### Essential Question:

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



The 1950s: The Affluent Society 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

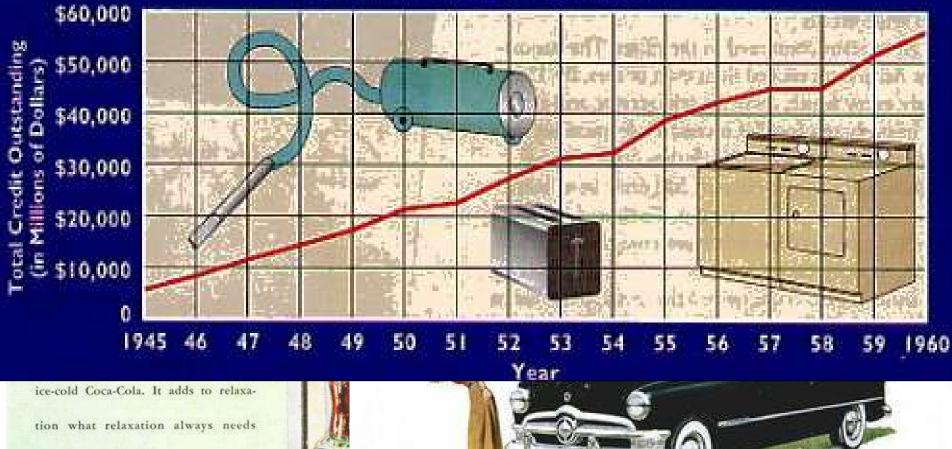
### Watch the video & identify 3 ways America changed in the 1950s



### The 1950s: Consumerism Consumerism returned in the 1950s -People rushed to w aoods Iik For the 1st time since the 1920s, Americans had access to cheap st electrical appliances & cars -Advertisers used newspaper ads, radio, & new TV commercials to market goods to Americans -Franchises offered people across the country the same products



Consumer Credit, 1945-1960



... pure, wholesome refreshment.



### **Consumerism Video**



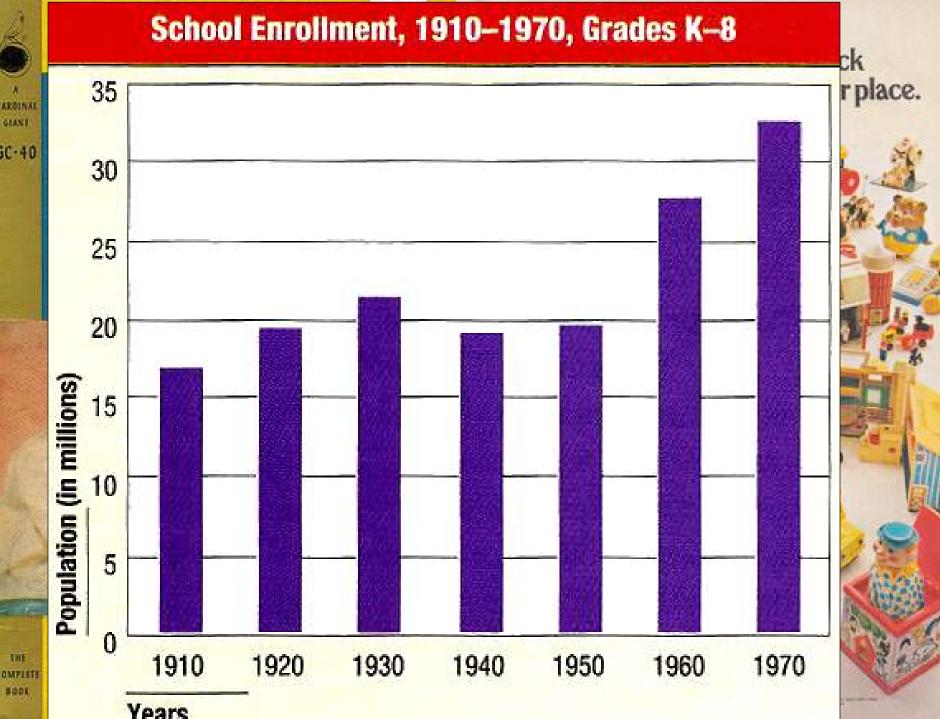
### The 1950s: The Baby Boom

Americans produced a "<u>baby boom</u>" in the 1950s, leading to the largest generation in U.S. history

