

■ Essential Question:

- What was life like in America in the 1950s?

■ CPUSH Agenda for Unit 12.6:

Clicker Questions

- “America in the 1950s” notes
- Today’s HW: 27.2
- County Interim: Wed, March 7
- CPUSH Midterm: Thurs, March 8

Watch this video and identify 3 characteristics of life in America in the 1950s

At last! A car designed to "take a load off your mind." Ford's new '56 Ford is the most advanced car ever built. It has the most advanced suspension system ever built. It has the most advanced steering system ever built. It has the most advanced brakes ever built. It has the most advanced engine ever built. It has the most advanced transmission ever built. It has the most advanced everything ever built.

The new **Ford Mustang** is one of the most advanced cars ever built. It has the most advanced everything ever built.



Take a look at these Lifeguard seats and belts. They're made of a special material that's stronger than steel. They're made of a special material that's stronger than steel. They're made of a special material that's stronger than steel.

Let's take a look at Lifeguard Design in the '56 FORD



Now Lifeguard steering wheel is stronger than steel. It's made of a special material that's stronger than steel. It's made of a special material that's stronger than steel.



Now Lifeguard padded rear seats are stronger than steel. They're made of a special material that's stronger than steel. They're made of a special material that's stronger than steel.

Now Lifeguard padded instrument panel, stronger than steel. It's made of a special material that's stronger than steel. It's made of a special material that's stronger than steel.



Now Lifeguard door locks, stronger than steel. They're made of a special material that's stronger than steel. They're made of a special material that's stronger than steel.



The new 200-hp V8 engine is all the more powerful for the special Lifeguard seats and belts. It's made of a special material that's stronger than steel. It's made of a special material that's stronger than steel.

Lifeguard Design is only the beginning of the Ford line-up. It's the most advanced everything ever built. It's the most advanced everything ever built.

the fine car at half the fine car price!

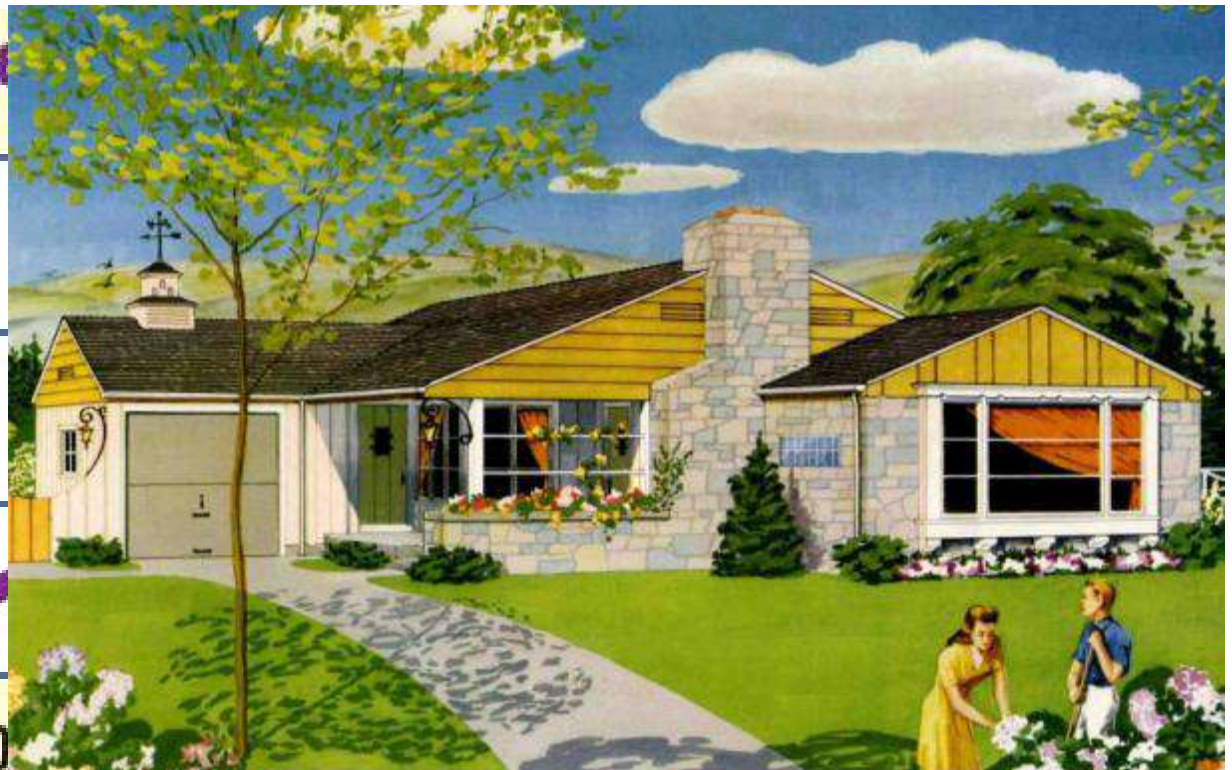
FORD

The end of WWII led to an era of wealth & spending in the 1950s:

The war stimulated the economy & ended the Great Depression

High wages, service pay for soldiers, & war bond investments gave Americans money to spend

The economic boom allowed Americans to enjoy the highest standard of living in the world



1950

Consumerism returned in the 1950s because for the 1st time since the 1920s Americans had money and access to consumer goods

People rushed to buy new goods like cars, TVs

Advertisers used newspaper ads, radio, & new TV commercials to market goods to Americans

Franchises offered people across the country the same products



Americans produced a “baby boom” in the 1950s, leading to the largest generation in

U.S. history.

