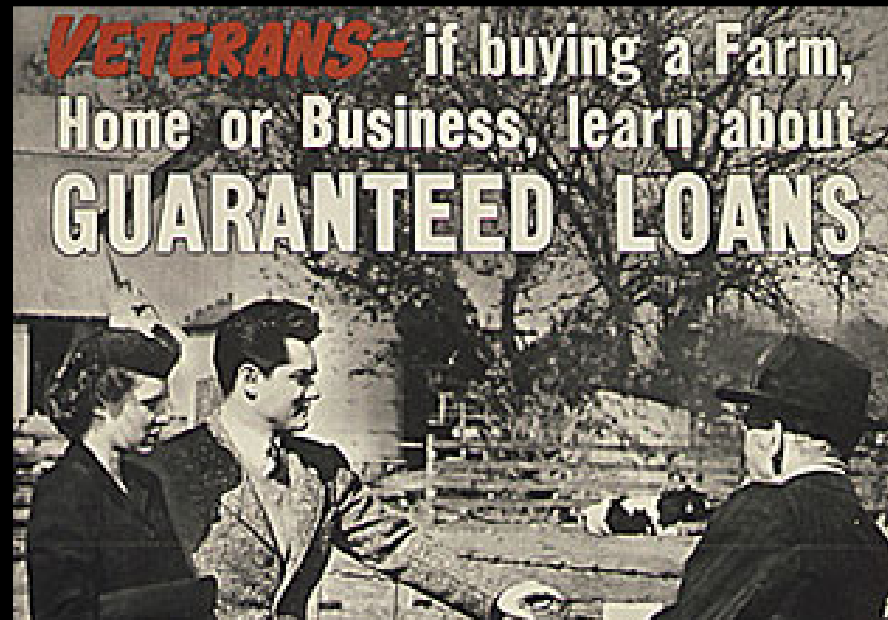
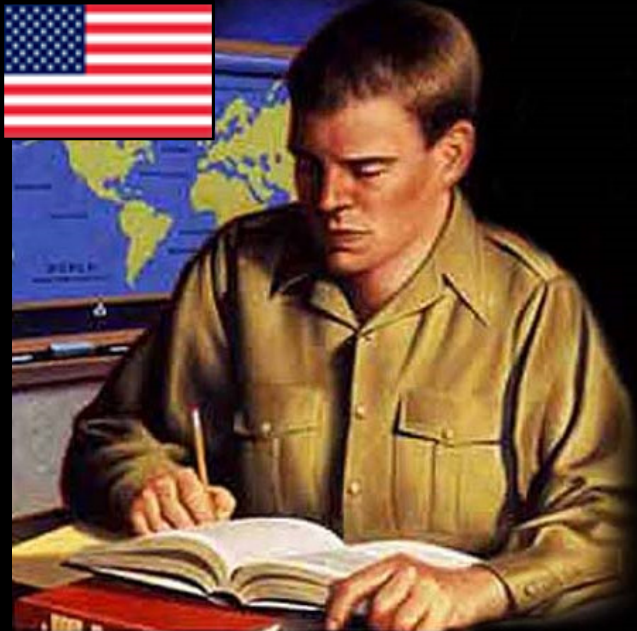


PPT: The 3 C's of the 1950s

BACK HOME FOR KEEPS



THE G.I. BILL



Servicemen's Readjustment Act.

