

An aerial, black and white photograph of a dense suburban residential neighborhood. The houses are arranged in a tight grid pattern, with streets visible between them. A large, dark, irregularly shaped area on the left side of the image represents a park or undeveloped land. The overall scene depicts a typical middle-class suburban development.

Chapter 28

The Affluent Society

Economic Growth

1945-60 GNP up 250%

Unemployment 5%

Inflation 3%



WHY?

Government spending:

Defense & highway
program

Economic Growth

4.7% through 1956

2.25% after

Baby Boom

US population:

150m in 1950

179m in 1960



What Things Cost in 1956:

Car: \$2,100

Gasoline: 30 cents/gal

Milk: 97 cents/gal

House: \$17,800

Bread: 18 cents/loaf

Postage Stamp: 3 cents

Stock Market: 499

Average Annual Salary: \$5,300

Minimum Wage: \$1.00 per hour

Keynesian Economics

Varying flow of government spending and the supply of currency a state can stimulate or slow the economy

Theory used to recover from
53 recession

In 57 Ike won't do it-slows
recovery

Business & Labor

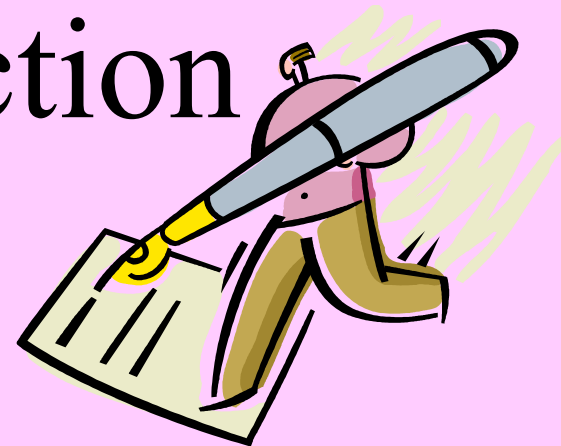
Conglomerates- by 1960 50%
of corporate income made by
top 1/10% or top 500