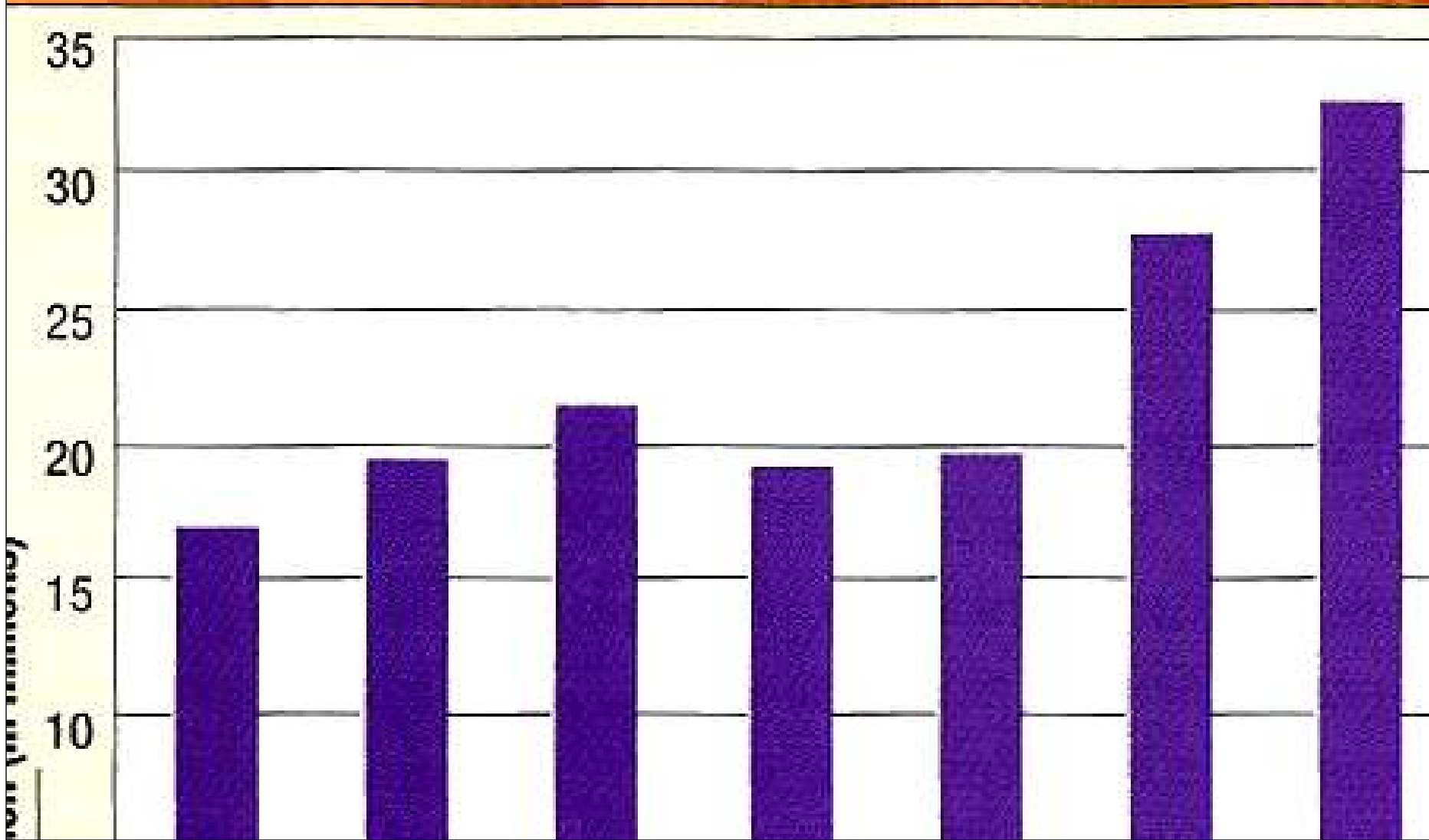
The return of soldiers from war led to an increase in marriages &

a rise in the birthrate.



The baby boom led to a demand for new baby products, schools, & homes for growing families

School Enrollment, 1910-1970, Grades K-8

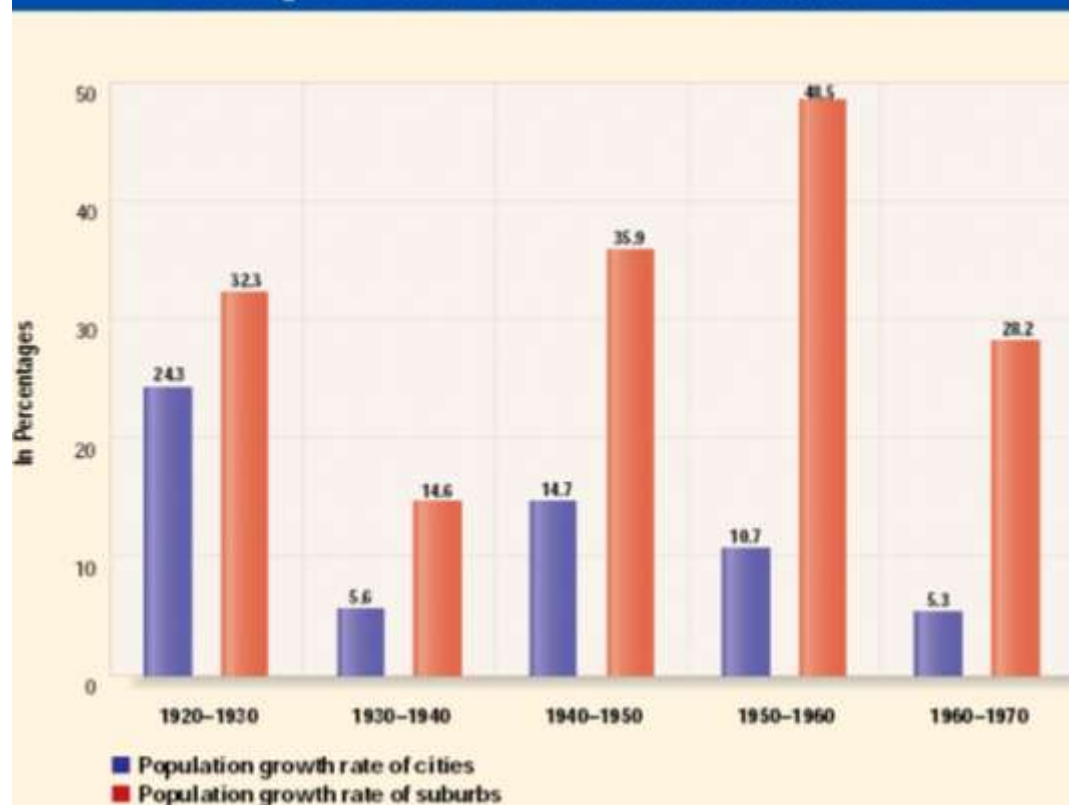


Suburbs boomed in the 1950s

The majority of Americans worked in cities but wanted the security of suburbs for their families

Suburbs offered peace of mind, affordable homes, & good schools

Percentages of Urban-Suburban Growth Rates, 1920-1970



The GI Bill of Rights offered returning soldiers cheap loans for new homes & tuition for college.



