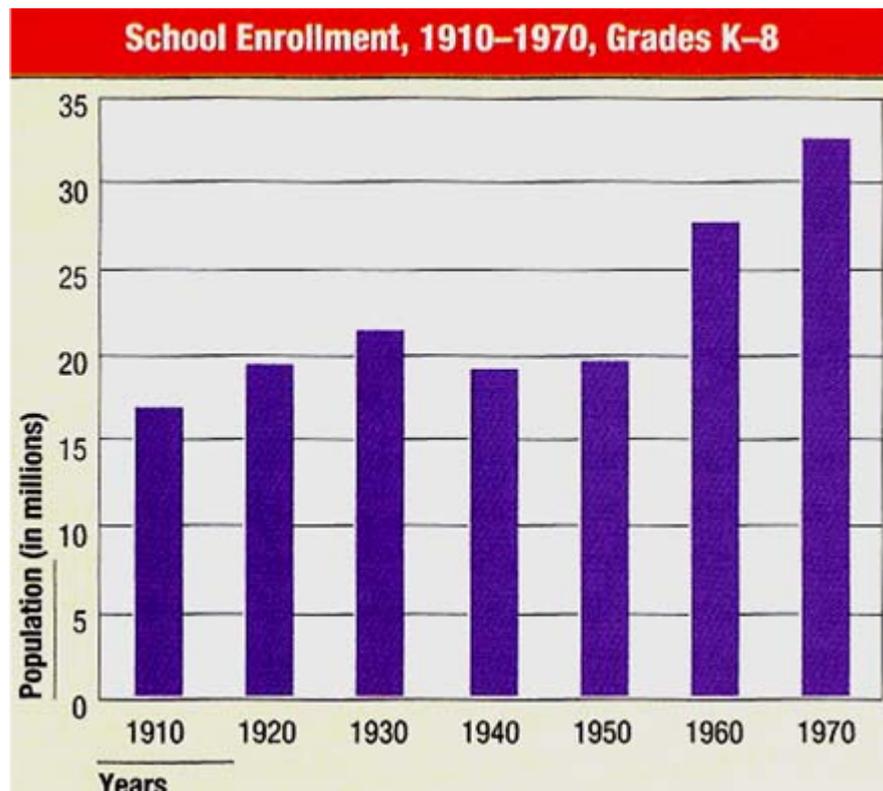




4 # de # rrp



Dr. Benjamin Spock
and the Anderson
Quintuplets





5 D \$V xexuedo#D ybyj

Levittown, L. I.: "The American Dream"

1949 → William Levitt produced 150 houses per week.



\$7,990 or \$60/month with no down payment.

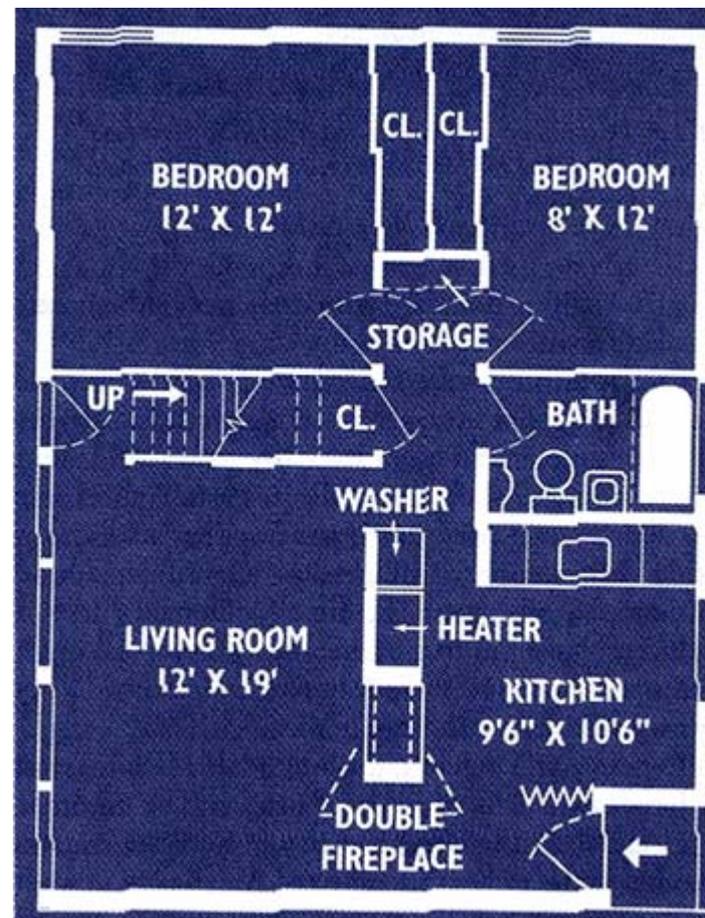




5 D \$V xexuedq#D yzj= Wkh#Qhz #Dp hulfq#Guhpõ



- k** 1 story high
- k** 12'x19' living room
- k** 2 bedrooms
- k** tiled bathroom
- k** garage
- k** small backyard
- k** front lawn



By 1960 → 1/3 of the U. S. population in the suburbs.