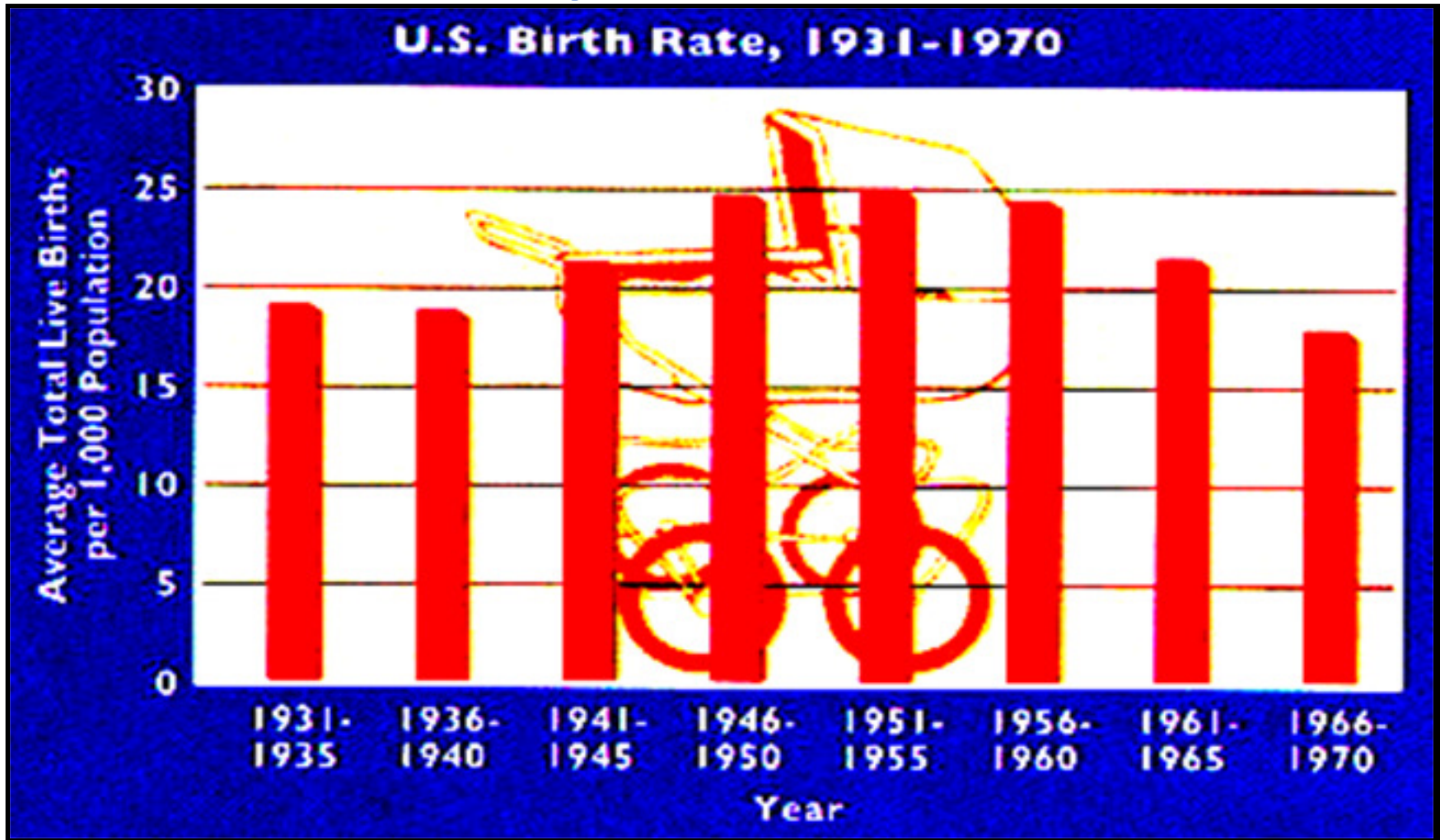
- \$ for returning vets. To get vocational training, go to college, buy homes, etc.
- Helps send more Americans to college than ever before.
- Helps more Americans own homes than ever before.



B
a
b
y

B
o
o
m

Baby Boom



1957 → 1 baby born every 7 seconds

A Changing Workplace

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

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.

Advancements in medicine add to a sense of hope.







A good education, a good job, and owning your own home—could come true for any American if he or she worked hard, was dedicated and honest, and believed in the United States.

What was the “American Dream”
for people in the 1950s?



The

C
s

Conservative

Consumer

Conformist

The **C**onservative



An emphasis on family values.



The Family That Prays Together Stays Together

1950s: over 60% of Americans
belonged to a church, synagogue
or other religious institution.

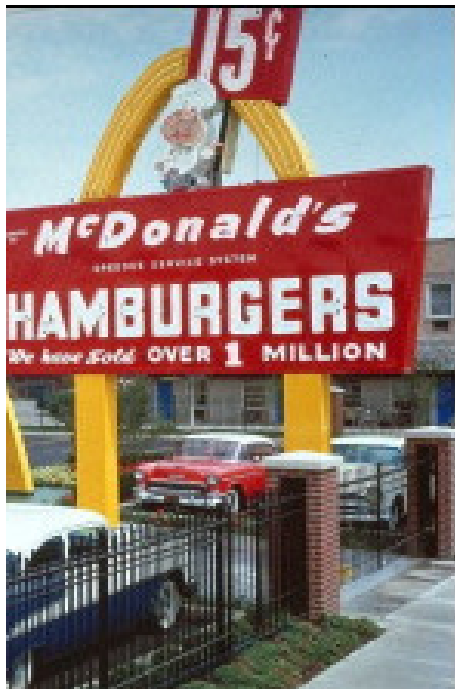


"I pledge allegiance to the flag of the United States of America and to the republic for which it stands, one nation, indivisible, with liberty and justice for all."