POSTWAR CONTRACT

Unions get raises & benefits

Agree not to ask for voice in
management & production



UAW get automatic cost of living increases based on consumer price index

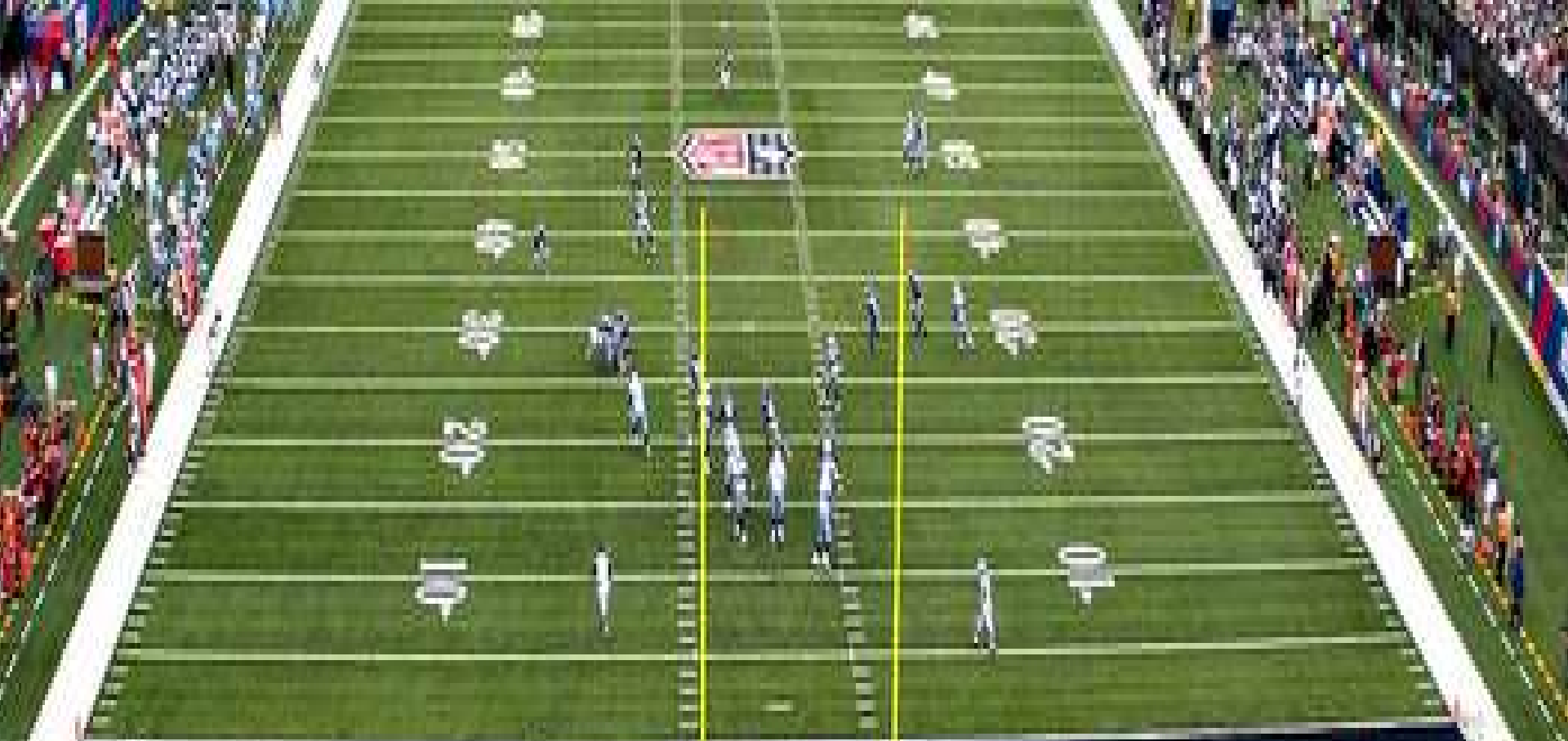
Union Troubles

Teamsters President Dave Beck
forced to resign

Jimmy Hoffa goes to jail

Mine Workers Pres. Tony Boyle
convicted on murder charges

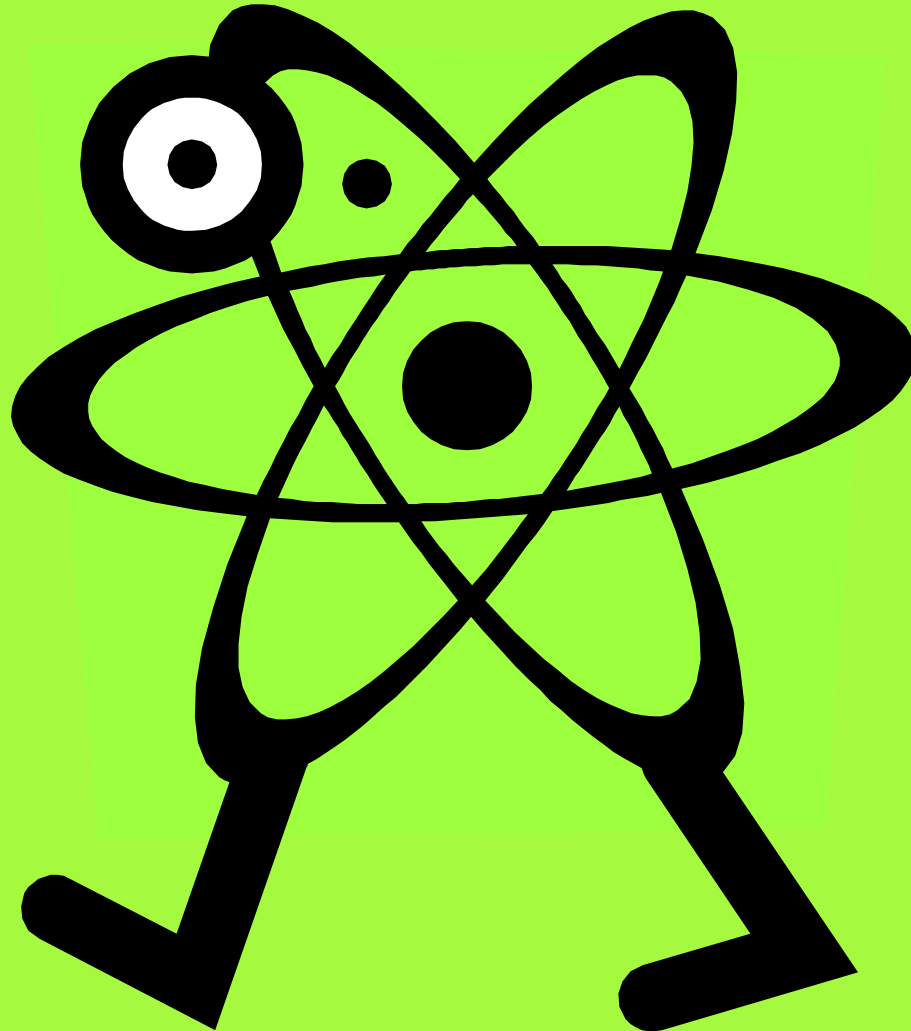




GIANTS

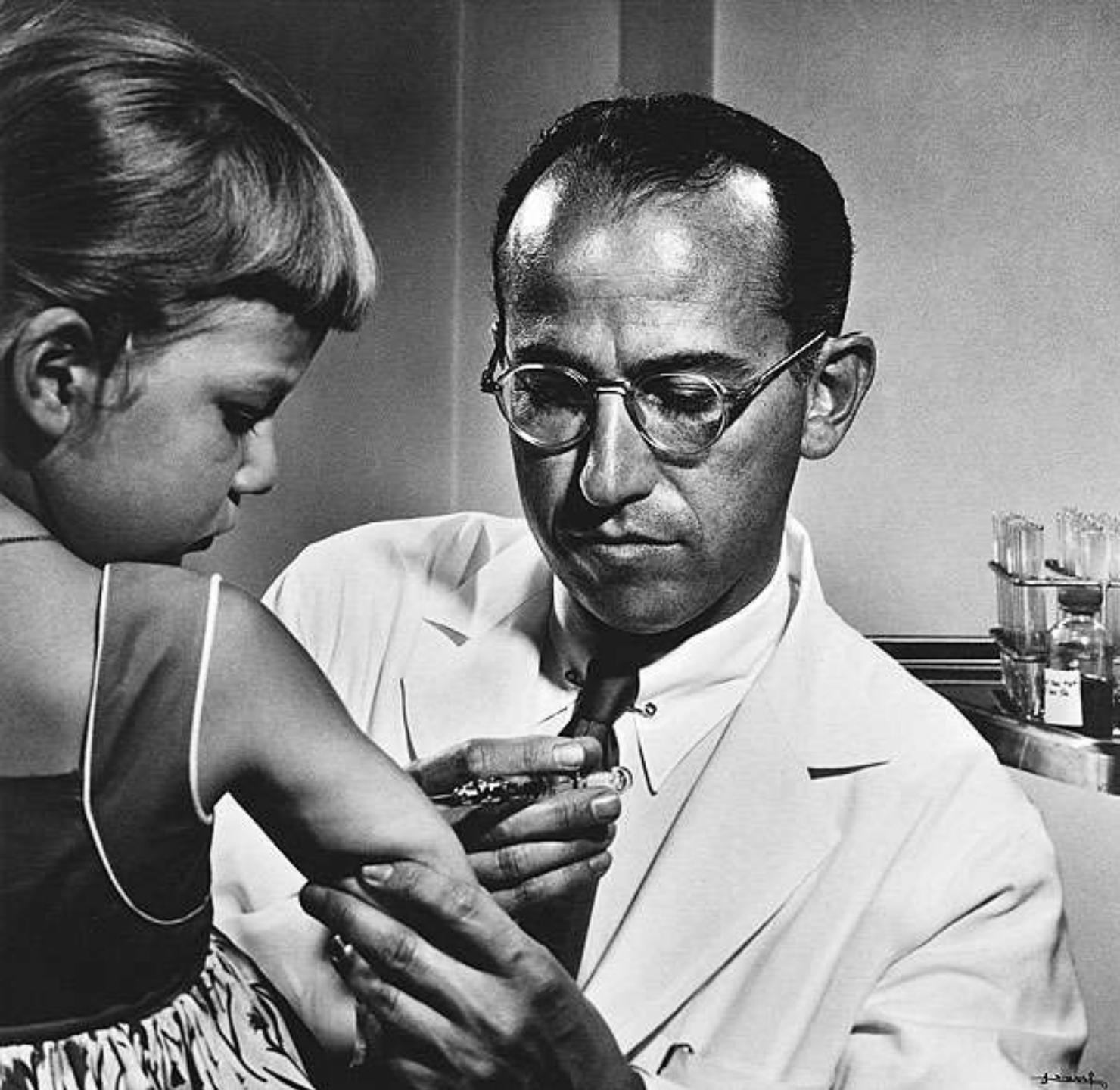
TX

Science & Technology



1950 UNIVAC





1954
Jonas
Salk-
polio

1950's color TV

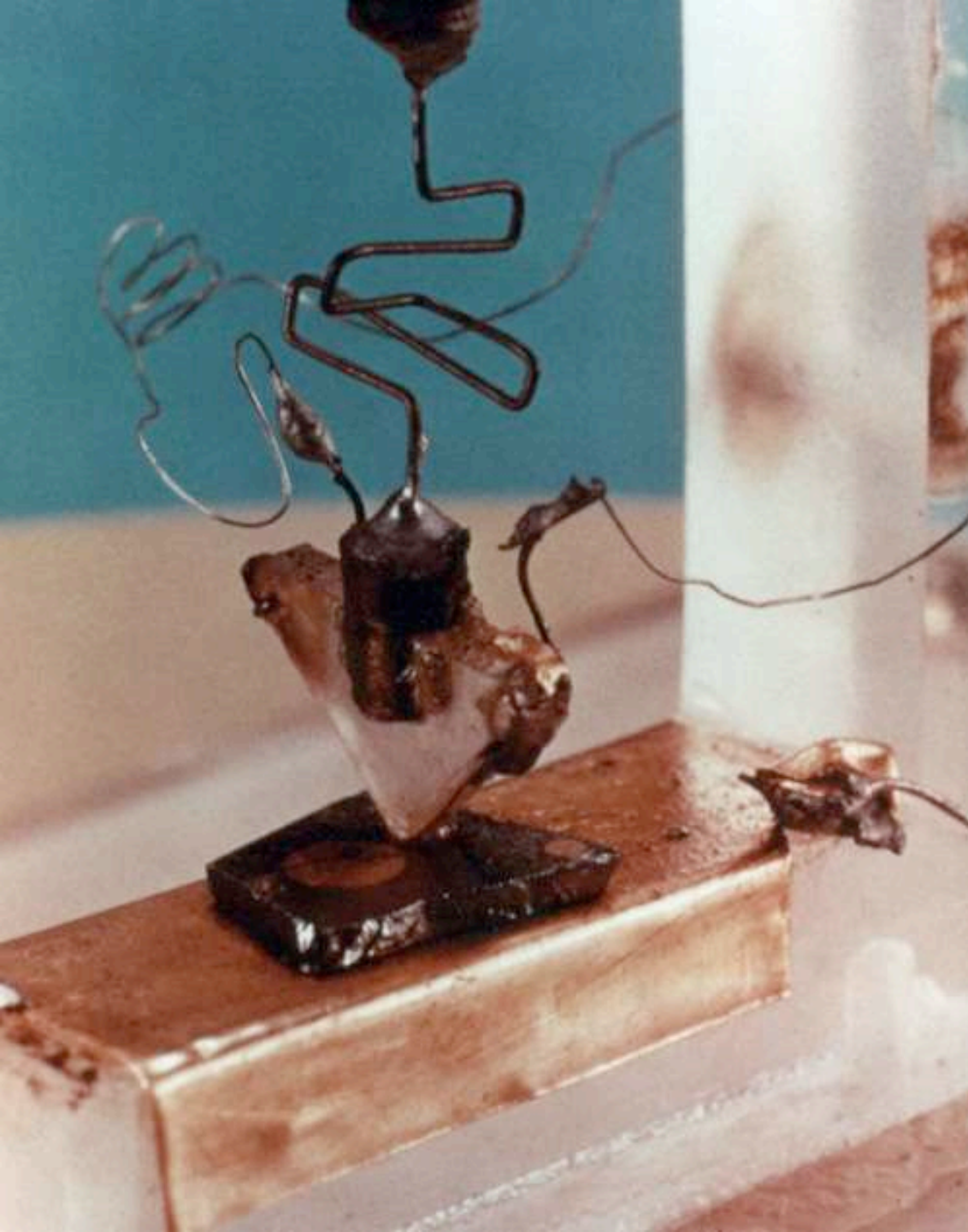


Color Sets