5 E \$V xexueo#D 3yDj



SHIFTS IN POPULATION DISTRIBUTION, 1940-1970

	<u>1940</u>	<u>1950</u>	<u>1960</u>	<u>1970</u>
Central Cities	31.6%	32.3%	32.6%	32.0%
Suburbs	19.5%	23.8%	30.7%	41.6%
Rural Areas/ Small Towns	48.9%	43.9%	36.7%	26.4%

U. S. Bureau of the Census.





5 f#V xexuedq#D y/bj= Wkh#N | sifdg#NY #V xexuedq#I dp bhv



*The Donna
Reed Show*
1958-1966



*Leave It
to Beaver*
1957-1963



Father Knows Best
1954-1958

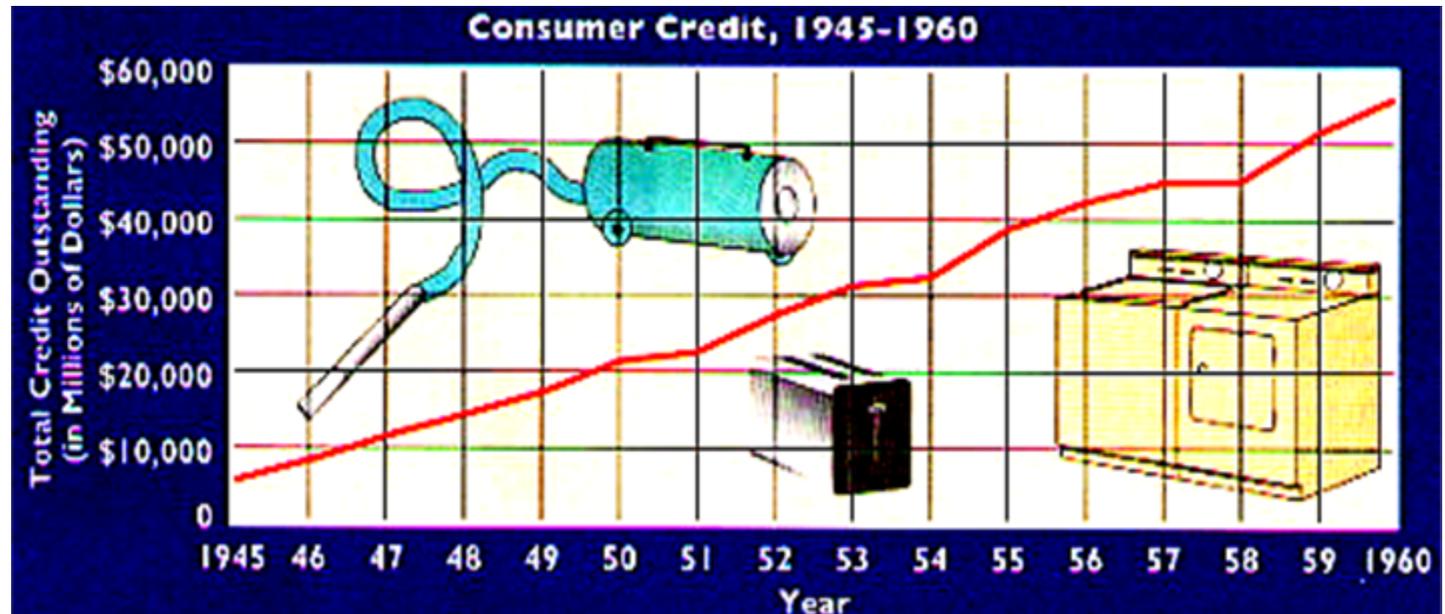


The Ozzie & Harriet Show
1952-1966



6 d#E rqvxp huiyp

1950 → Introduction of the Diner's Card



All babies were potential consumers who spearheaded a brand-new market for food, clothing, and shelter.