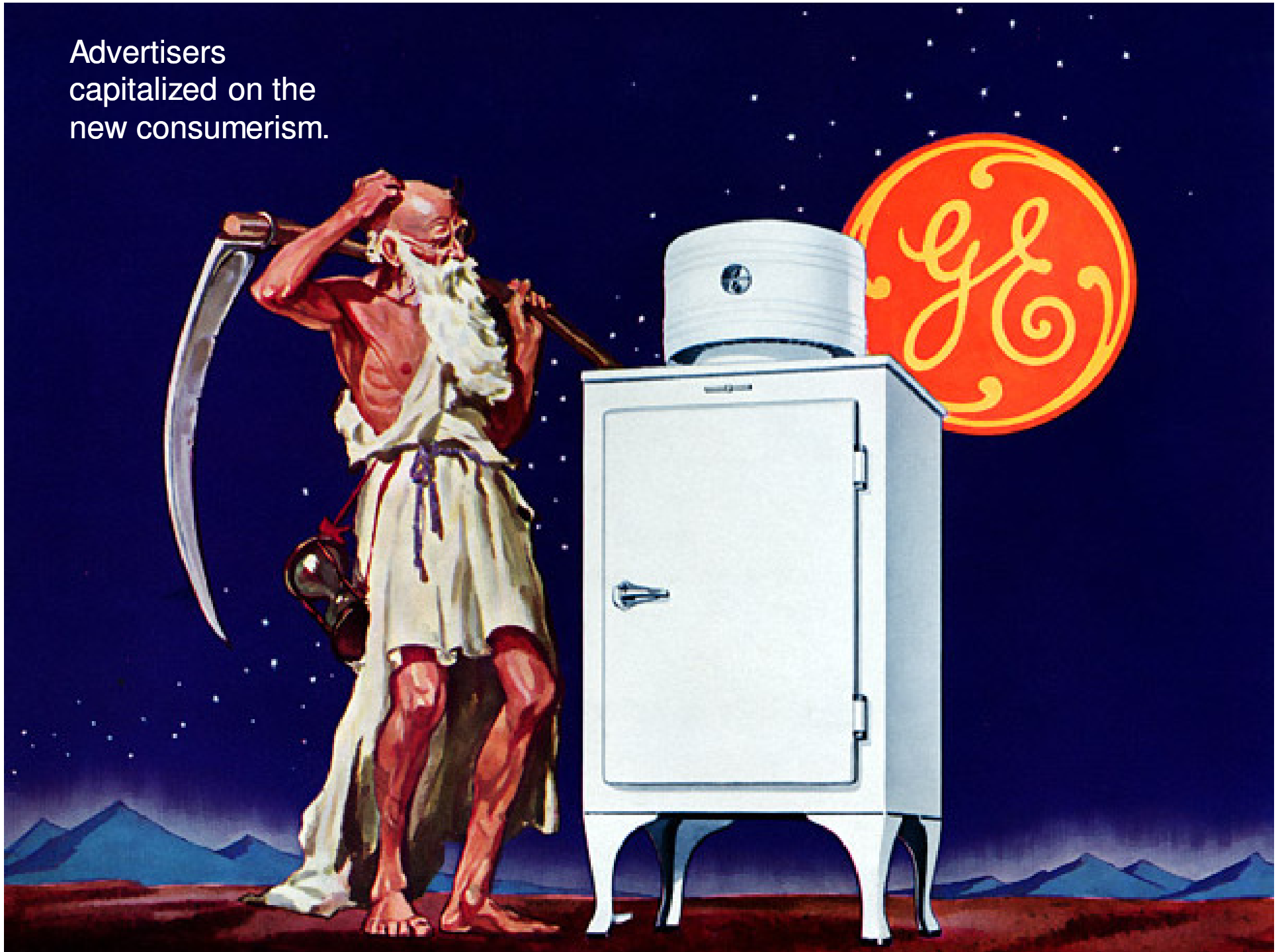
"I pledge allegiance to the flag of the United States of America and to the republic for which it stands, one nation **under God, indivisible, with liberty and justice for all."**



The Consumerism



Advertisers
capitalized on the
new consumerism.





Even Junior likes to do the dishes with
DISHMASTER

"Well... could you wait?"







Cellophane
BREAD FRESHER

*Let's you see exactly
the loaf you want*

**ENRICHED
BREAD**
WRAPPED IN CELLOPHANE



Deliciously yours!

When your stomach's feeling dismal



— take soothing Pepto-Bismol!

A DISHWASHING MIRACLE!



Swanson TV BRAND Dinners





Quick Frozen
CHICKEN PIE

Quick Frozen
POTATO PA...
Quick Frozen
POTATO PA...
Quick Frozen

Smoke for
Pleasure *today*



* 1964
* 1965
* 1966
* 1967
* 1968
* 1969
* 1970
* 1971
* 1972
* 1973
* 1974
* 1975
* 1976
* 1977
* 1978
* 1979
* 1980
* 1981
* 1982
* 1983
* 1984
* 1985
* 1986
* 1987
* 1988
* 1989
* 1990
* 1991
* 1992
* 1993
* 1994
* 1995
* 1996
* 1997
* 1998
* 1999
* 2000
* 2001
* 2002
* 2003
* 2004
* 2005
* 2006
* 2007
* 2008
* 2009
* 2010
* 2011
* 2012
* 2013
* 2014
* 2015
* 2016
* 2017
* 2018
* 2019
* 2020
* 2021
* 2022
* 2023
* 2024

No Cigarette
Hangover *tomorrow!*

Remember: PHILIP MORRIS is made differently from any other leading brand. And that difference is your guarantee of everything you're ever wanted in a cigarette...tasty mildness, rich flavor, pleasant aroma... a clean, refreshing smoke... and NO CIGARETTE HANGOVER!

Try PHILIP MORRIS, you'll find about all you need in a cigarette!

Call for **PHILIP MORRIS**

You'll be glad tomorrow...you smoked PHILIP MORRIS today!