Mr. David Sarnoff,
Chairman of the
Board, RCA, shown
here presenting a
\$500 "Aldrich" color
TV with 21" tube.



A black and white photograph of Mr. David Sarnoff, Chairman of the Board of RCA, standing next to a vintage RCA color television set. He is wearing a dark suit, a white shirt, and a bow tie. The television set is a large, boxy model with a prominent screen and a wooden-style base. The background is a simple, light-colored wall with a dark horizontal band.



1948 Transistor

1952 H-Bomb





SPACE RACE

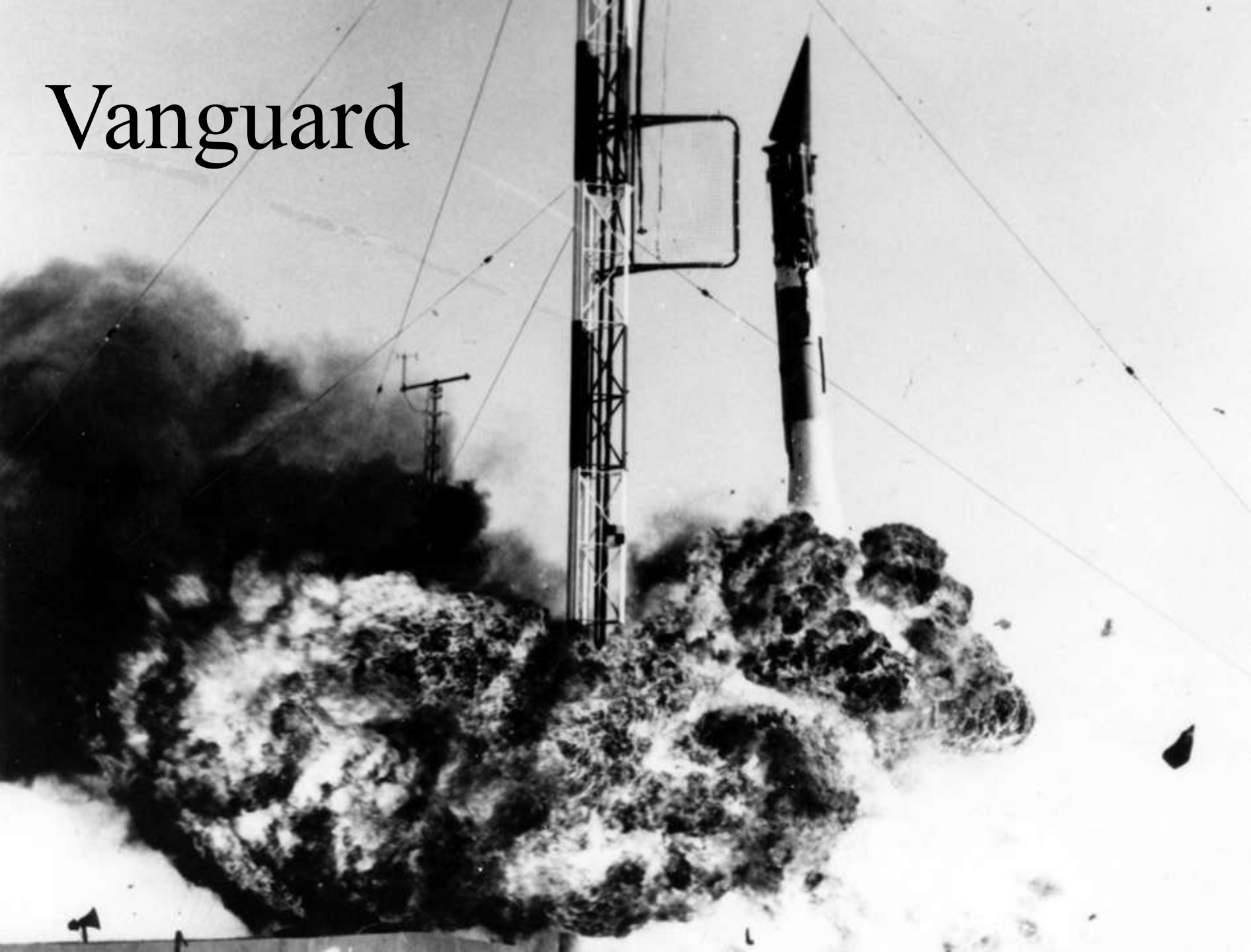


1957 Sputnik

Why is this
a threat?