Levitt's Homes A look at the two types of homes Levitt built

The 1947 Cape Cod

The Levitt Cape Cod offered 4½ rooms on a 25-by-30-foot slab, with an unfinished expandable attic, and a kitchen full of appliances that included a



- 1 story high

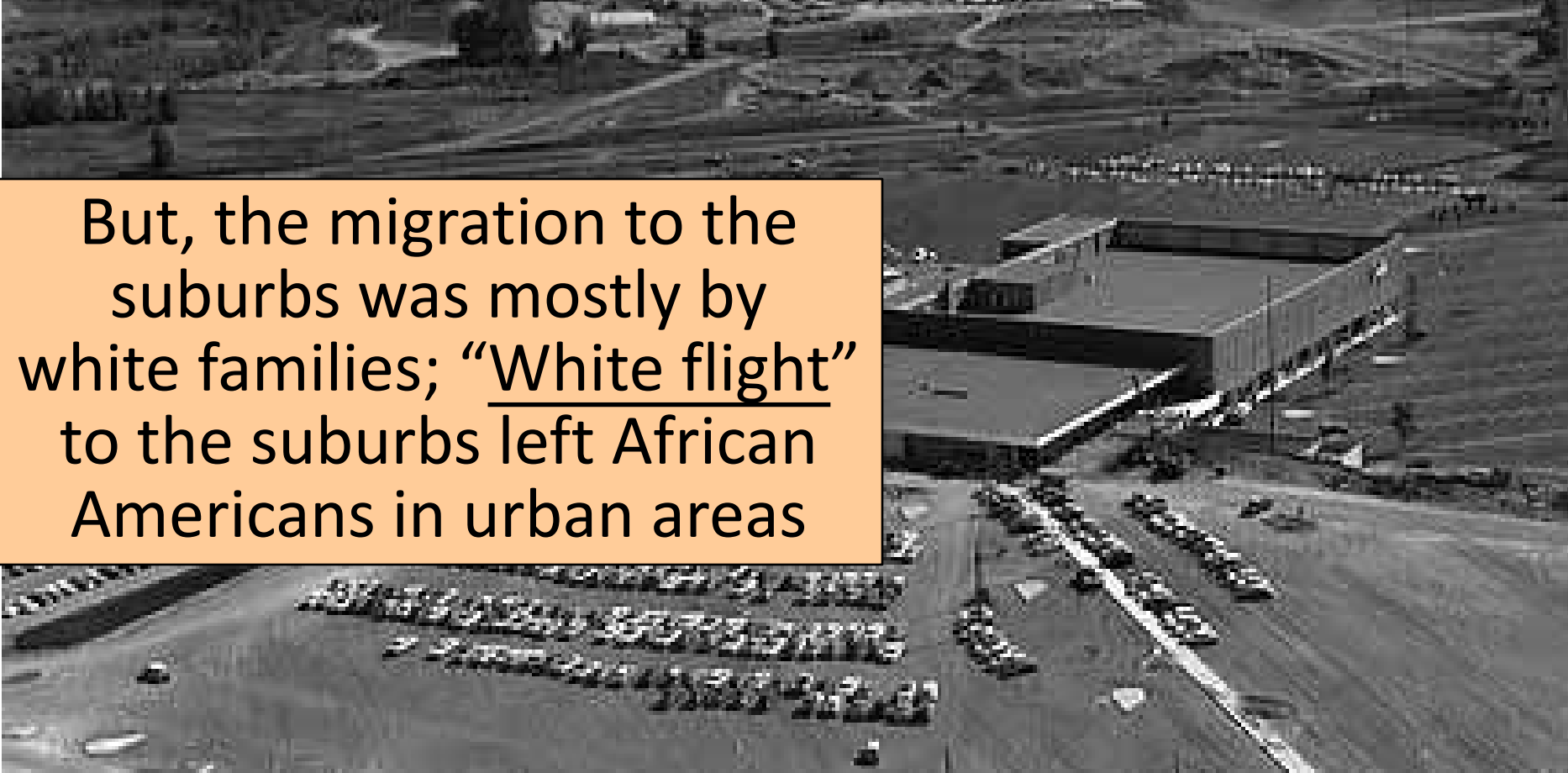


Suburbs changed American

Suburbs increased America's need

Churches, schools, grocery stores, & shopping centers were built to service the

But, the migration to the suburbs was mostly by white families; "White flight" to the suburbs left African Americans in urban areas



Southdale Shopping Center (Minnesota) the 1st enclosed, air-conditioned mall

In the 1950s, Americans bought cars in record numbers

The growth of suburbs, creative advertising, easy credit, & cheap gasoline led to a car