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

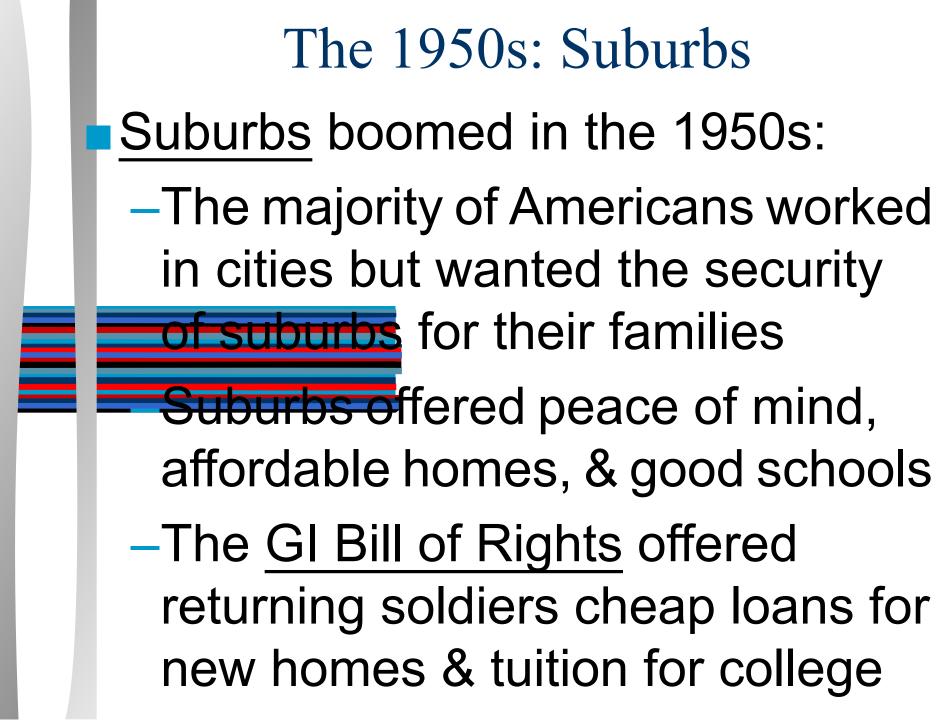
& a rise in the birthrate

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

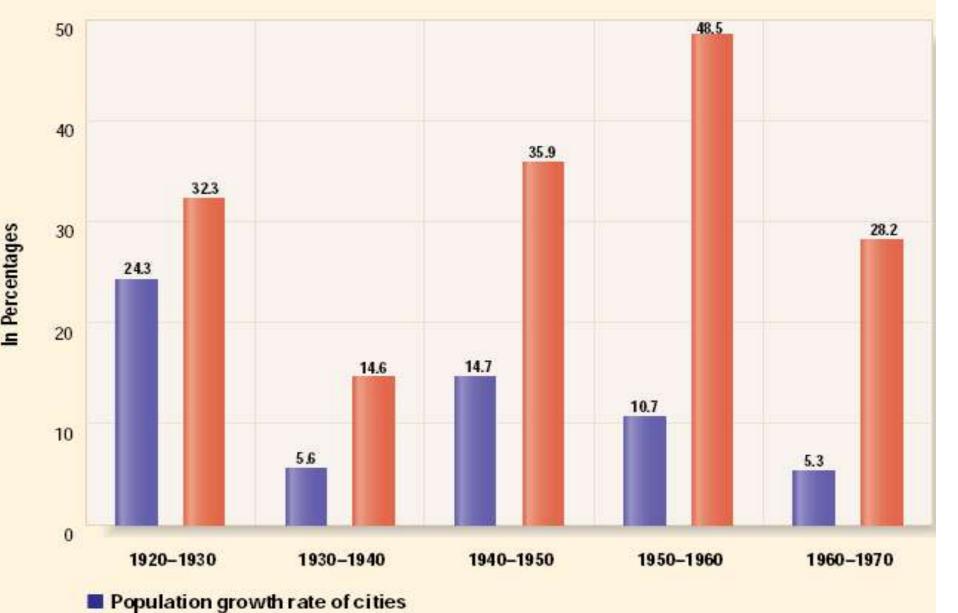


THE OMPLETE SODE,

ARGONAL GUNT



#### Percentages of Urban-Suburban Growth Rates, 1920–1970

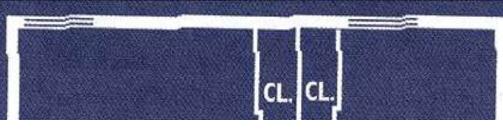


Population growth rate of suburbs

Levitt's Homes Alook at the two types of homes Levitt bu The 1947 Cape Cod The Levit Cape Cod

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

1 story high



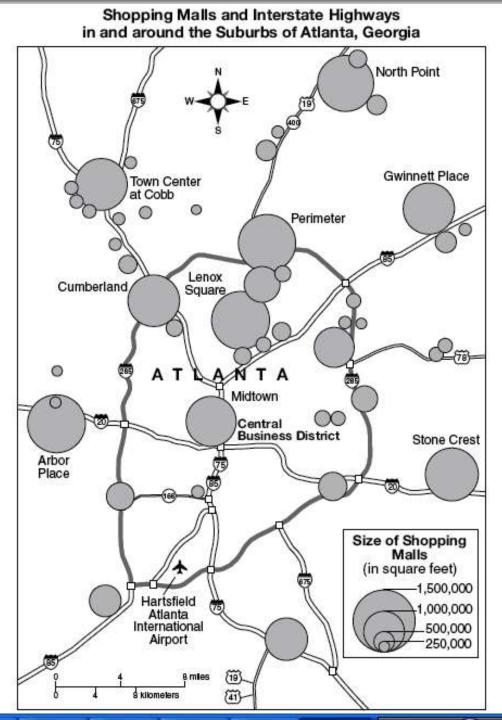
### SHIFTS IN POPULATION DISTRIBUTION, 1940-1970

# 194019501960Cities31.6%32.3%32.6%Suburbs19.5%23.8%30.7%Rural Areas48.9%43.9%36.7%

The 1950s: Suburbs Suburbs changed American life: -Suburbs increased America's need for cars & highways Churches, schools, grocery stores, & shopping centers were build to service the suburbs -But, the migration to the suburbs was mostly by white families; "White flight" to the suburbs left African Americans in urban areas

### Southd the 1<sup>st</sup> end

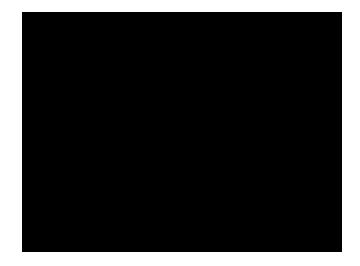




### esota pping mall



### The Economy, Suburbs, & Baby Boom



### The 1950s: Automania

In the 1950s, Americans bought cars in record numbers:

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

- -Congress added 41,000 miles of expressway when the Interstate Highway Act was passed in 1956
- -Automobile companies made big, powerful, flashy cars



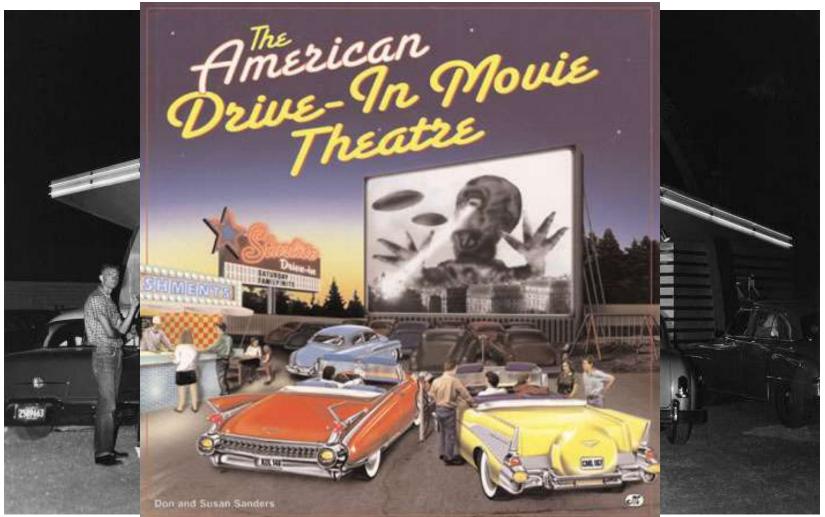


### "Automania" transformed America



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

### "Automania" transformed America



### Cars led to drive-thru restaurants & drive-in movies

### Watch the video & identify 3 way America changed in the 1950s



The 1950s: Popular Culture Americans in the 1950s enjoyed new forms of entertainment:

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

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

-Businesses took advantage of TV to advertise goods to buyers

#### I'm latebut dinner won't be!

Swanson TV Brand Dinners, the overguide meals that tasks home-epoked

Contributing throught for a historical boxymetric. There is always time to put a bot; deliving mode on the patie. when you living being over-patch Seconds. TV Distance Each beauty children contast considere in its own heatings: serving they - In piping tendy in 25 relations or bies, with his work, balance, an distant aligner, The second 's wait her an emergency, through, to singled all the order good seeing these TV Deed. Distants provide, Loan, temper about of bater Most 27, Mines, and New, regeneration place sectored to builded, buildered groten pass, and tander, any potations is severy brown provis. All with that old-disbasted, himse stacked fighter that only Swinness state and brothy give you. No wisher in they people And in many printing to soppy presides Secondary TV IRand Determ (heef, shickes, forkey and film of Institution, The States, proceeding

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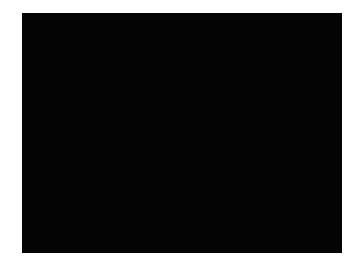
### **L950s**



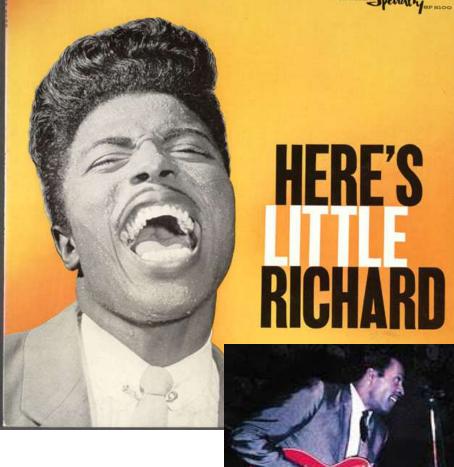


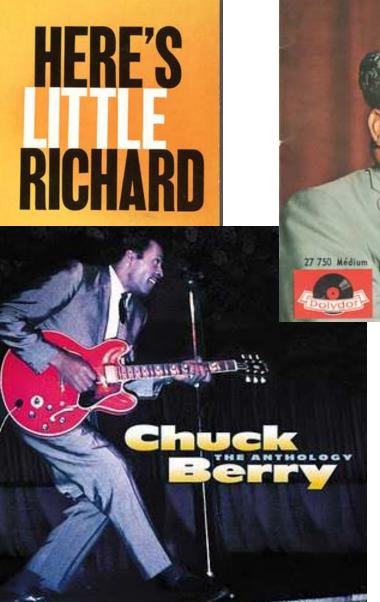
Saturday nights ON WQED

### "I Love Lucy" TV Show



The 1950s: Popular Culture Music changed in the 1950s: -"Doo-wop" music dominated the early 1950s, but, was challenged in popularity by rock n' roll Rock 'n' roll music was inspired by black artists, but Elvis Presley made it popular among the youth -Rock scared parents who thought the fast beats were immoral





HUM DIDDY DOO STOP THE CLOCK NO NO TEEN AGE LOVE

### This rock 'n' roll music is a SIN!

AT ALLOW

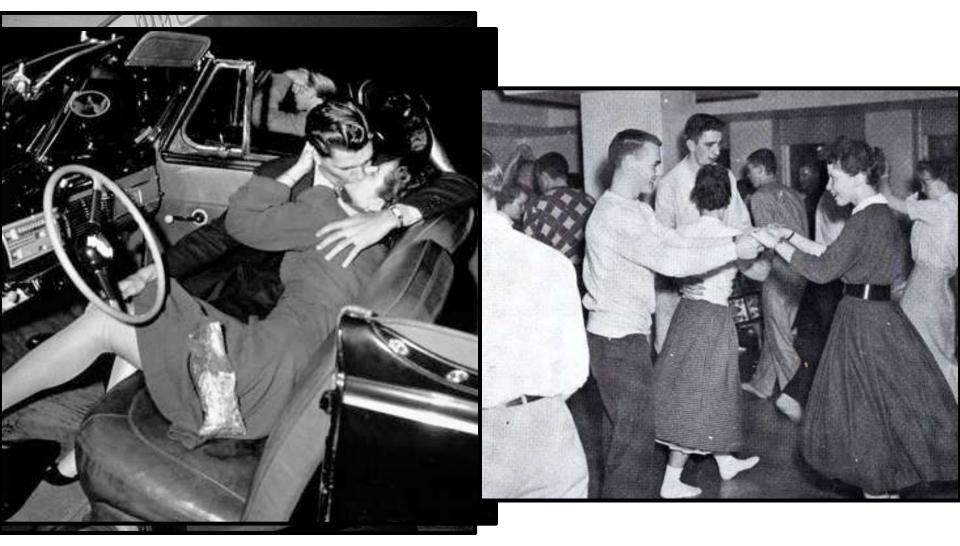
### Doo-Wop

FRANKIE LYMON and the TEENAGERS 'Why Do Fools Fall In Love' The Frankie Laine Show W.N.E.W.-TV New York 1956

### Rock 'n' Roll



### Teenagers were an important force in the 1950s



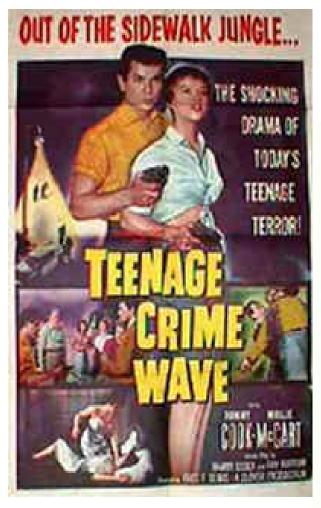
Suburban teens had leisure time & money to spend

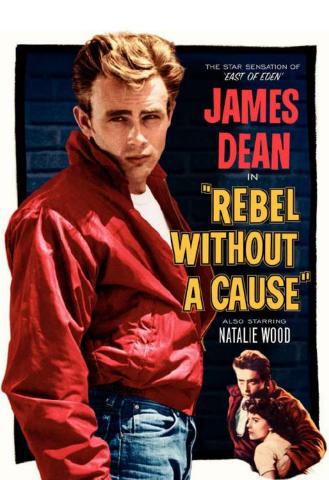
#### Teenagers were an important force in the 1950s



Businesses targeted teenagers, selling billions of dollars of "cool" consumer goods

### Hollywood movies targeted teens & made films about "juvenile delinquency"





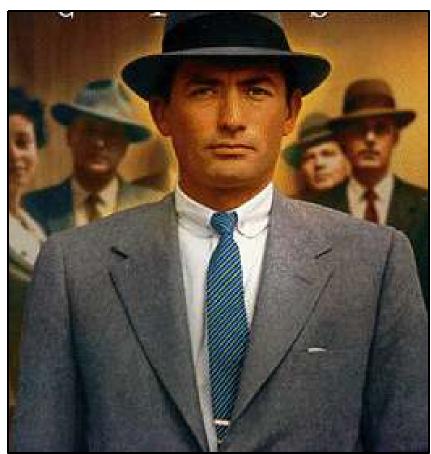
. AND THEY BOTH CAME FROM GOOD FAMILIES!