-- *Life Magazine (May, 1958)*



6 E #F r q v x p h u i v p



"IRON CURTAIN LOOK IS HERE"

IRON CURTAIN LOOK IS HERE

U. S. SHIP - MET FINE WIGGERS WILL NOT PROSE, WHO SHIPBROK, NOT MET AND

TUPPERWARE
THE PROMISE
OF PLASTIC
IN 1950s
AMERICA

Alison J. Clarke



Model 12C109
Big 12½" tube

BLACK-DAYLIGHT TELEVISION

Finest picture plus greatest eye comfort. Tests show 140% greater range of picture tones than ordinary TV! Smartly styled consoles and table models from \$179.95 in the East. Tax, installation extra.

General Electric Company, Syracuse, N. Y.

GENERAL ELECTRIC



7 D #D#E kdbj bj#Z runsofth

Automation:

1947-1957 → factory workers decreased by 4.3%, eliminating 1.5 million blue-collar jobs.

By 1956 → more white-collar than blue-collar jobs in the U. S.

Computers → **Mark I** (1944). First IBM mainframe computer (1951).

Corporate Consolidation:

By 1960 → 600 corporations (1/2% of all U. S. companies) accounted for 53% of total corporate income.

WHY?? Cold War military buildup.

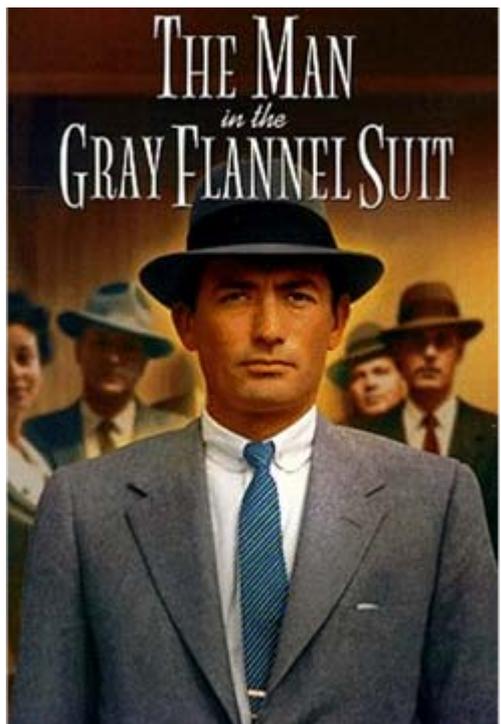




7 E #D#F'kdqj_bj#Z runsofth

New Corporate Culture:
"The Company Man"

1956 → Sloan Wilson's *The Man in the Gray Flannel Suit*





8 D #Wk#F xowh#ri#Wk#F du

Car registrations: 1945 → 25,000,000
1960 → 60,000,000

2-family cars doubles from 1951-1958



1958 Pink Cadillac



1959 Chevy Corvette

1956 → **Interstate Highway Act** → largest public works project in American history!

f Cost \$32 billion.

f 41,000 miles of new highways built.





8 E #Wk#F xowu#k#k#F du

America became a more homogeneous nation because of the automobile.



First McDonald's (1955)



Howard Johnson's



Drive-In Movies



8 F #Wkh#F xowu#r#Wkh#F du

The U. S. population was on the move in the 1950s.

NE & Mid-W → S & SW ("Sunbelt" states)

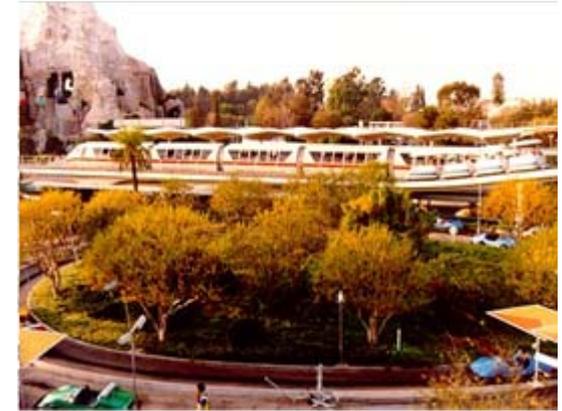
1955 → Disneyland opened in Southern California.
(40% of the guests came from outside California, most by car.)