Vanguard





April 12, 1961

Yuri Gagarin

Alan Sheppard

1st

American
in Space

May 1961





John Glen

1st

American
in orbit

February
1962



Mercury- Atlas Rocket



Gemini Project

Ed White 1st space walk



Apollo 1

January 27, 1967

Gus Grissom

Ed White

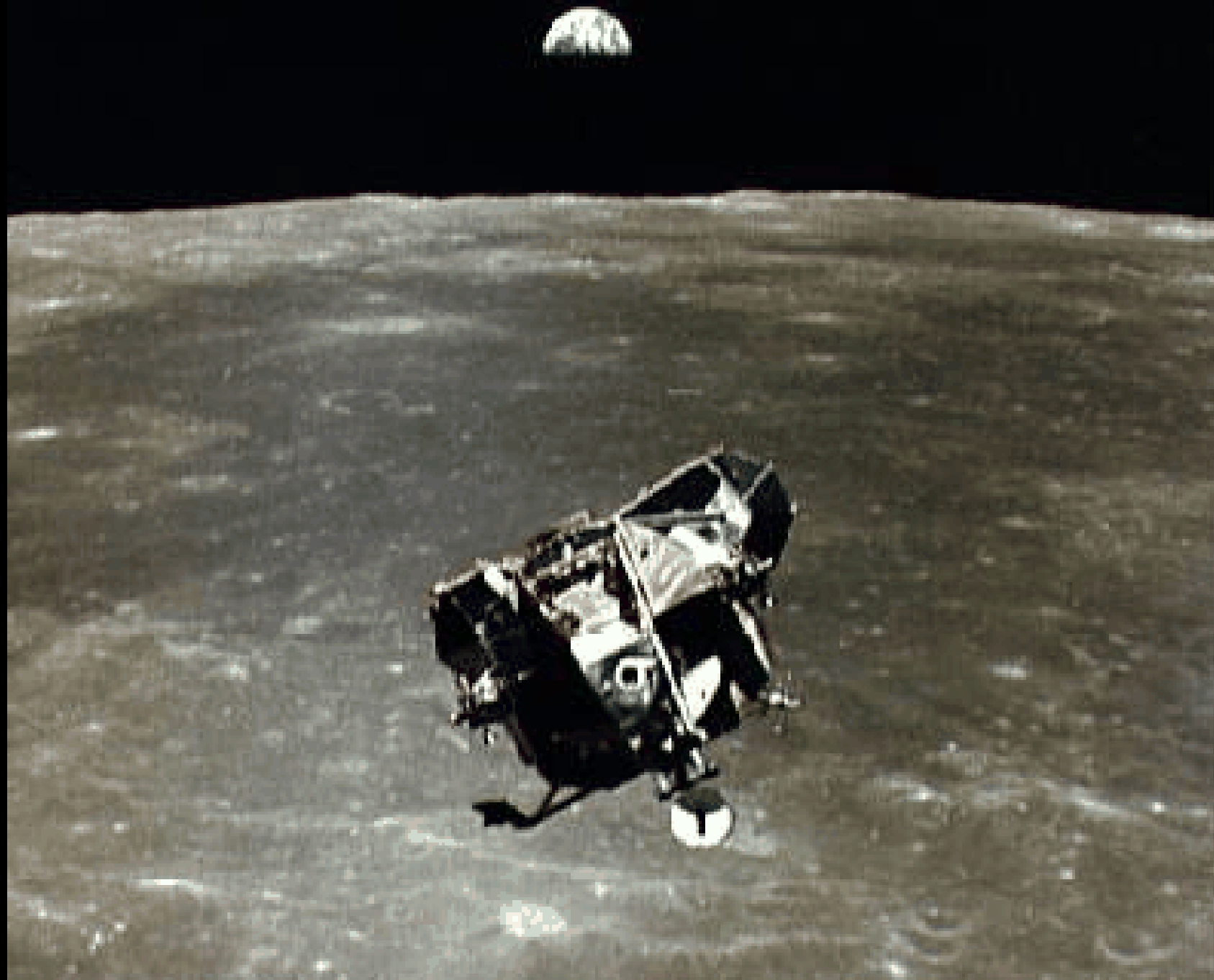
Roger Chaffee





Apollo 11





July 20, 1969



Consumer Culture

Large scale advertising on TV

Mickey Mouse Club made
demand for Disney products



WATER

DON

LINDA

CHERYL

BOCHIE

LOHNE

CUBBY

CUBBY

SHARON

ENE

TOMY

DARLENE

ANETTE



26,000 sold per week

"The neatest Christmas gift of all!," says Ronald Reagan



You can twist it...



You can twist it...



You can bend it...



You can curl it...



The new revolutionary collar on
**Van Heusen
 Century shirts
 won't
 wrinkle...
 ever!**

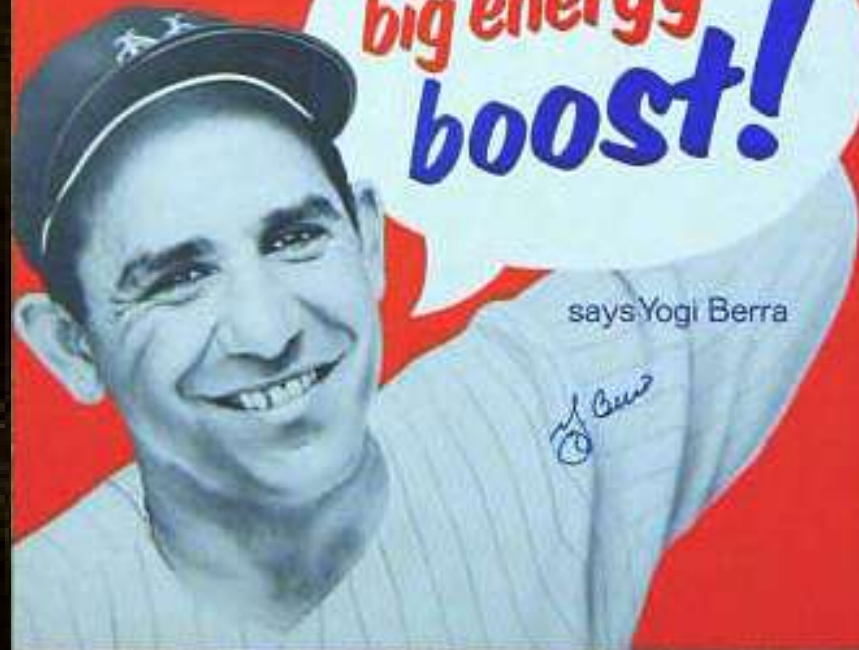
RONALD REAGAN wearing a Century shirt in National International's "LAW AND ORDER," film by Telefe

These Van Heusen Century shirts are made of 100% cotton and are made with a collar that won't wrinkle... ever! It's the secret that makes them wrinkle-free all day long. Available in sizes Small, Medium, Large, and X-Large. The price is \$12.95.