Automobile companies made big, powerful, flashy cars



Eldorado

BY CADILLAC

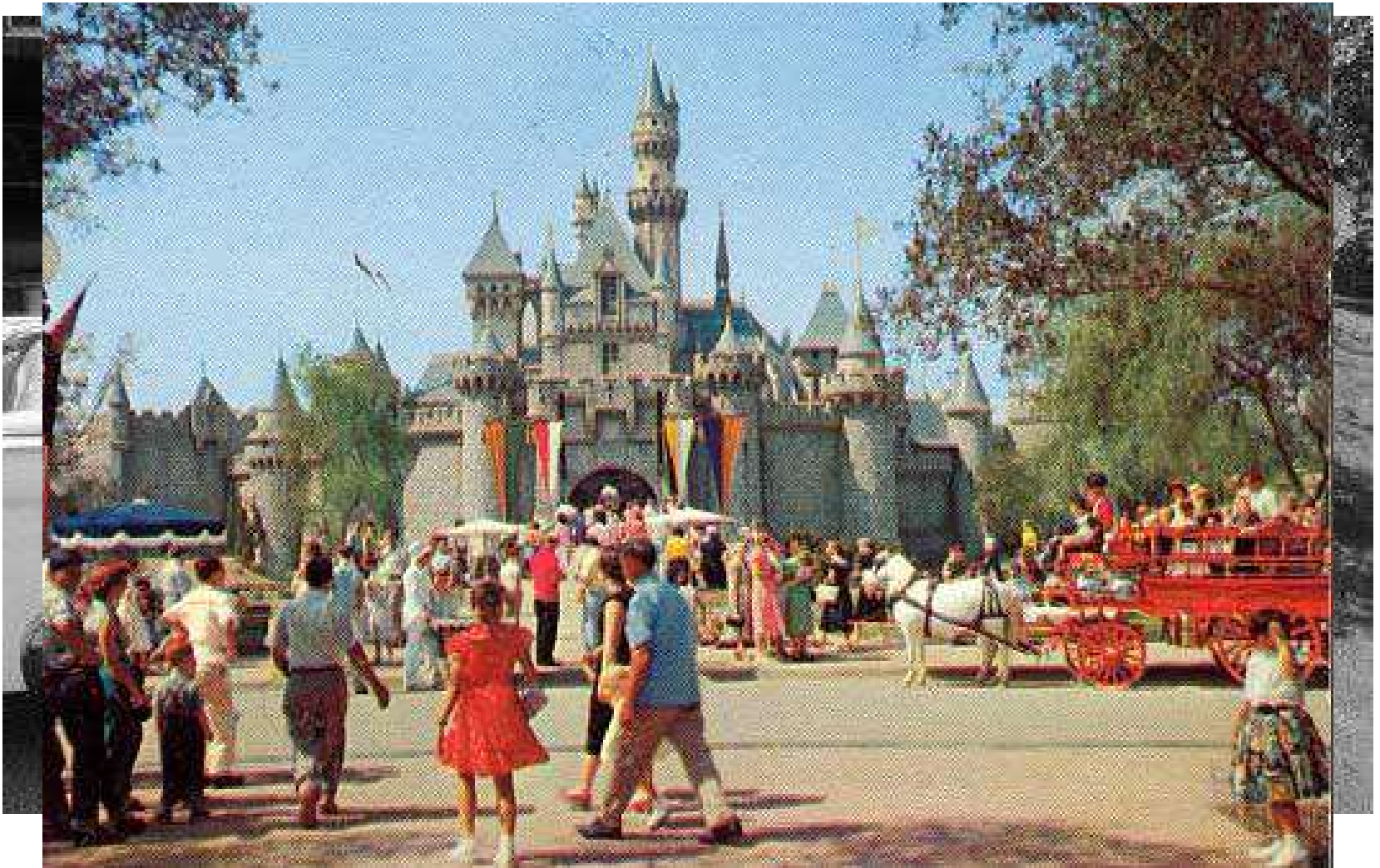


the
MIGHTY CHRYSLER
for 1957



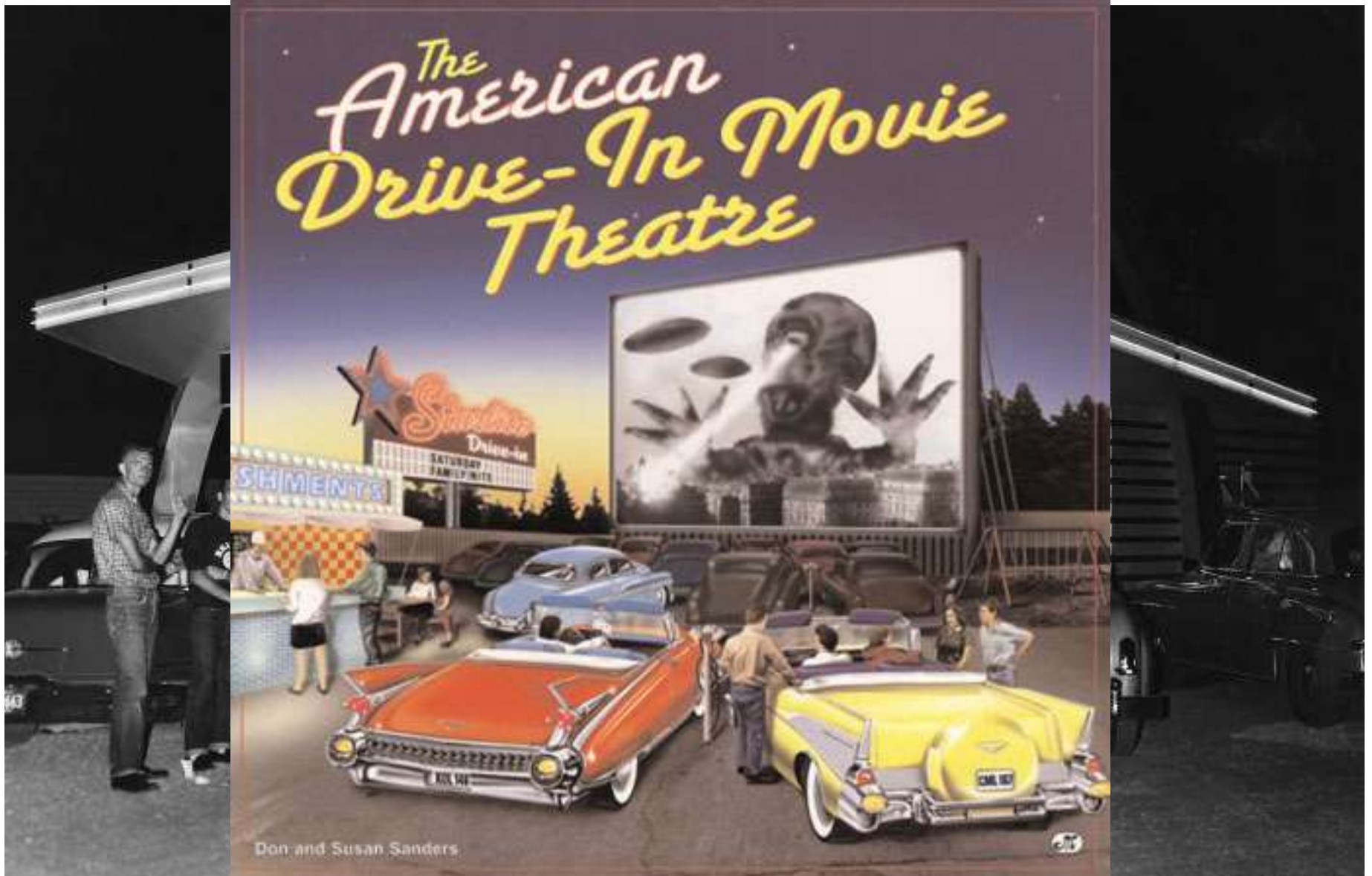
These magnificent automobiles are the Eldorado Biarritz and the Eldorado Biarritz—the two distinguished members of Cadillac's latest and finest series of motor cars. From their basic design to their final construction, they have been deliberately created to establish a new level of motor car excellence. Among their distinguished characteristics are their high-driving rear fender lines . . . their specially designed and specially appointed interiors . . . their great 302-h.p. engines . . . and their special body colors. In their beauty . . . in their history . . . in their performance . . . and in their unique appointments—they are, without question, the leading representatives of the great Cadillac name. CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION.