The "ideal woman" was a housewife & mother

# The 1950s: Conformity TV, movies, & advertising in the 1950s promoted conformity & stereotypes





The "ideal man" was provider & boss of the house

## The 1950s: Conformity TV, movies, & advertising in the 1950s promoted conformity & stereotypes

**Changing Sexual Behavior:** Sexologist Alfred Kinsey revealed that: Premarital sex was common Extramarital affairs were frequent among married couples



But, stereotypes were not accurate of most Americans

The 1950s: Conformity The "<u>beat movement</u>" rejected conformity:

–"Beatniks" were artists & writers who lived non-conformist lives

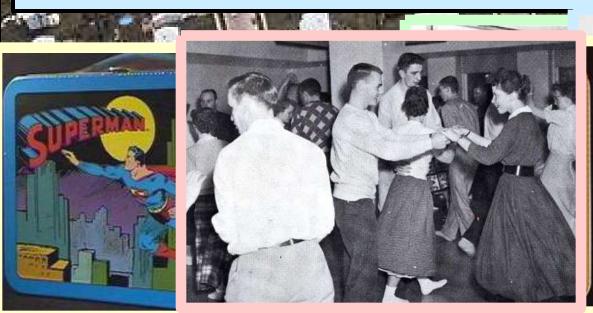
Rejected suburbs, consumer goods, & "regular jobs"

-Led by Jack Kerouac, the beats inspired the "hippies" of the 1960s



And the boys go into business, And marry, and raise a family, In boxes made of ticky-tacky And they all look just the same. There's a pink one and a green one And a blue one and a yellow one And they're all made out of ticky-tacky And they all look just the same.







The 1950s: Social Groups The 1950s had an important impact on women:

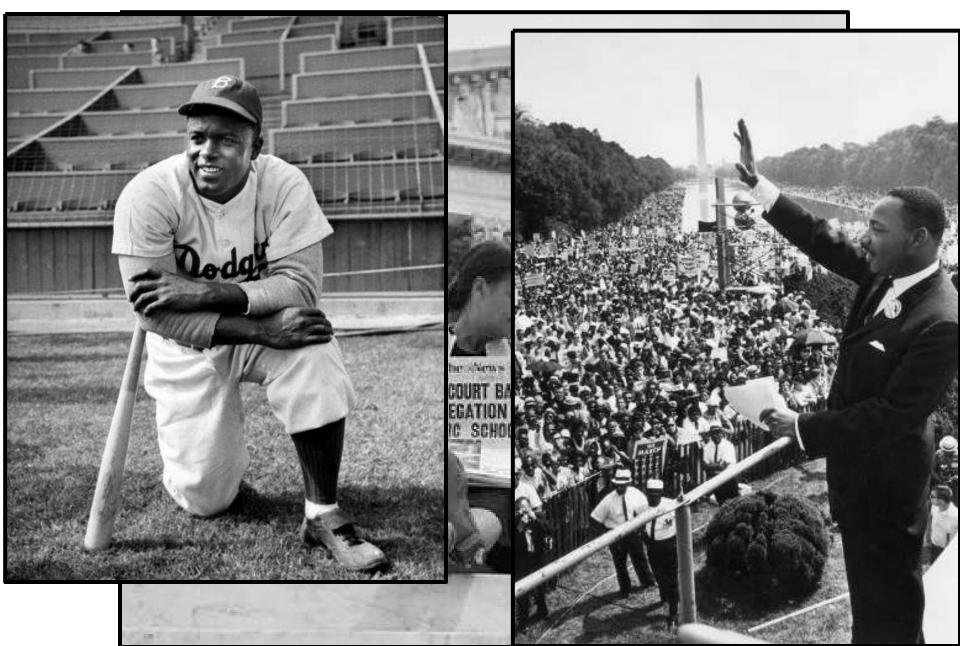
-The media promoted women as mothers & homemakers, but almost 40% of mothers had jobs

-20% of suburban women reported being dissatisfied, isolated, bored

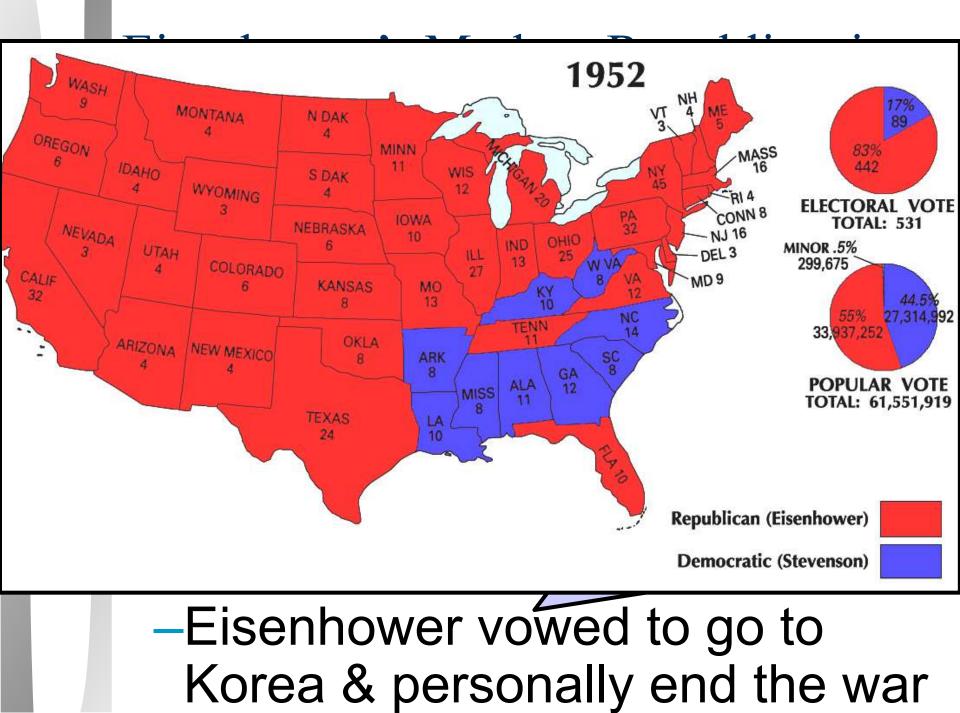
-Working women were limited to nursing, teaching, clerical jobs