Frontier Land



Main Street



Tomorrow Land



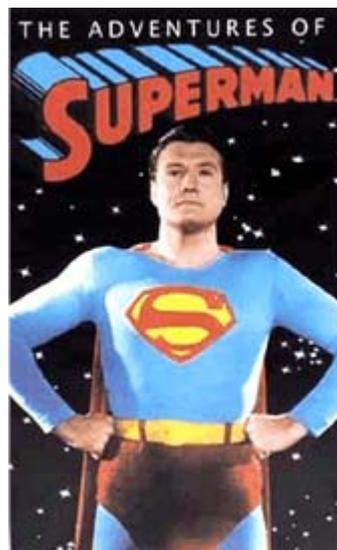
9 D #WhyTV

1946 → 7,000 TV sets in the U. S.

1950 → 50,000,000 TV sets in the U. S.

Television is a vast wasteland. → Newton Minnow, Chairman of the Federal Communications Commission, 1961

Mass Audience → TV celebrated traditional American values.



Truth, Justice, and the American way!



9 E #WhyVro#JWkh#Z hvhuq



Davy Crockett
King of the Wild Frontier



The Lone Ranger
(and his faithful sidekick, Tonto):

Who is that masked man??

Sheriff Matt Dillon, *Gunsmoke*





9 F #WhyVro# I d b |#V krz v

Glossy view of mostly middle-class suburban life.



I Love Lucy

But...



The Honeymooners

Social Winners?... AND... Losers?





: D #Whhg# xowh

In the 1950s → the word **"teenager"** entered the American language.

By 1956 → 13 mil. teens with \$7 bil. to spend a year.

1951 → **"race music"** → "ROCK 'N ROLL"



Elvis Presley → "The King"





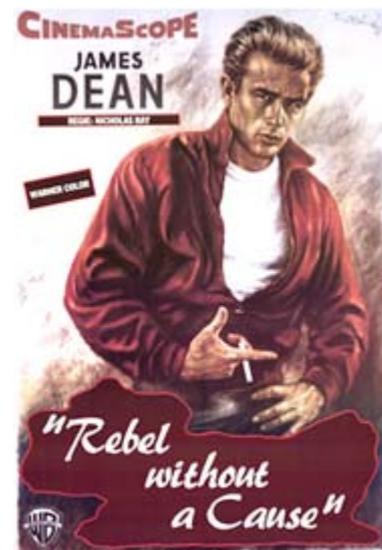
: E #Whoh# xowh

"Juvenile Delinquency" ???

1951 → J. D. Salinger's
A Catcher in the Rye



Marlon Brando in
The Wild One
(1953)



James Dean in
Rebel Without a Cause
(1955)





: F #Whhgf# xowuh

The "Beat" Generation:

- (Jack Kerouac → *On The Road*
- (Allen Ginsberg → poem, "Howl"



"Beatnik"



"Clean" Teen





: G #Whhg# xowxh

Behavioral Rules of the 1950s:

- 5 Obey Authority.
- 5 Control Your Emotions.
- 5 Don't Make Waves → Fit in with the Group.
- 5 Don't Even Think About Sex!!!



; D #J hōj lxx#J hyādo

Today in the U. S., the Christian faith is back in the center of things. -- Time magazine, 1954

Church membership: 1940 → 64,000,000
1960 → 114,000,000

Television Preachers:

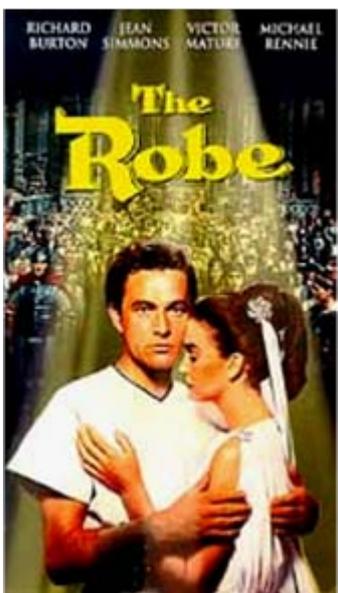
1. Catholic **Bishop Fulton J. Sheen** → "Life is Worth Living"
2. Methodist Minister **Norman Vincent Peale** → *The Power of Positive Thinking*
3. **Reverend Billy Graham** → ecumenical message; warned against the evils of Communism.