“Automania” transformed America



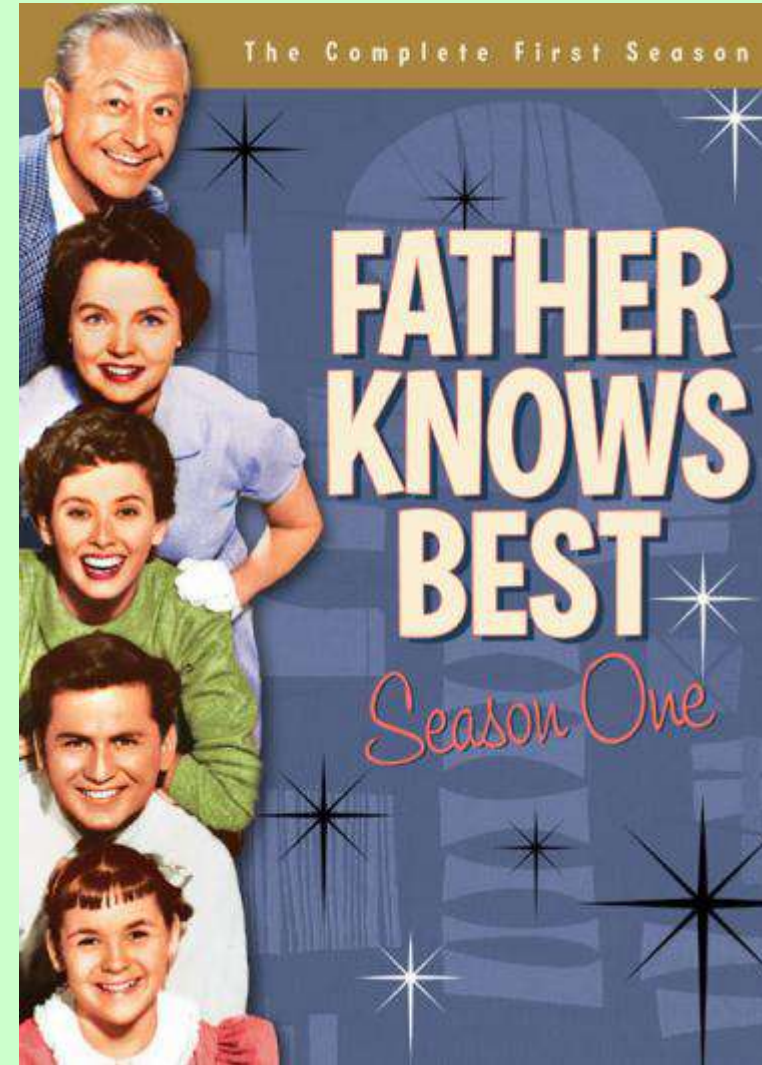
Americans were more mobile, took long-distance vacations, & lived further from their jobs

“Automania” transformed America



Cars led to drive-thru restaurants & drive-in

Watch [this video](#) and identify 3 characteristics of life in America in the 1950s

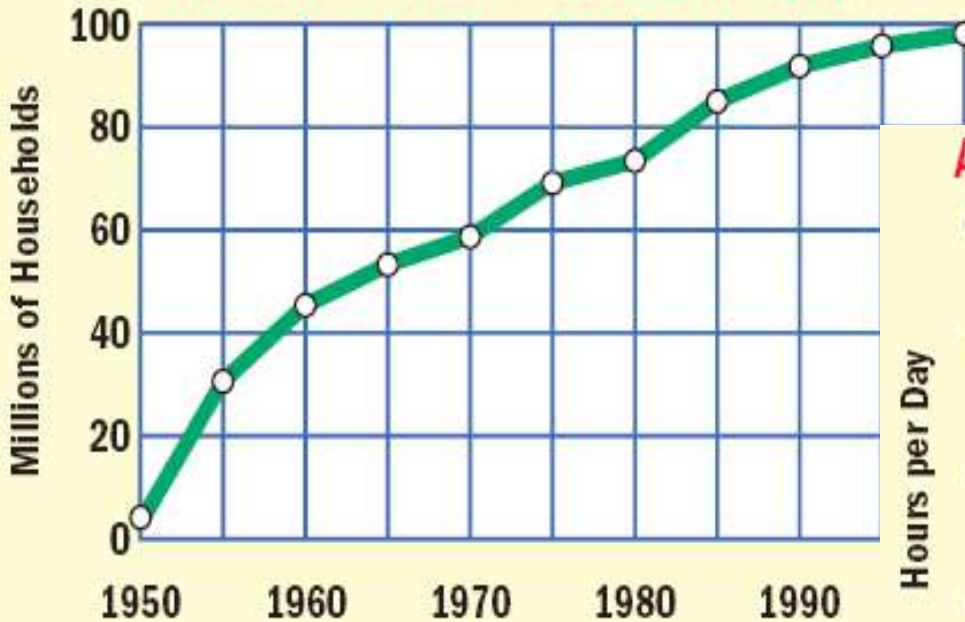


Americans enjoyed new forms of entertainment

Television boomed as Americans watched comedies, news reports, westerns, &

TV ownership jumped from 9% in 1950 to 90% by 1960 (45 million)

Households with TV Sets, 1950-2000



Average Daily Hours of TV Viewing, 1950-1999



Businesses took advantage of TV to advertise goods to buyers

I'm late—
but dinner won't be!