So, just wear the collar that won't wrinkle and it won't wrinkle... ever! After it gives you up to 100% more of comfort and style. White, \$12.95. Light Blue, \$12.95. The price is \$12.95. The price is \$12.95.



Van Heusen Century shirts



**big energy
 boost!**

says Yogi Berra



SPEEDY

Alka-Seltzer

Alka-S

Alka-Seltzer

Alka-S

Alka-Seltz

ALKA
SELTZER

Alka-S



* The cigarettes quoted have been checked and certified by the U.S. Food and Drug Administration and the U.S. Department of Health and Human Services.

20,679* Physicians

say “

LUCKIES

are *less irritating*”

“It’s toasted”

Your Throat Protection against irritation against cough



Levittown

William Levitt

Mass production of homes

2 Bedroom home on a slab

\$90 down \$58 per week

Mortgages by GI Bill

Burbs have sense of community

*Mostly young families

*Husbands work

*Wives stay home-get involved
with PTA and Torch Drive

Move to suburbs truly makes
America an automobile
culture





Drive in Restaurants





1950's
Zenith
TV



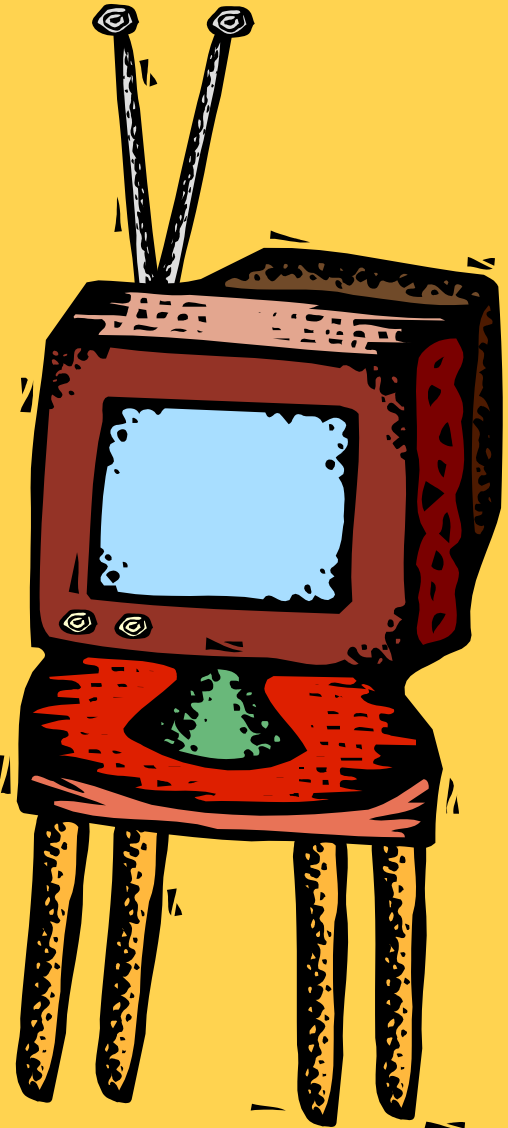
7 88 15
LEFT RIGHT TONE HOW CENT VERT. CENT
MODEL 50701
SUNCO