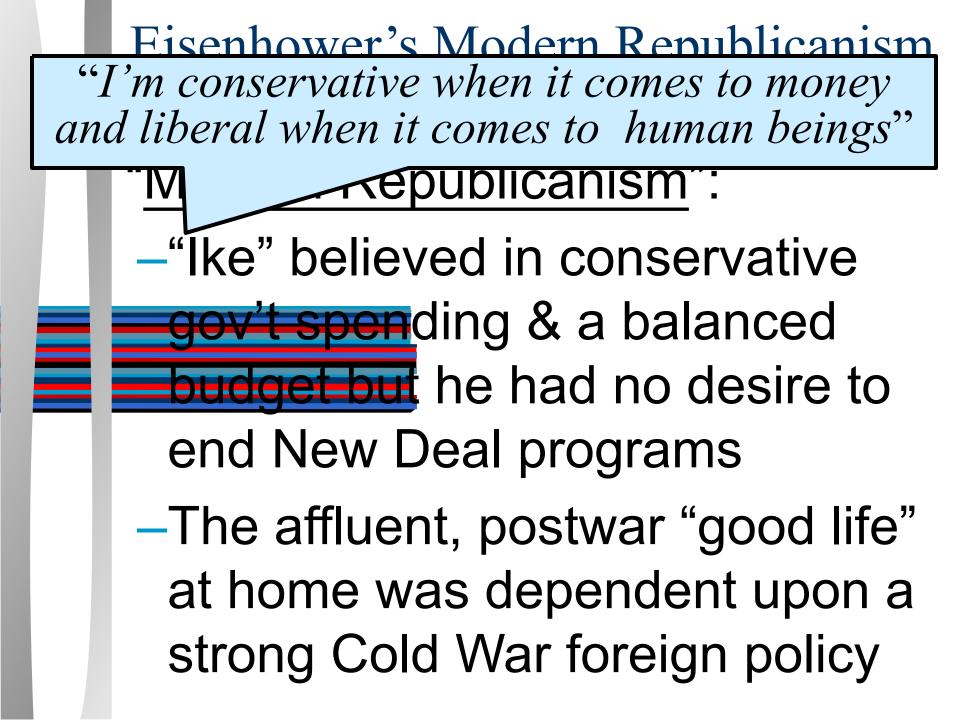
The 1950s: Social Groups African American civil rights leaders began to challenge segregation laws -In 1947, Jackie Robinson integrated professional baseball n 1954, in Brown v Board of Education, the Supreme Court integrated public schools -In 1955, Martin Luther King, Jr. emerged as the leader of the civil rights movement

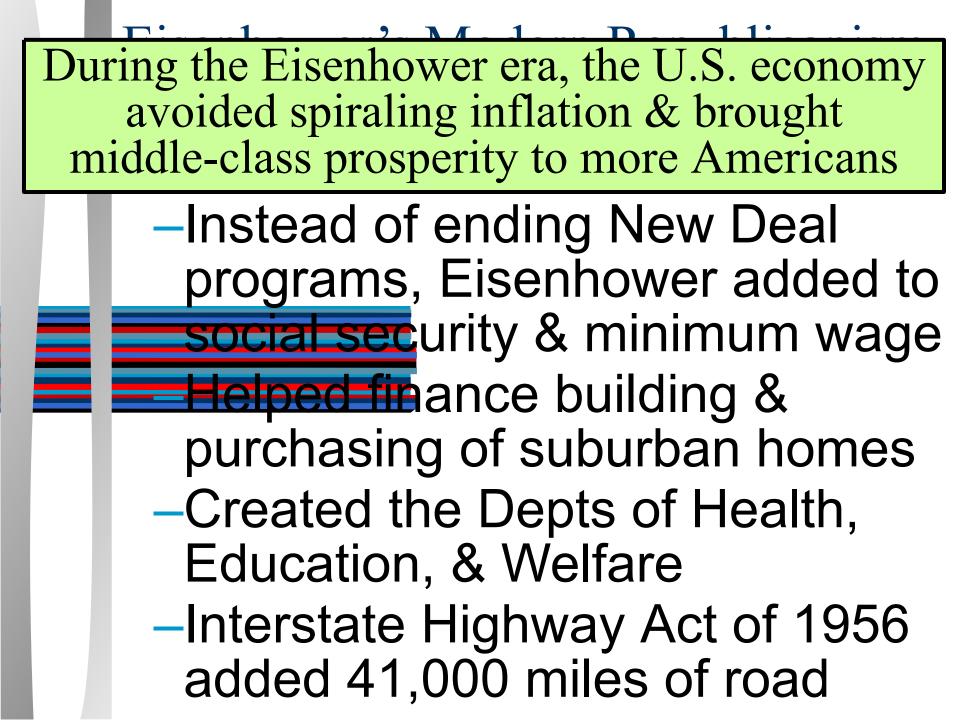
#### The Beginning of Civil Rights in the 1950s









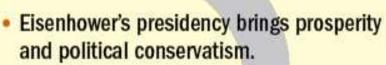


Eisenhower's Modern Republicanism Interstate Highway System: -Highway Act of 1956 created 41,000 miles of divided highway to connect major U.S. cities These highways helped promote national defense, interstate trade, & vacation travel -All funds were raised exclusively through gas, tire, & car taxes



## SUBURBAN GROWTH

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



Equal rights remains a problem.