Swanson TV Brand Dinners, the even-
quicker meals that taste home-cooked

Cooking dinner for a hurried tomorrow. There's
always time to get a hot, delicious meal on the table
when you bring home even-quicker Swanson TV Dinners.
Each hearty dinner comes complete in its own heating-
serving tray—is piping ready in 25 minutes or
less, with no work before, no dishes after.

This doesn't wait for an emergency, though, to
enjoy all the extra good eating that TV Brand
Dinners provide. Lean, tender slices of juicy
beef, tender, hot fish, vegetables, rice, potatoes in
sauce, buttered green peas and tender, new potatoes in
creamy brown gravy. All with that old-fashioned,
homemade taste that only Swanson care and
knowing give you. No wonder so many people
find it hard to resist to enjoy genuine Swanson
TV Brand Dinners (beef, chicken, turkey and fish
of course). Try them, please!

QUICK FRYER
BY SWANSON



TV Dinners

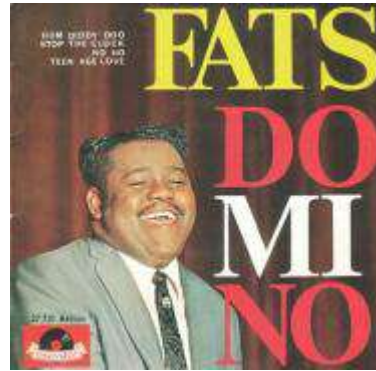
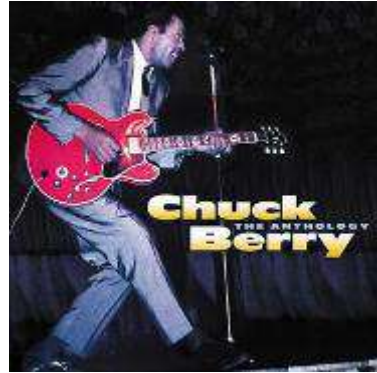
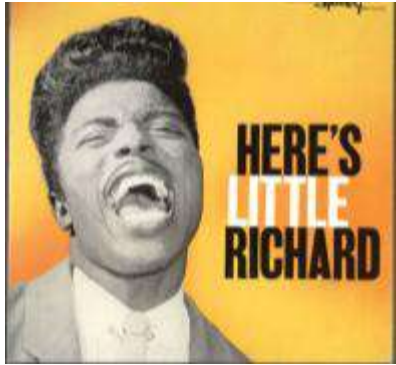


Music changed in the 1950s

“Doo-wop” music dominated the early 1950s...



Music changed in the 1950s



...but, was challenged in popularity by rock n' roll

Rock n' roll was inspired by black artists, but Elvis Presley made it popular among the youth



Rock scared parents who thought
the fast beats were immoral



This rock 'n'
roll music is a
SIN!

Teenagers were an important force in the 1950s



Suburban teens had leisure time & money to spend

Teenagers were an important force in the 1950s

LEARN THE BOP BY RECORD

BY RECORD

\$1.99

SPECIAL INTRODUCTORY OFFER

RECORD—BOOKLET WITH ILLUSTRATIONS AND DIAGRAMS

This unique method of dance instruction by record and book will not be available in record or music stores until a later date, and then at a much higher price. So get yours now! Cut out coupon below and mail today. Be sure to get your record and book before this special introductory offer expires.