1946 17,000 TV Sets

1957 40,000,000

More people had TV's
than Refrigerators





Mr.
Television
Milton Berle



Lucy
&
Desi



Your
Show
of
Shows





Philco Television Playhouse



Leave it
to
Beaver



Ozzie
and
Harriet

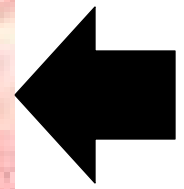


The Honeymooners





Rawhide



Clint

Eastwood

Literature & Criticism of American Society



William Whyte – The Organization Man



Self-reliance gives way to get along as America stresses team work



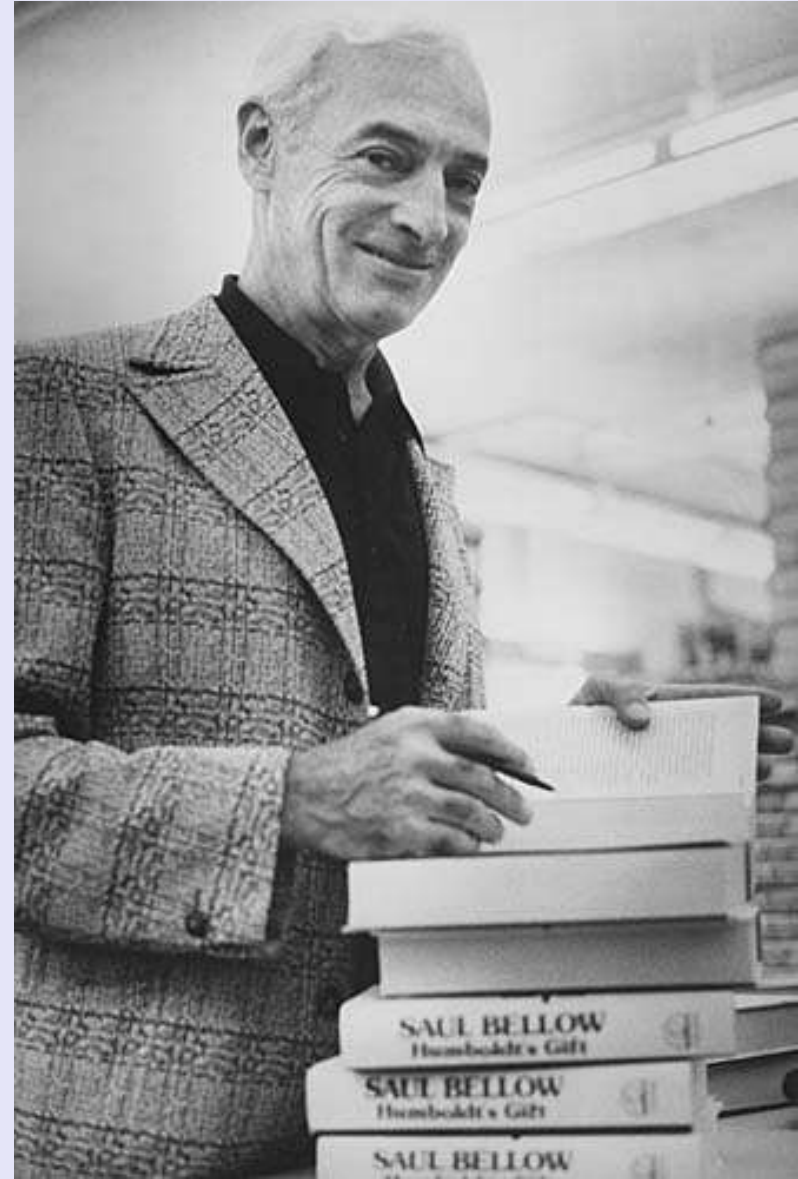
David Riesman

The Lonely
Crowd
Inner directed
gives way to
other directed

Literature of the outsider

Saul Bellow

1976 Nobel Prize



J. D. Salinger

The Catcher in
the Rye



The Beats



Most caustic critics of
American society and Middle
Class

Against sterility and
conformity of American life



Jack
Kerouac

On the
Road



Michael Harrington

The Other America

1960 1/5 of families live in poverty

80% of this group move in and out
20% have poverty as a continuing
existence

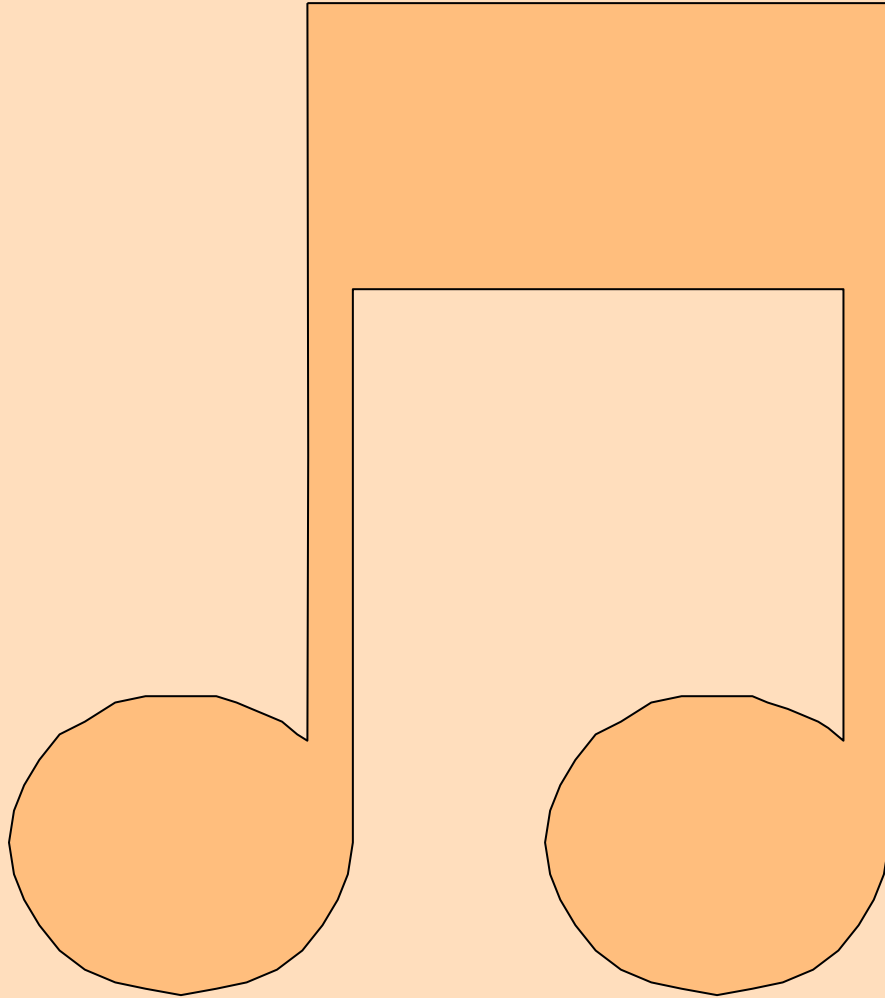
Rural Poverty

1948 Farmers got 8.9% of national income

1956 Farmers got 4.1%

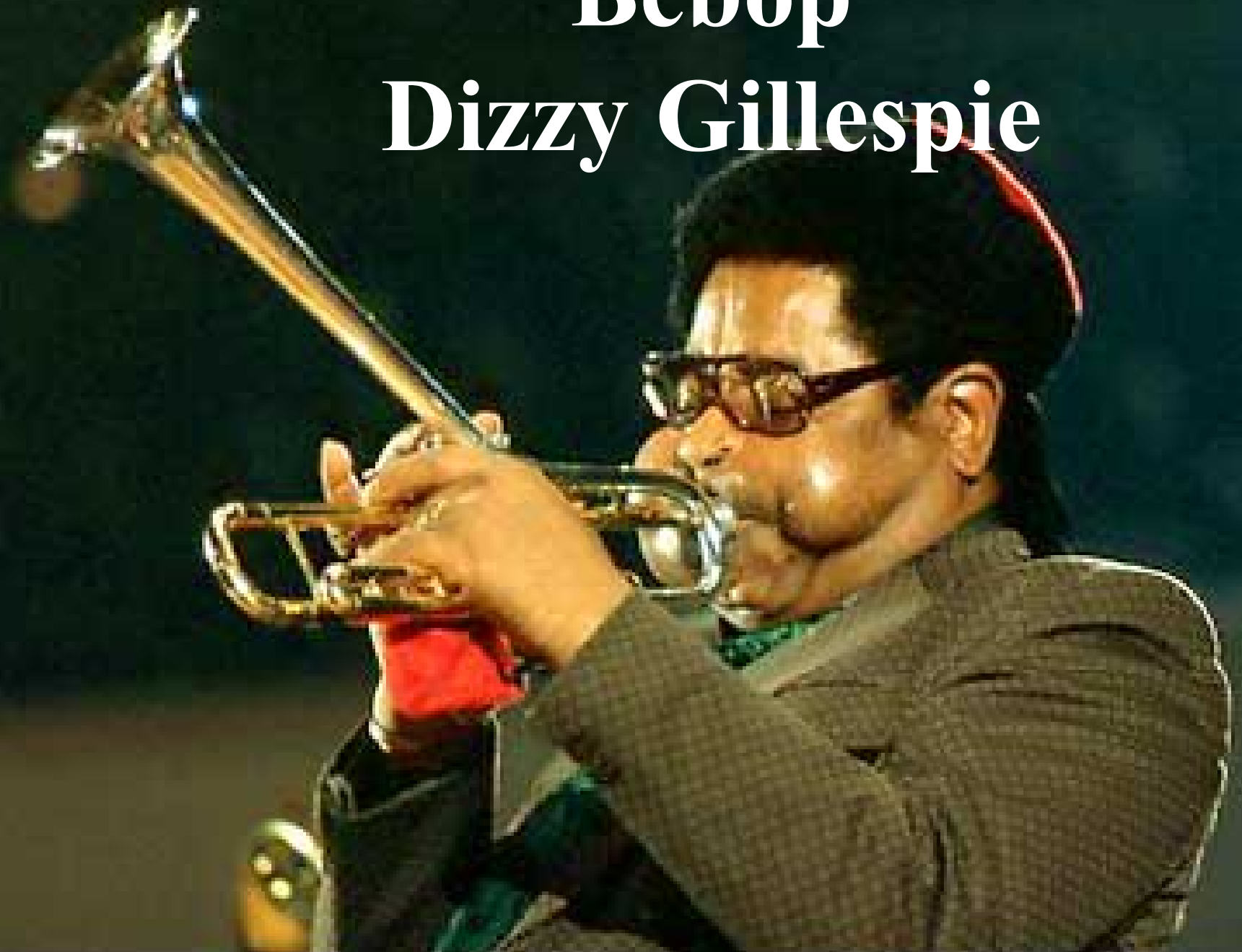
Farm prices drop 33% from 48-56

Changes in American Culture



Bebop

Dizzy Gillespie





Charlie
Parker

“Bird”