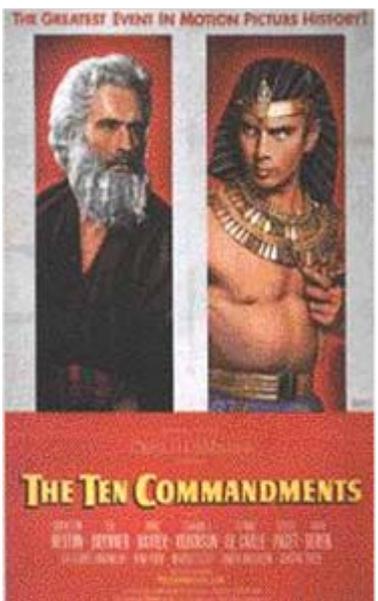


; E #J hōj lxx#J hyādo

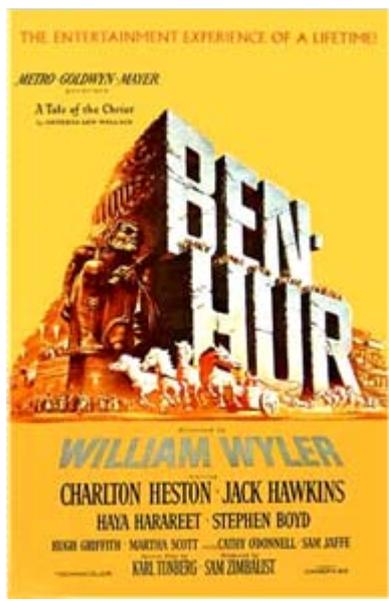
Hollywood: apex of the biblical epics.



The Robe
1953



The Ten Commandments
1956



Ben Hur
1959



It's un-American to be un-religious!
-- *The Christian Century*, 1954

< D #Z hooGhibhg#J hoghu#J rdv

The *ideal modern woman* married, cooked and cared for her family, and kept herself busy by joining the local PTA and leading a troop of Campfire Girls. She entertained guests in her family's suburban house and worked out on the trampoline to keep her size 12 figure.

-- Life magazine, 1956



Marilyn
Monroe

The *ideal 1950s man* was the provider, protector, and the boss of the house. -- Life magazine, 1955



1956 → William H. Whyte, Jr. → *The Organization Man*

P a middle-class, white suburban male is the ideal.





< E #Z hooGhibhg#J hoghu#J rdv

Changing Sexual Behavior:

Alfred Kinsey:

1948 → *Sexual Behavior in the Human Male*

1953 → *Sexual Behavior in the Human Female*

- ✓ Premarital sex was common.
- ✓ Extramarital affairs were frequent among married couples.

Kinsey's results are an assault on the family as a basic unit of society, a negation of moral law, and a celebration of licentiousness.

-- *Life magazine, early 1950s*



4 D # \$ urjuhvv#Wkurxjk#V fhqfjh

1951 -- First IBM Mainframe Computer

1952 -- Hydrogen Bomb Test

1953 -- DNA Structure Discovered

1954 -- Salk Vaccine Tested for Polio

1957 -- First Commercial U. S. Nuclear Power Plant

1958 -- NASA Created

1959 -- Press Conference of the First 7 American Astronauts

BE #S urjuhv#Nkurxjk#V fhqfh

1957 → Russians launch **SPUTNIK I**



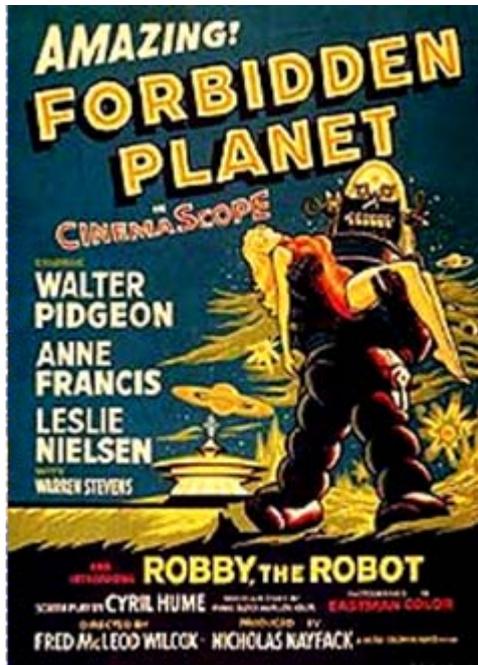
1958 → **National Defense Education Act**





4 F # \$ urjuhv # Wkurxjk # V fhqfh

UFO Sightings skyrocketed in the 1950s.



War of the Worlds

Hollywood used aliens as a metaphor for whom ??



4B G #S urjuh v#N kurxjk#V fhqfh

Atomic Anxieties:

- ☸ "Duck-and-Cover Generation"



Atomic Testing:

- ☸ 1946-1962 → U. S. exploded 217 nuclear weapons over the Pacific and in Nevada.