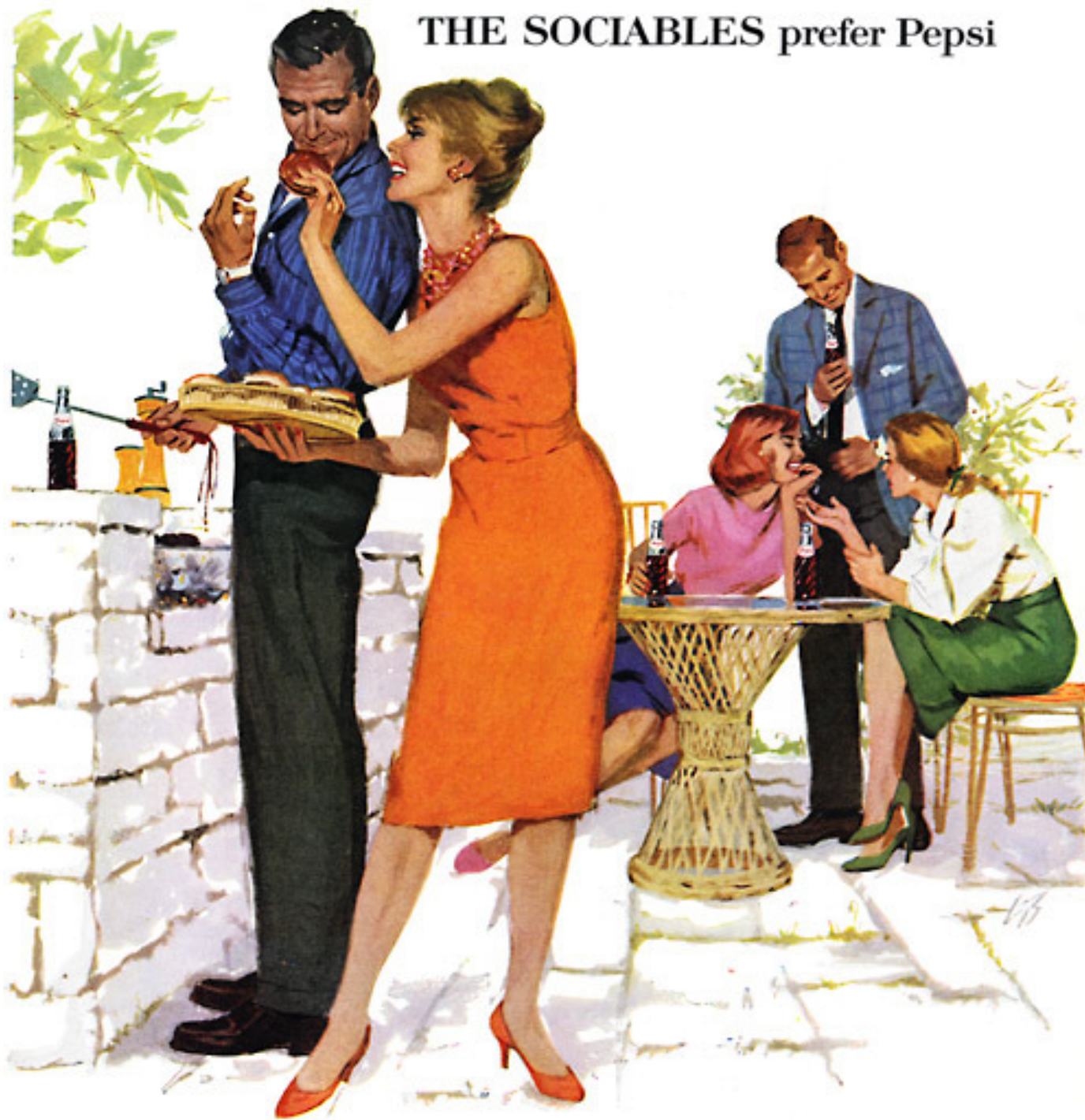


Gee, Mommy
you sure enjoy your
Marlboro

Yes, you need
never feel
over-smoked
... that's the
Miracle of
Marlboro!

YOUR CHOICE OF IVORY TIPS • PLAIN ENDS • BEAUTY TIPS (RED)