POLITICS

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 OPPORTUNITY*

#### Essential Question:

# –How do the domestic & foreign policies of Truman & Eisenhower compare?

Reading Quiz Ch 27B

#### Eisenhower & the Cold War

In 1952, World War II hero Dwight Eisenhower was elected president

At home, he tried to
promote the "good
times" of the 1950s

economic boom

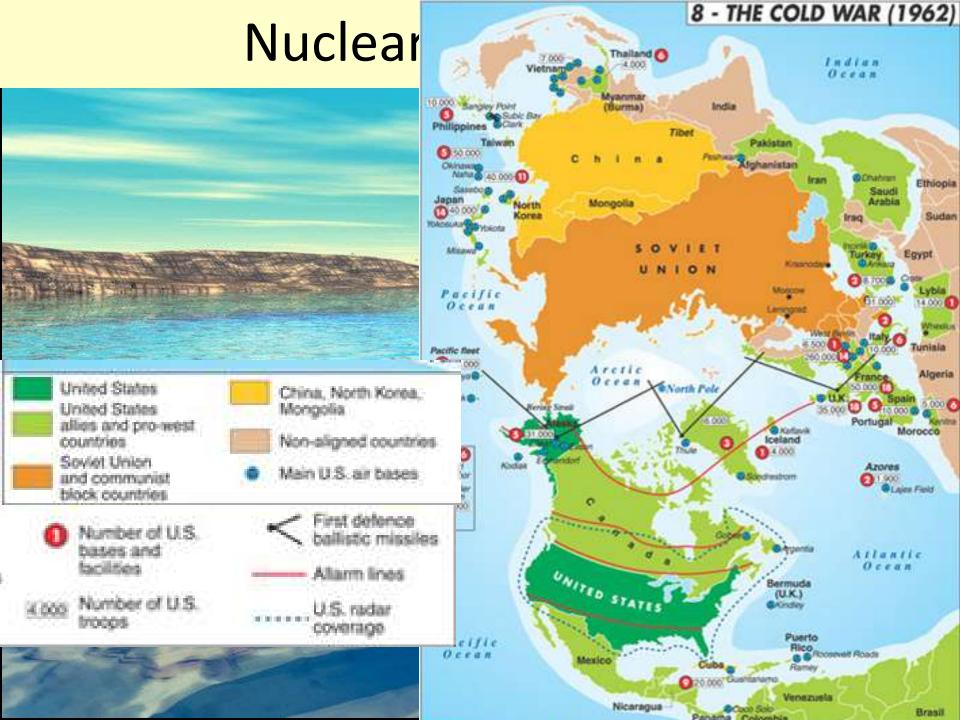
- In foreign policy, he took a strong stand against Communism
  - Eisenhower video



## Eisenhower's New Look Foreign Policy Video (4.33)



Brinksmanship Eisenhower began a "New Look" to fight the Cold War: -He invested heavily in new longrange nuclear missiles (ICBMs) In foreign policy, he used veiled threats of nuclear war to achieve his goals (called brinksmanship) -In case of a Soviet attack, the U.S. would use "massive retaliation" thus making the use of nuclear weapons unlikely on either side



#### <u>What are the stakes of war?</u> Massive Retaliation? Mutual Assured Destruction?





## Fallout Shelter Commercial (0.38)



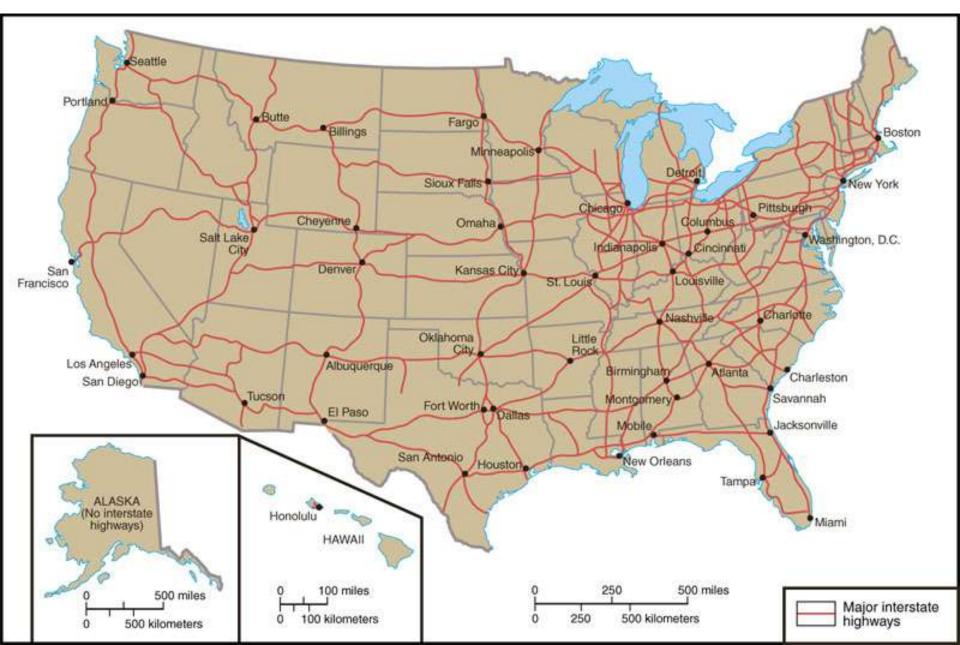
#### Eisenhower & the Cold War

In response to the threat of a Soviet nuclear attack, Eisenhower pushed Congress to create the Interstate Highway System in 1956

41,000 miles of divided highway to connect major U.S. cities

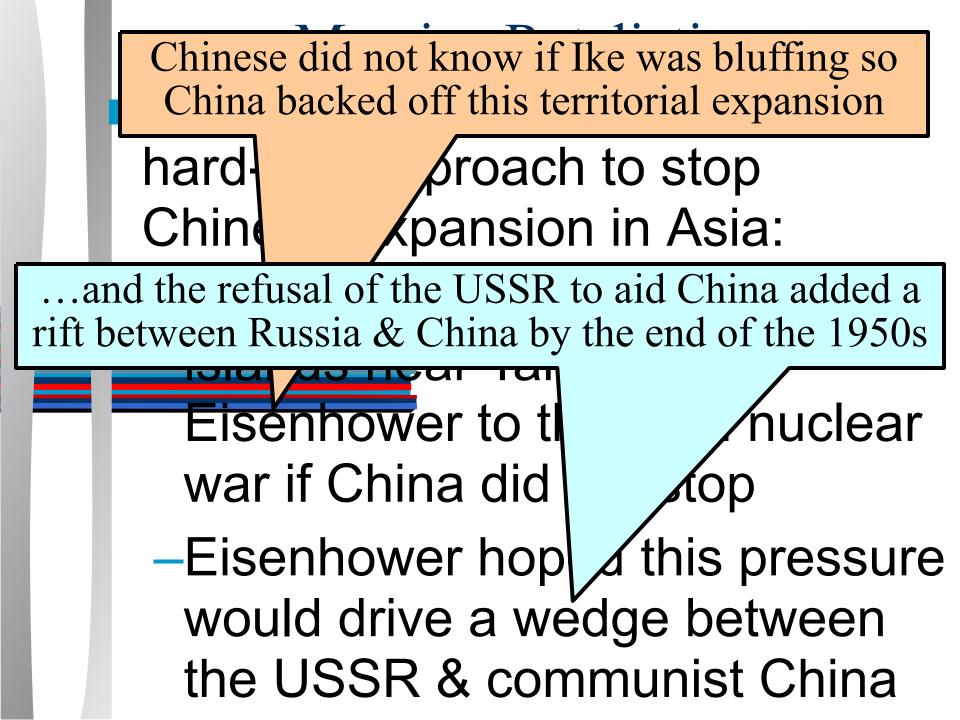
 In addition to helping promote trade & travel, these highways were vital to evacuate cities during a nuclear attack