STEREO

PARKWAY

CHUBBY CHECKER

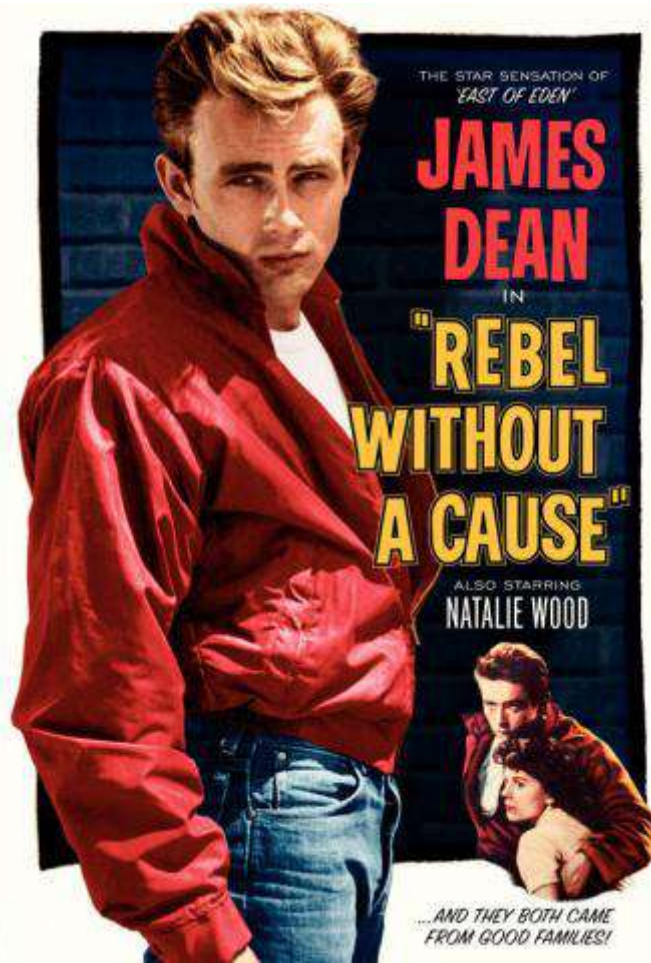
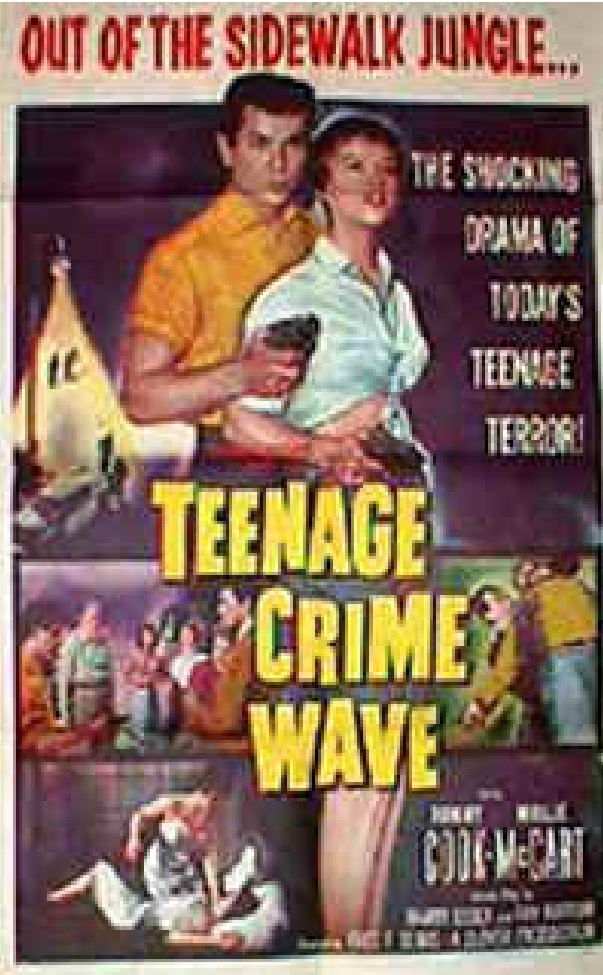
FOR 'TEEN TWISTERS ONLY'

**Adults Twist at Your own Risk!*

- THE LOSE YOUR INHIBITIONS TWIST
- THE FLY • YOUR LIPS AND MINE
- PEPPERMINT TWIST • SHOUT
- DEAR LADY TWIST • TWIST-A-LONG
- RUNAROUND SUE • AND OTHERS

Businesses targeted teenagers, selling billions of dollars of “cool” consumer goods

Hollywood movies targeted teens & made films about “juvenile delinquency”



TV, movies, & advertising in the 1950s promoted conformity & stereotypes

The “ideal man” was provider & boss of the house



TV, movies, & advertising in the 1950s promoted conformity & stereotypes

The “ideal woman” was a housewife & mother





SO THE
HARDER
A WIFE
WORKS,
THE CUTER
SHE LOOKS!



1. GOSH, HONEY, YOU SEEM TO THRIVE ON COOKING, CLEANING AND DUSTING—AND I'M ALL TUCKERED OUT BY CLOSING TIME. WHAT'S THE ANSWER?

VITAMINS, DARLING! I ALWAYS GET MY VITAMINS



Vitamins for pep! PEP for vitamins!*



“Don't worry darling, you didn't burn the beer!”



If your husband ever finds out
you're not "store-testing" for fresher coffee...



...if he discovers you're still taking chances on getting flat, stale coffee ... we be unto you!
For today there's a sure and certain way to test for freshness before you buy



The media promoted women as mothers & homemakers, but almost 40% of mothers had jobs



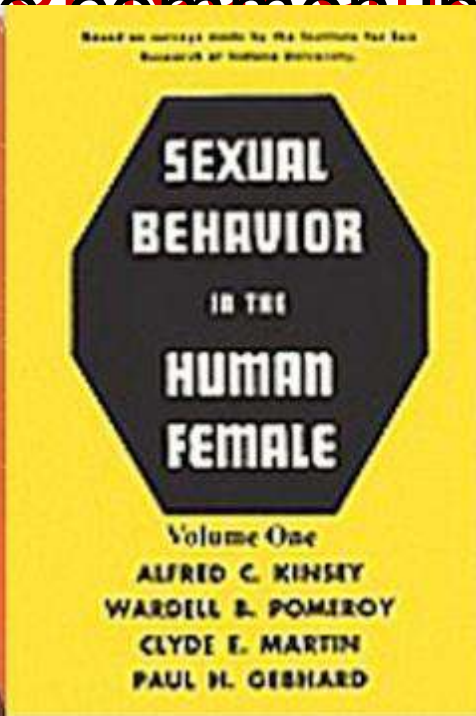
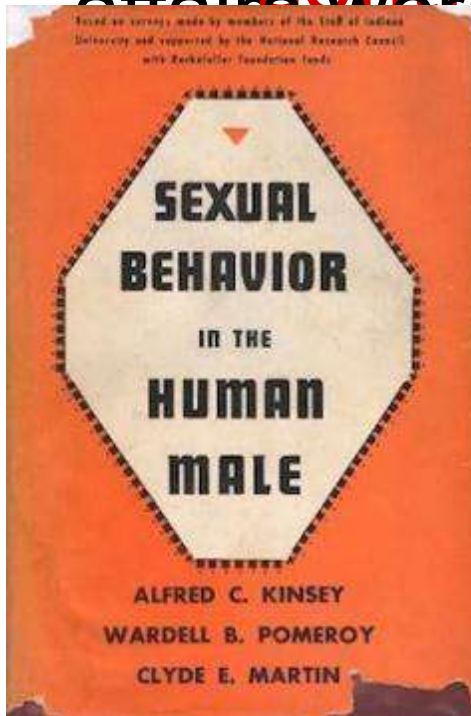
TV
p

But, 1950s stereotypes were not accurate of most

50s
es

Changing Sexual Behavior:

Sexologist Alfred Kinsey revealed that premarital sex & extramarital

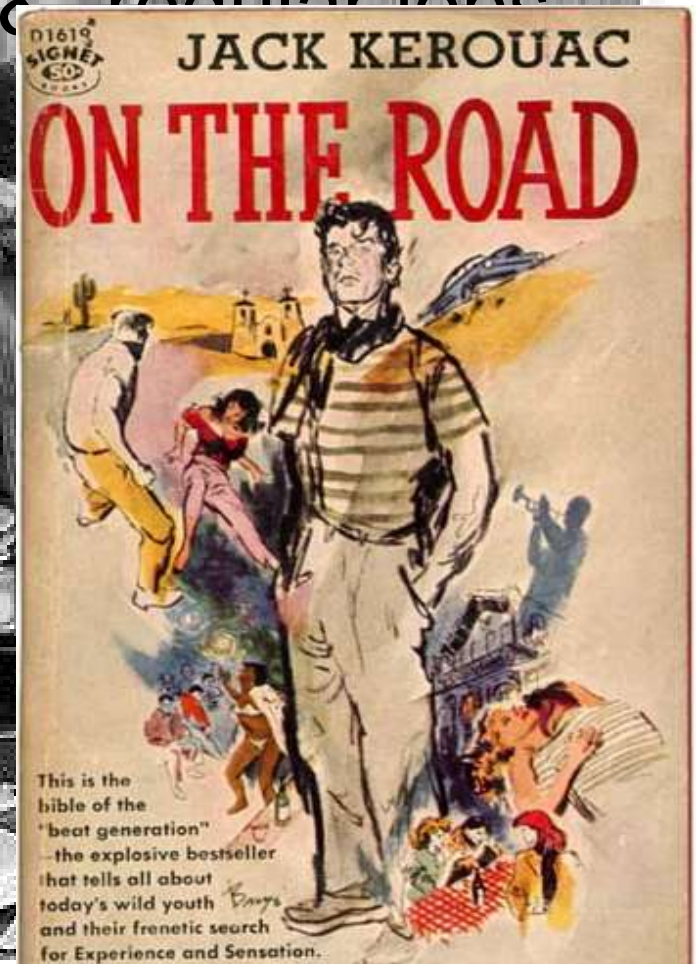
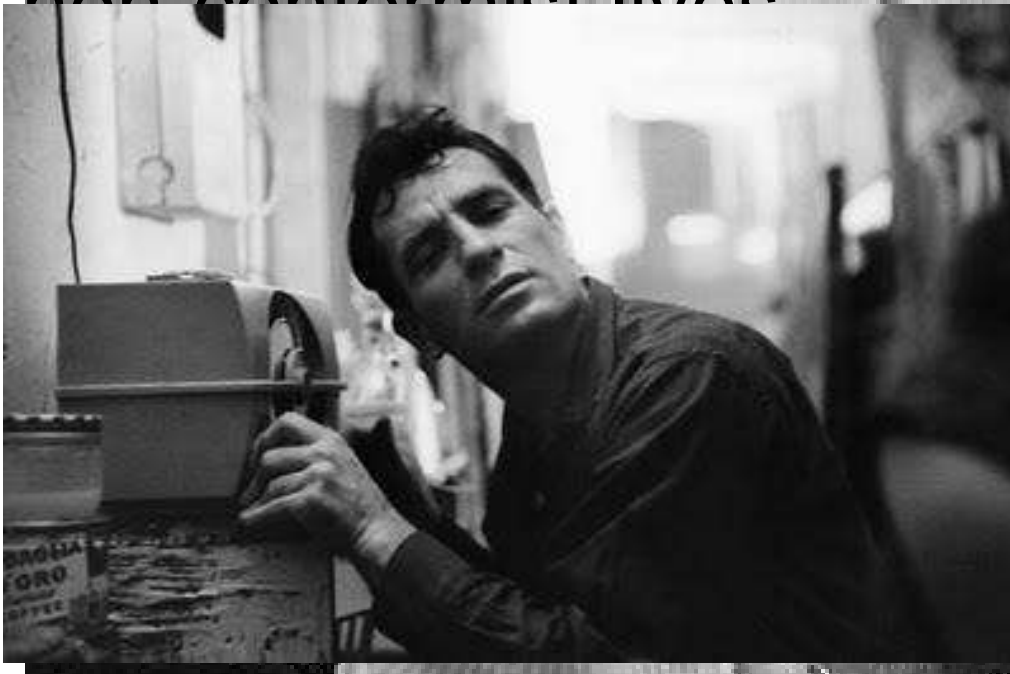


Playboy's first publication, 1955

The “beat movement” rejected conformity

“Beatniks” were
artists
& writers who lived
non-conformist lives

They rejected the
suburbs,
consumerism,
& “regular jobs”



Led by Jack Kerouac, the
beats inspired the
“hippies” of the 1960s

African American civil rights leaders

In 1947, Jackie Robinson integrated professional baseball

In 1954, in *Brown v Board of Education*, the Supreme Court integrated public

In 1955, Martin Luther King, Jr. emerged as the leader of the civil rights movement



SUBURBAN GROWTH

- Baby boom causes population growth.
- Demand for goods exceeds supply.
- Highways and affordable homes make suburban living desirable.

POLITICS

- Eisenhower's presidency brings prosperity and political conservatism.
- Equal rights remains a problem.
- The Cold War creates fear and anxiety.

LIFE IN POSTWAR AMERICA 1945-1960

- Rock 'n' roll and jazz pave the way for minority representation.
- The beat movement rejects conformity.
- Recreation and consumerism flourish.
- Television portrays an idealized white America.

POPULAR CULTURE

- Urban areas fall into decay.
- Minorities experience prejudice and discrimination.
- Minorities establish organizations to improve civil rights.

UNEQUAL OPPORTUNITIES

Closure Activity

- Create a chart in your notes that compares America in the 1950s to today

1950s	Today
<ul style="list-style-type: none">•••	<ul style="list-style-type: none">•••

- What are the biggest similarities between the 1950s & today?
- What are the biggest differences?

Closure Activity

- 1950s sensory figures:
 - Create a sketch a person in the 1950s
 - In the space surrounding your figure, describe the things that your character sees, hears, smells, feels, & thinks
 - Your sensory figures should include information about as many aspects of life in America during the 1950s (include both domestic & foreign affairs)