THE SOCIABLES prefer Pepsi



**BUY NOW
PAY LATER**
Please ask for details

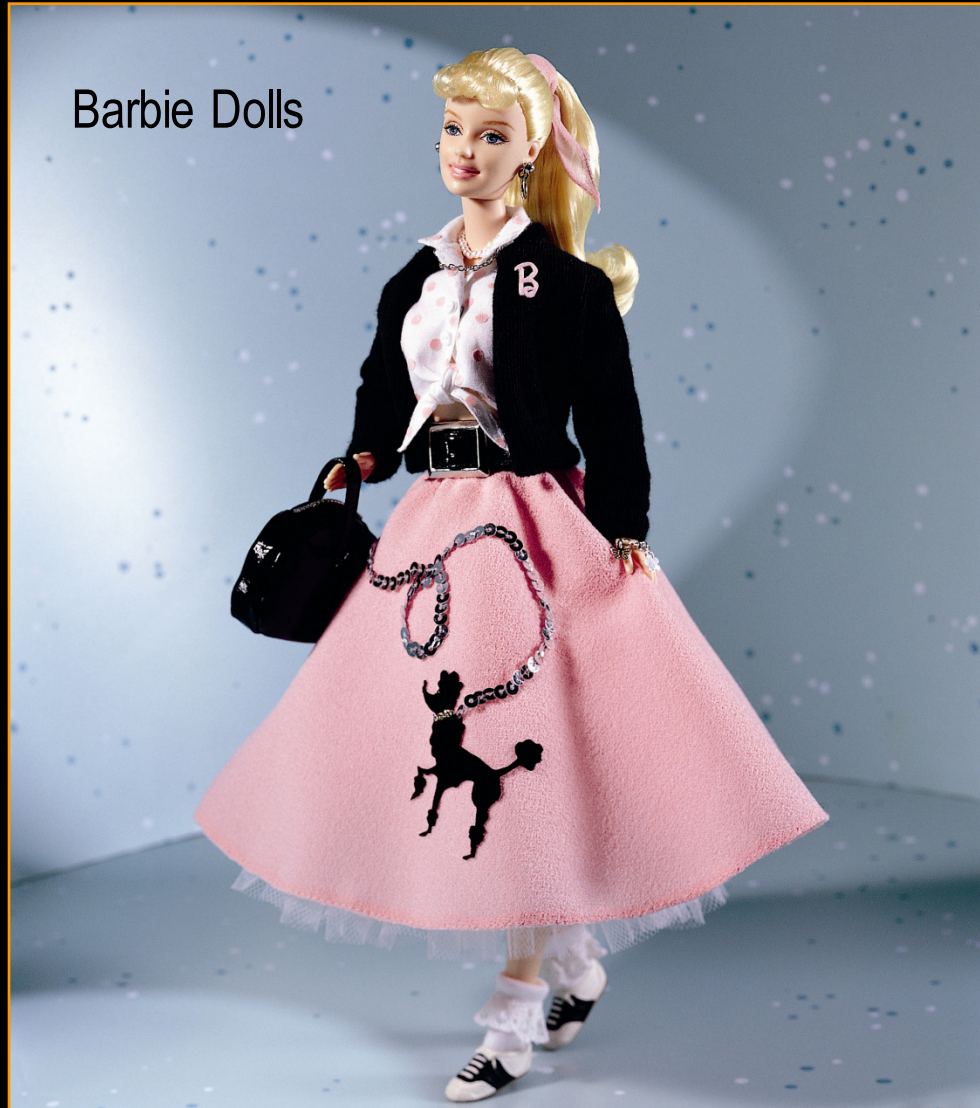


Is America still a
consumer society?