#### Interstate Highway System

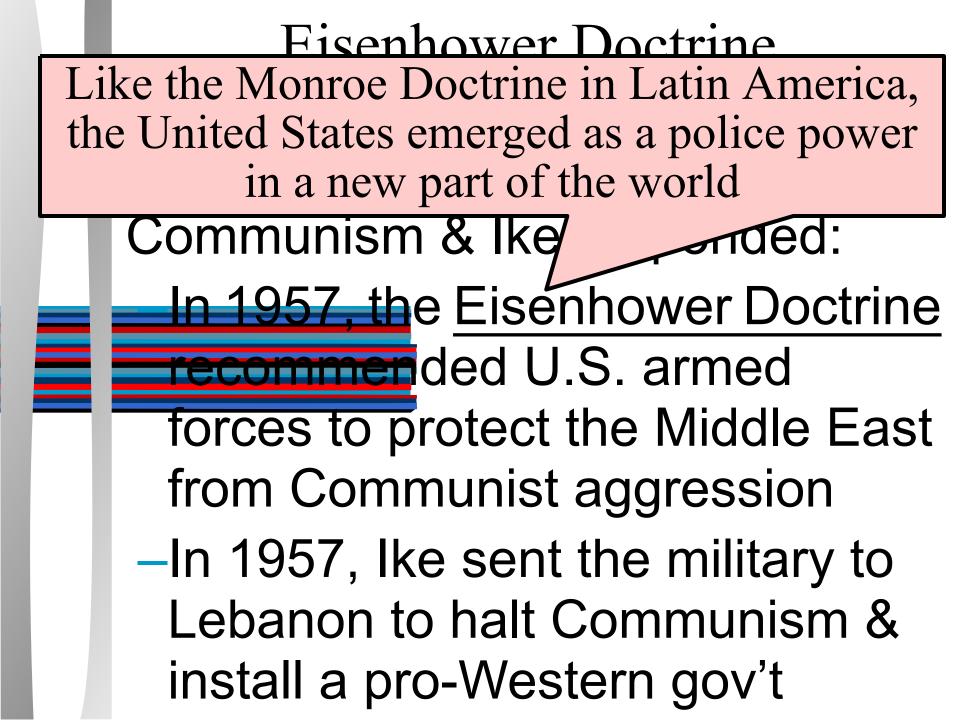


### The Eisenhower Doctrine After Stalin's death in 1953, new Soviet leader Nikita Khrushchev began to challenge U.S. influence:

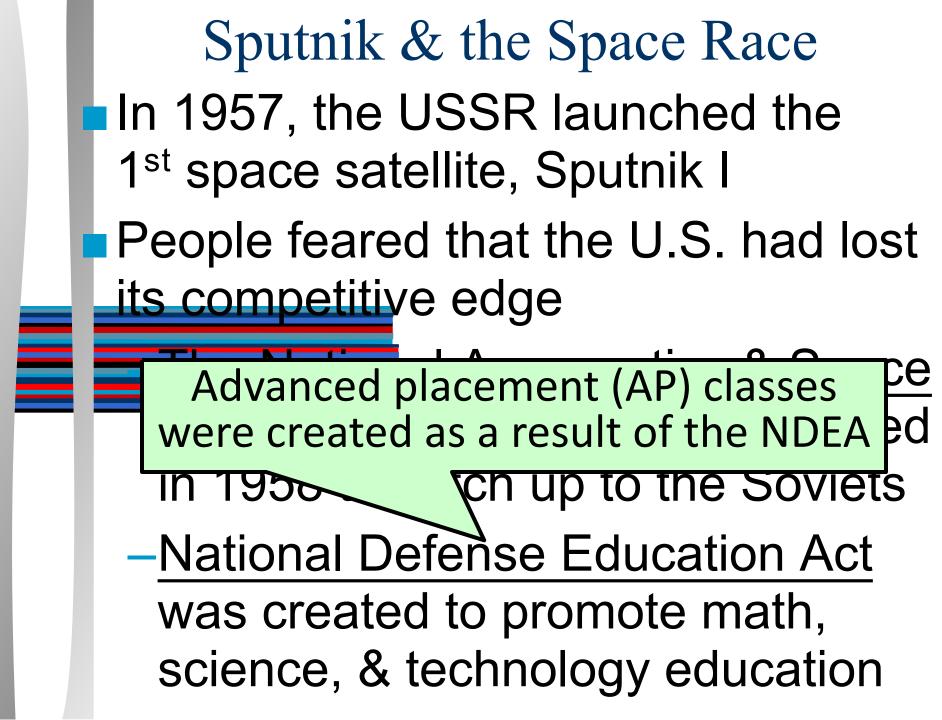




## **Massive Retaliation** In 1956, Egyptian leader Nasser "If those fellows start something, we may have to hit 'em—and, if necessary, with everything in the bucket" Sosed this intervention for did not want the US R to attack so he threatened Rússia with nuclear war -England, France, & the USSR left Egypt & the U.S. became the leader in Middle East



#### **Covert** Actions Ike's administration used covert CIA acts to expand U.S ntrol: -In *"The end justifies the means"* hammed Mossag Tran vor of a U.S.shah These interventions led to anti-American hostilities in the Middle East & Latin America -In 1959, the CIA took a hard-line against new Cuban dictator Fidel Castro after his coup



King Fasture Service and Service Periods

#### The Original Seven NASA Mercury Astronauts

#### THE BRAINERD DAILY DISPATCH to serve as best we can . . . THE BRAINERD AREA!"

**Snow Gets** 

Attention

**Of Council** 

Shovel Crosswalks, Dance

Ordinance Change Denied

City councilnee ruled that it is he property owners' duty to show

street improvements at their ceg-

to Quince on 9th street, the Binnys

wood addition to Southwest Brain.

and; and lith avenue between L

The council also ordered the re-

noval of the severe triand on

One of two enquerce for a server was undered placed in order for

completion in the Barrywood ad-

dition, but a second in Southeast

**SNOW SHOVELING** 

least five or six calls on the mat-

Alderman H. E. Wickelman

was undered attracked humber.