James
Dean



THE FREEWHEELIN' BOB DYLAN

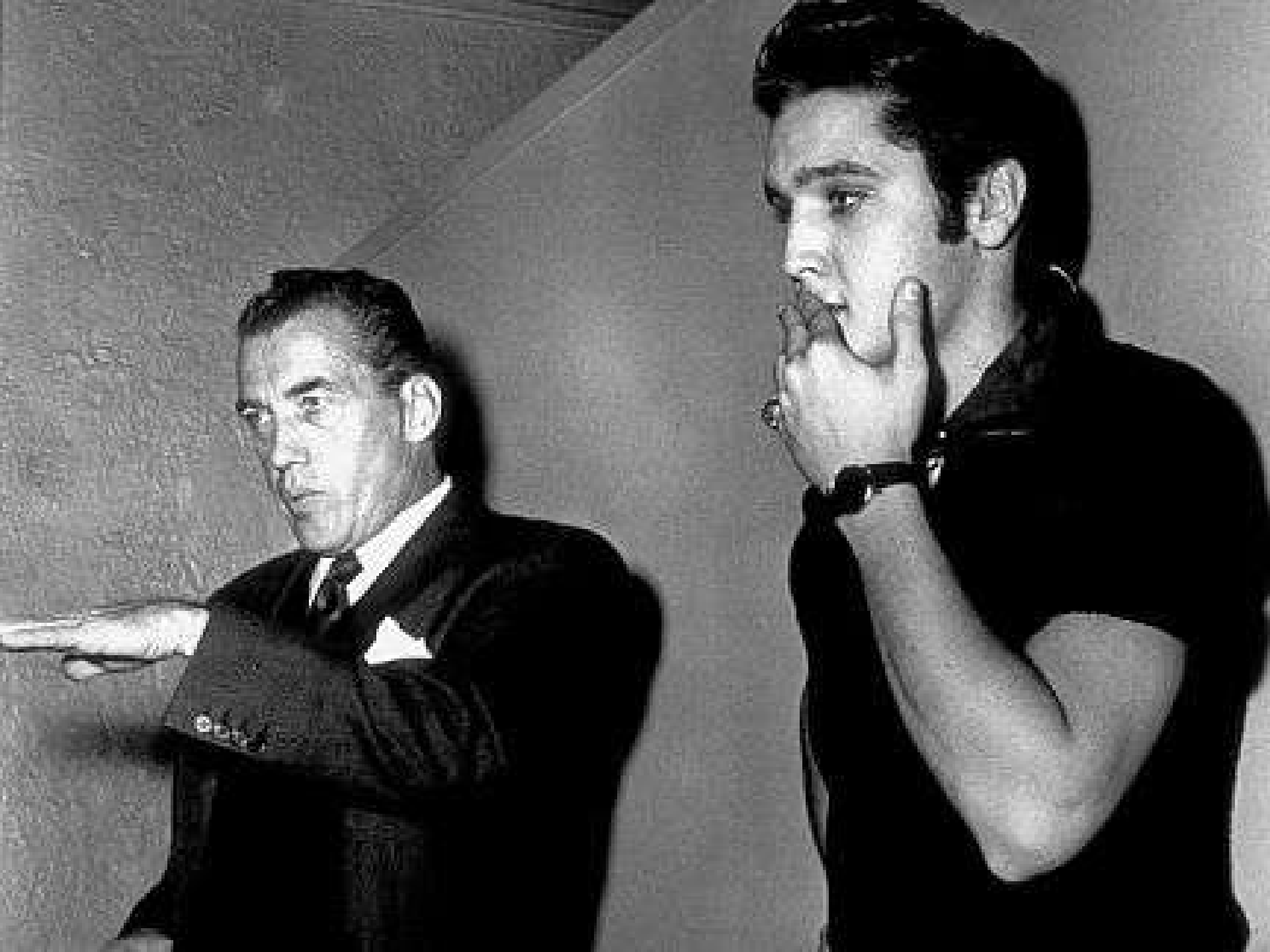


the Wind
the North Country
War
Highway
Blues
the A-Gonna Fall

Don't Think
Talkin'
Money, Just Allow



Ed
Sullivan







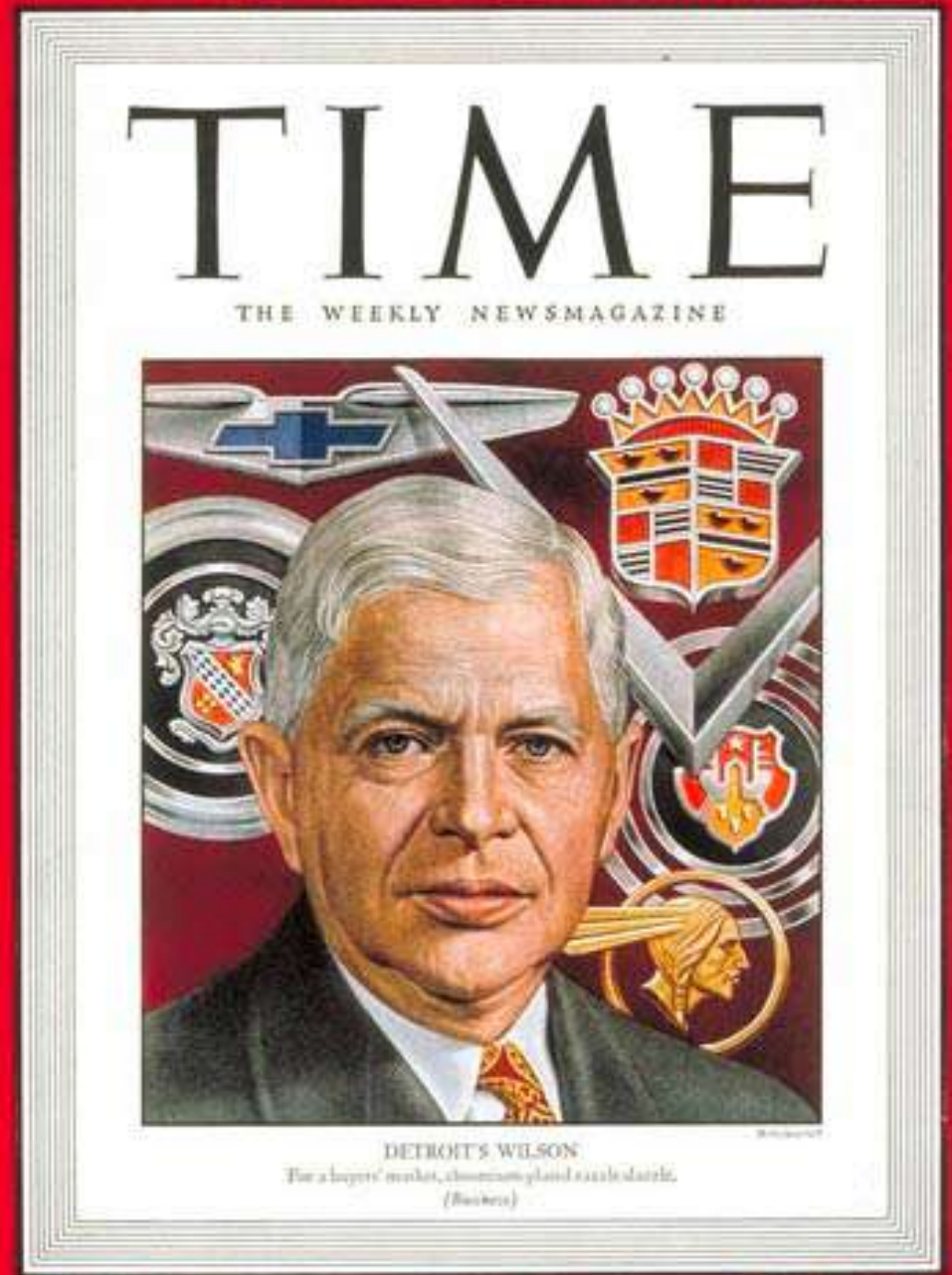


Eisenhower Administration

Cabinet made up of wealthy
corporate leaders and
lawyers

Charles Wilson Sec. of Defense

“What’s good
for General
Motors is good
for the country”



Balances the budget

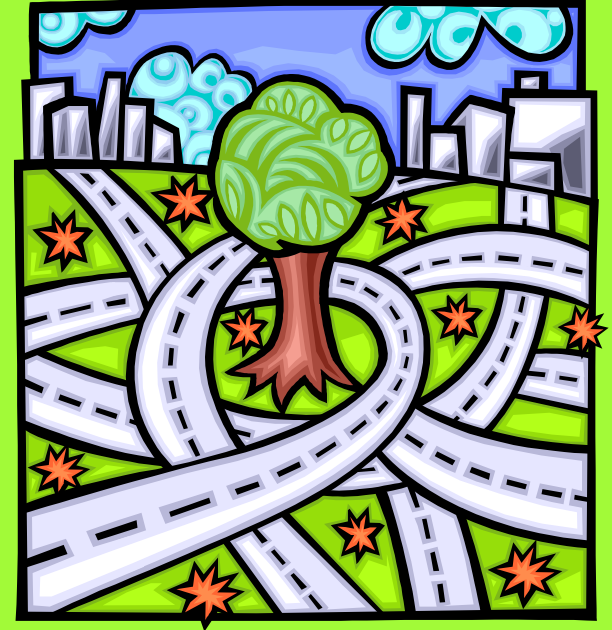
Adds people to Social Security

Increases min. wage to \$1

Federal Highway Act:

40,000 miles

\$25 billion 10 years



Largest public works project