1950s

Barbie Dolls





1950s

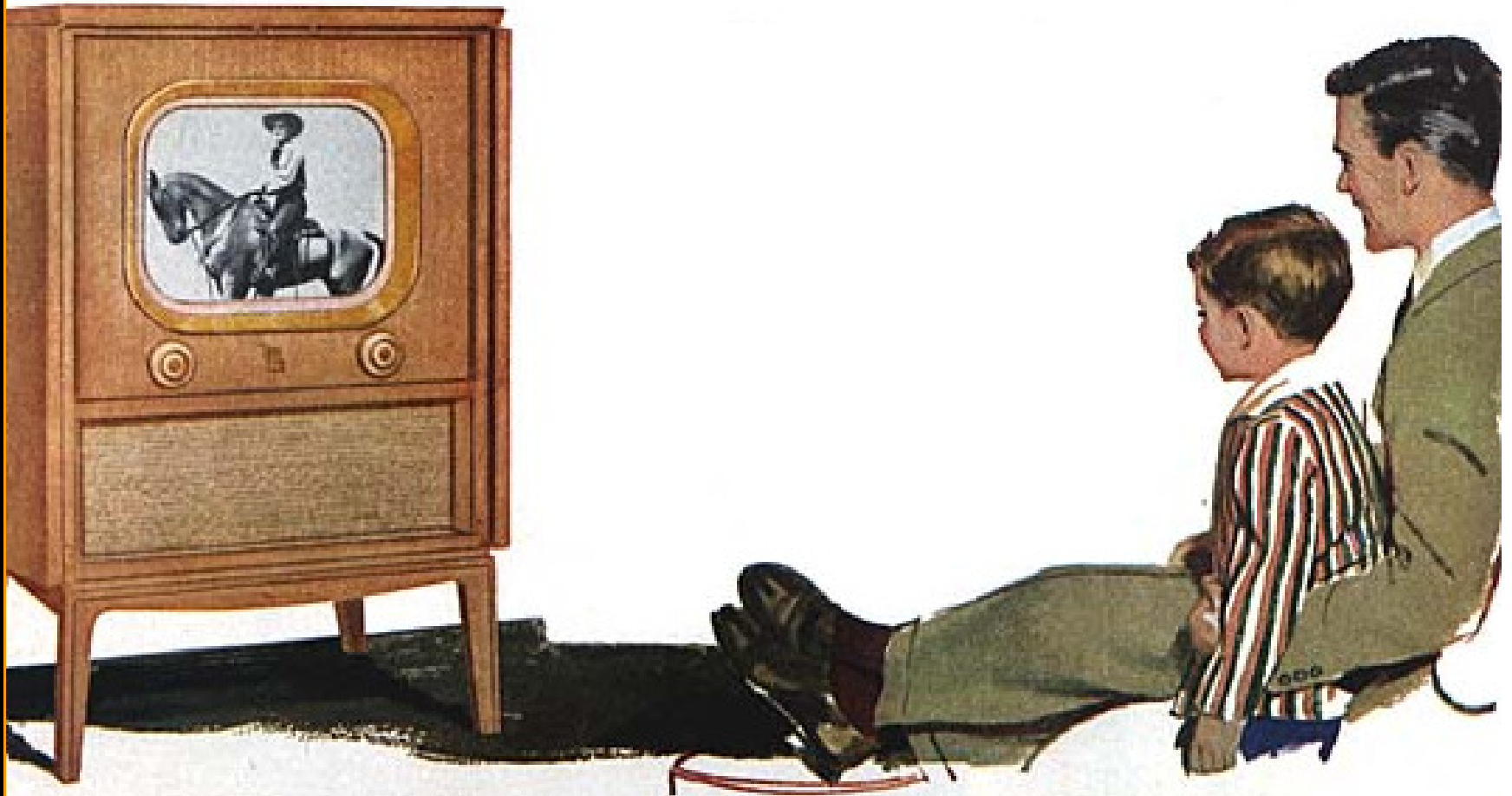




1950s

T.V.s

By the end of the decade 87% of homes had a television.





1950s

By the end of the decade, 75% of families owned at least one car.