Eighth street from Washington

and N. streats.

north to Fir afreet.

In the Heart of the Lake Region

Dist.

Member of The Americaled Prime

BRAINERD, MINNESOTA, TUESDAY, FEBRUARY 20, 1962

VOL. 88-NO. 167



LP AND OUT OF THE MUD-Salings operations in a Moticy area swamp appeared to be within an hear of two of soccess yesterday aftermore as the flereld); crew, working with a diver, booked and bagas to land the 15 cos (2-7 Ceterpfiles tractice which sank May 4, 194). The photos show workness acraping and flicking off the mod which held the "cat" since it was commandered by the Farmiry Division to fight a fire in successful awares and brothland abread 18 months age. Upper photo, aneand from left, shows High Harmer, Bennigh, the successful hidder on the salvage operation. (Dispatch photon.)

Tractor Pulled From Swamp Near Motley

By BILL ZICKBICK

ter." asked the counted to set a Out of the mud of a Morrey area policy on showing anew not of temerack swamp yesterday the creaswalks at the corners of each first of two D-7 Caterpillar tracture minch.

The date of the set of the set of the bard "whose emprecisivity should this approximate on the wear for a bard the city's or the property because and tracked and the set of the

drawing of the surgery same and peoperty source, spallow traction first energied as a sach peoperty source, track as a series from flowing stores, "I've always showing stores," by watched a tight cable draw he said,

farther skyward. As ground level Later the council erdered an of



LAST CHECKOUV-United Matter Martine L4, Col. John H. Giron. sits down for a few minutes during a checkout before his Cape Canaveral, Fis., Mastell into Earth orbit,

#### **Glenn Picked Up** After Successful Three-Orbit Flight

CAPE CANAVERAL, Fla. (AP)-Astronaut John H. Glenn, Jr., was plucked safely from the Atlantic at 2:01 p. m. (Central Standard Time.)

CAPE CANAVERAL, Fla. (AP)-Skillfully demonstrate ing man's ability to perform in space, steel nerved astronaut John H. Glenn, Jr., flew three times around the earth Tuesday in four hours, 50 minutes, then landed salely in the Atlantic.

Recovery ships and planes rushed to the landing Area

Carrying the United States banner on this nation's greatest day in the space age, the daring Marine lieutenant coloriel took over partial manual control of his Friendship 7 spacecraft for more than three hours when trouble developed in the automatic system.

Firmly in command of his space charlot, Glenn himself made the decision to complete the full three orbit mission at a time when ground officials were considering terminating the flight after two orbits because of the difficulty.

Quiet Glenn Family Joyful At Launching

ABLINGTON, Vs. (AP) = 'A For Glass, it was a falliment unmendous note of pay-

lidey as fast-flowing expetts weighthemens and other estreme showed full superior in the sarry esteditions of space flight.

"Aftirmative. I'm ready to go." was Girne's quick reply when asked if he wanted to continue on are 17.506-mile as hour pooney at attinuine ranging from 100 to 200 willes. Officials said the capacite small

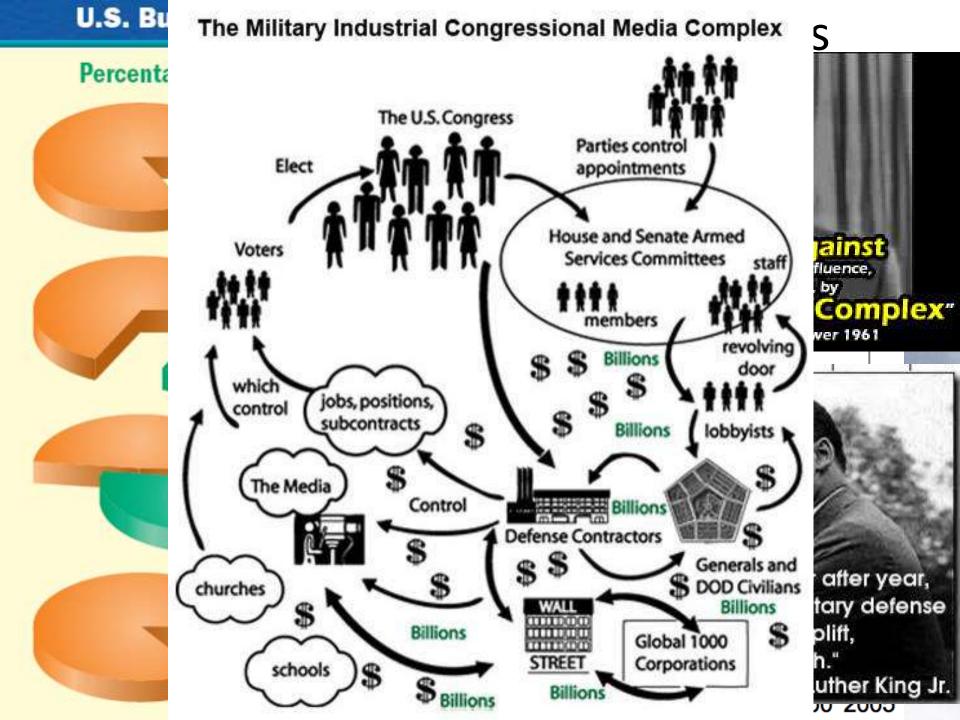
FULFILLMENT OF DREAM

have been commanded have in earth after one othit if a huvean had not been abound to everyide the commit problem.

of a dream and a great personal That was a hierd's description trialingh as he masterially per-of the atmosphere in the bons feetned a serve of exactly gate of astronast John H. Gless Jr. while high pravity pressures,

stages of the lautehing of the basi. Along the way, he aim a med-bond and fasher mn space fight, of her? and vegetables from a As for the lense surly momente severe bottle, conducted simple

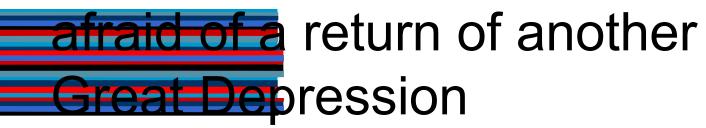
Eisenhower & the Cold War Eisenhower failed to thaw the Cold War by the end of the 1950s: -In 1960, an American U-2 plane was shot down over the USSR roving we were spying on Russia -He was unable to negotiate with the USSR weapons reduction -Before leaving office, he warned against overspending on defense ("Military Industrial Complex")



#### Conclusions

By 1960, the American people were more optimistic than in 1950

-Americans were no longer



 Anxiety over the Cold War continued but was not as severe

But, American values & race relations were areas of concern