in history

1955:

Ike has a Heart Attack

Will he run again?



**1956 Ike beats
Stevenson again
457 to 73**





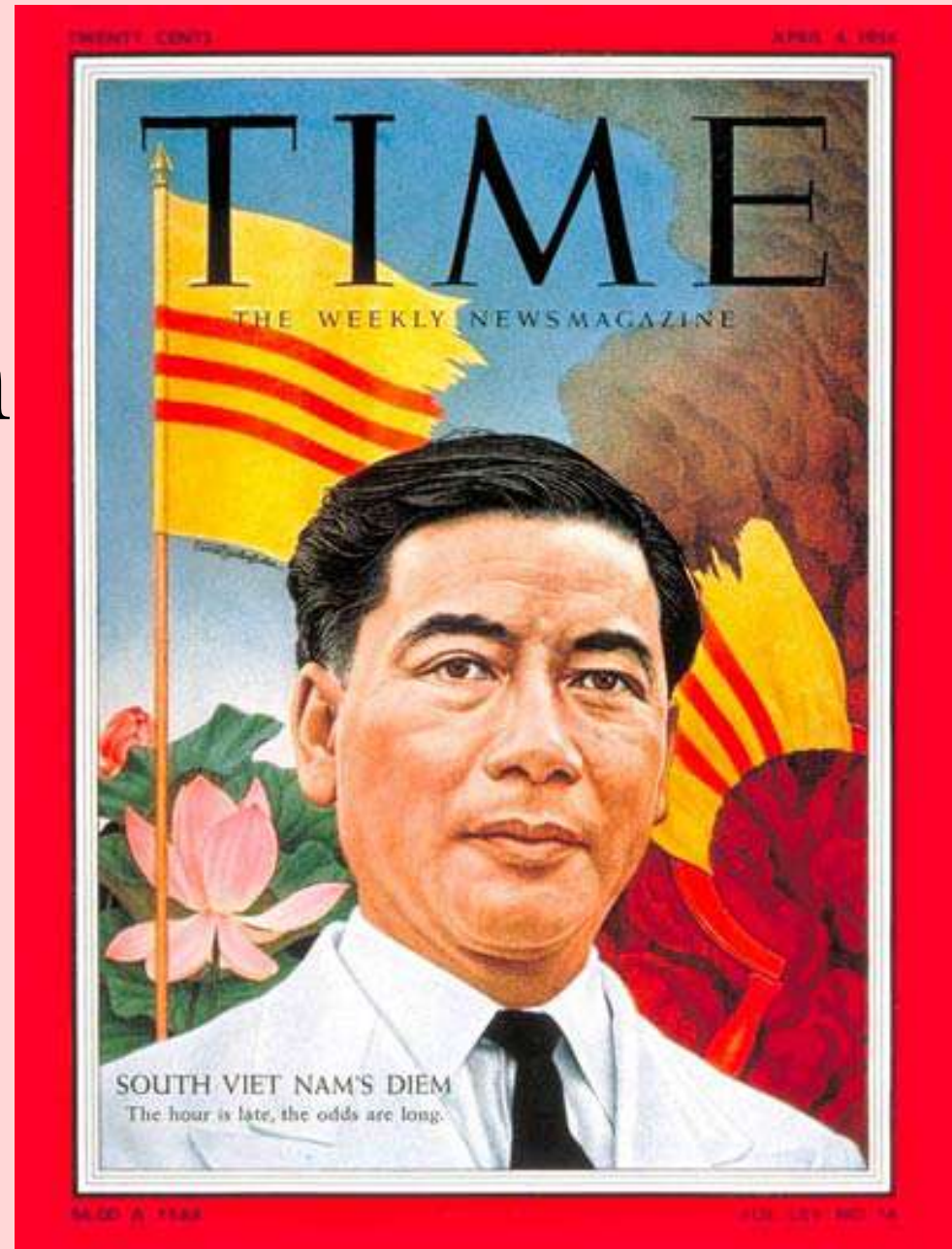
US giving aid(\$) to France to
help in French Indo-China-
Vietnam

French lose

1954 Geneva Accords divides
Vietnam

US supports
South Vietnam
leader Ngo Dinh
Diem

He refuses UN
mandated
election in 1956



Other Foreign Policy Adventures

- CIA sets up the Shah
in Iran



U2 spy plane shot down





Dulles refuses loan to Egypt to
build Aswan Dam

Nasser goes to Soviets



Give total support to Cuban dictator Fulgencio Batista





Fidel
Castro

1959





Castro with Che