The Culture of the Car

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

2-family cars doubles from 1951-1958



1958 Pink Cadillac



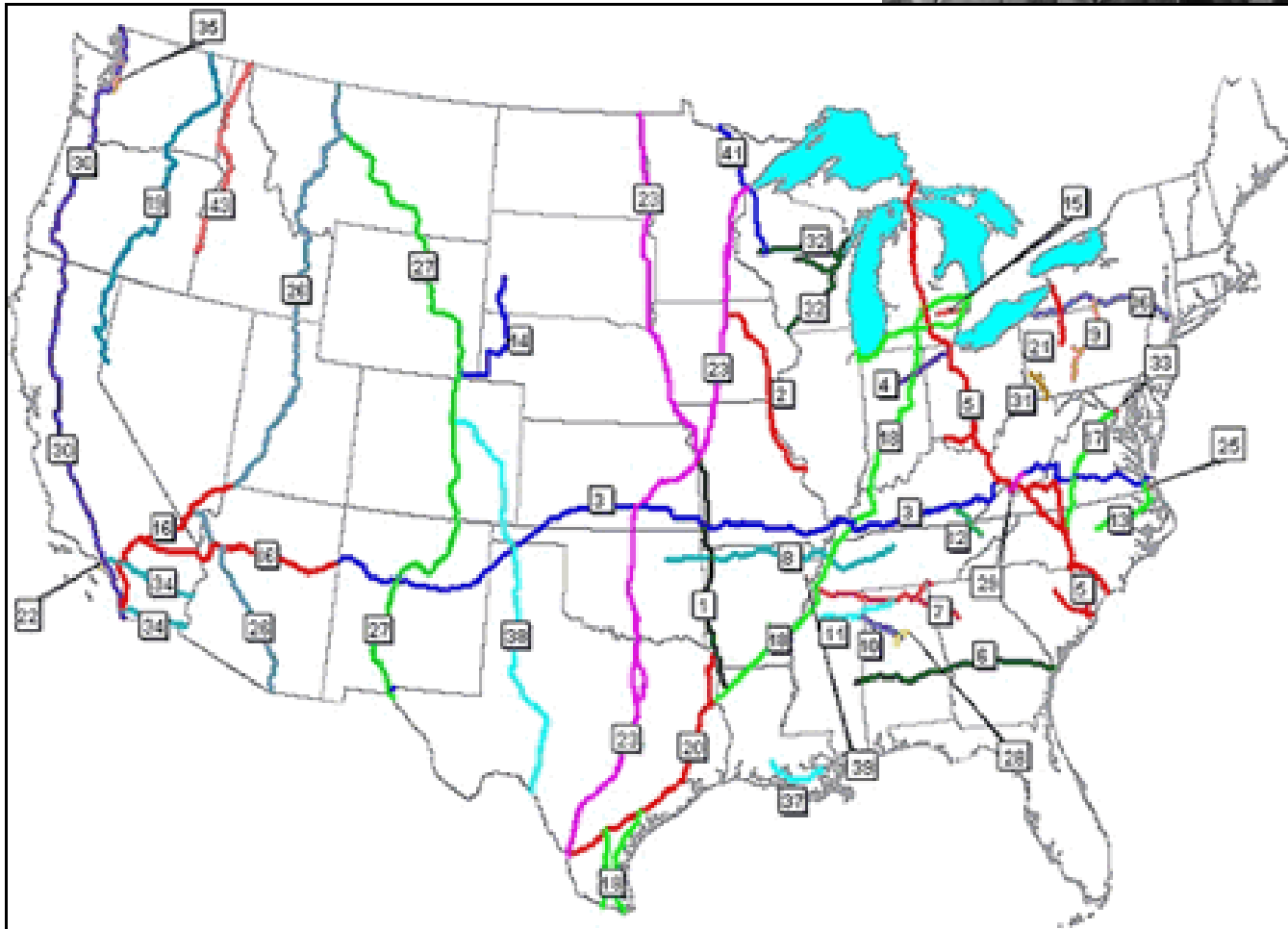
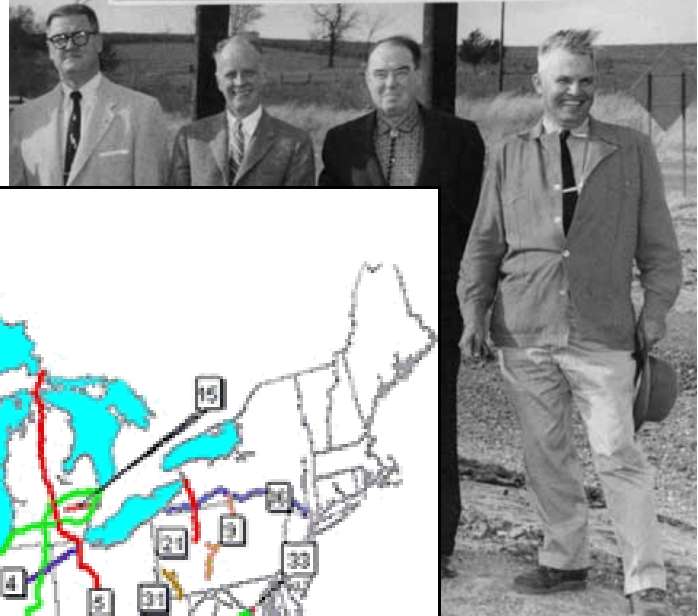
1959 Chevy Corvette

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

Å Cost \$32 billion.

Å 41,000 miles of new highways built.

**THIS IS THE FIRST PROJECT
IN THE UNITED STATES
COMPLETED UNDER PROVISIONS OF THE NEW
FEDERAL AID HIGHWAY ACT OF 1956
EIGHT MILES CONCRETE PAVEMENT ON US-40
INTERSTATE ROUTE NO. 1
STATE HIGHWAY COMMISSION OF KANSAS**





**First McDonald's
(1955)**



**Drive-In
Movies**

**Howard
Johnson's**





1950s

DISNEYLAND



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



Frontier Land



Main Street



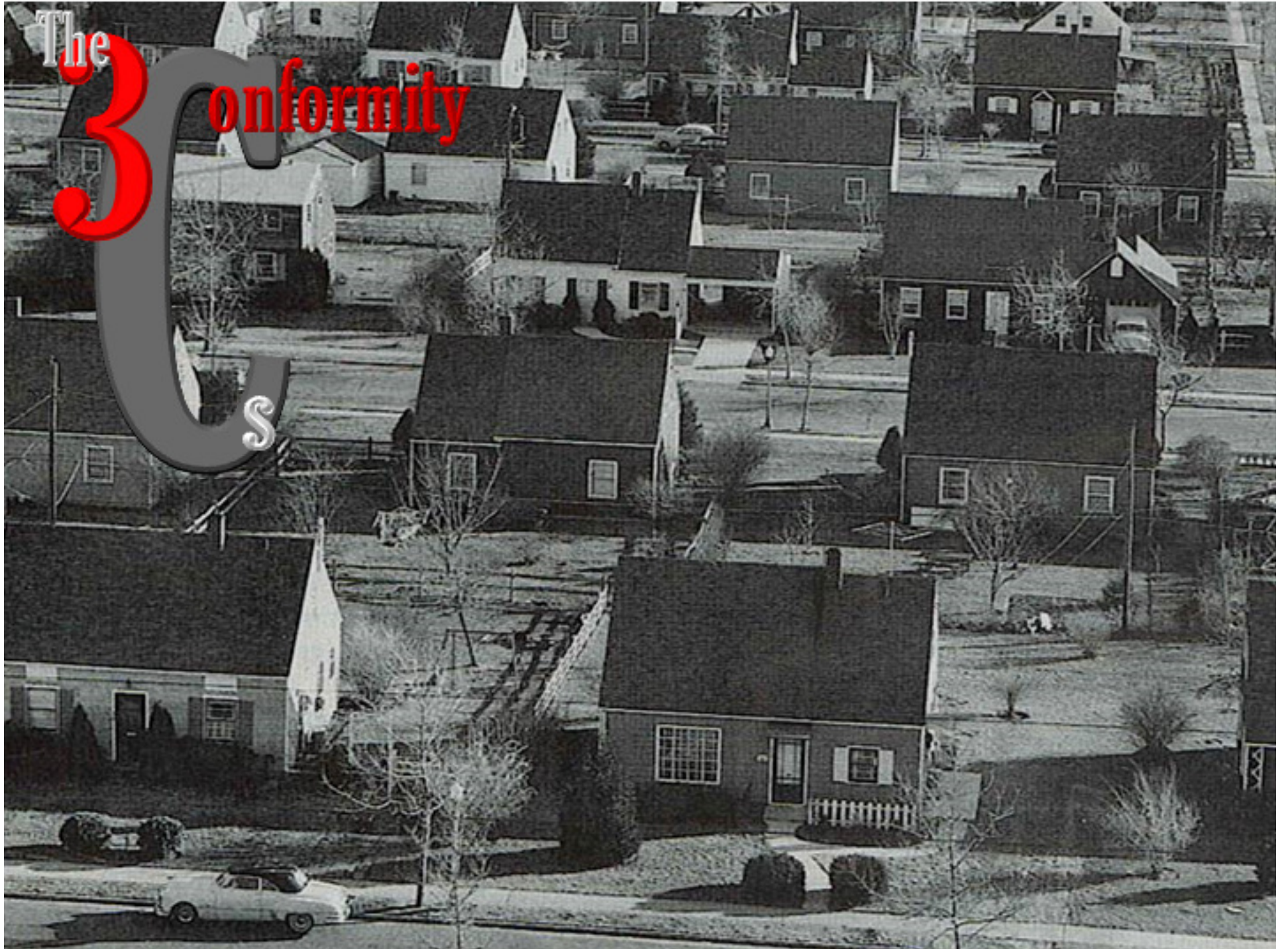
Tomorrow Land



1950s

By the end of the decade, 62% of families owned their homes





The **3**onformity

s

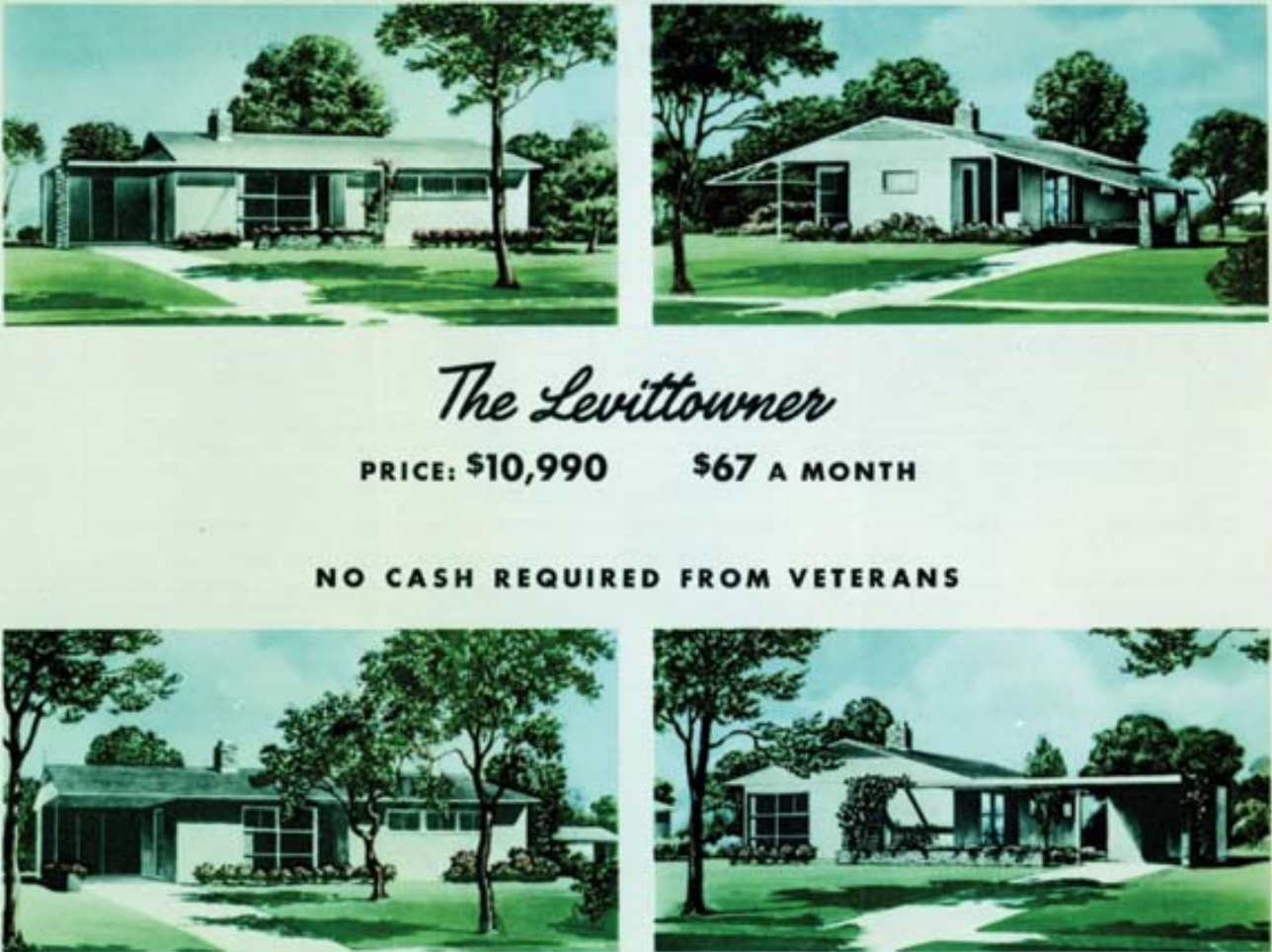
The Suburbs





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

1949 → William Levitt produced 150 houses per week.



No. 1

No. 2

The Levittowner

PRICE: \$10,990 \$67 A MONTH

NO CASH REQUIRED FROM VETERANS

No. 3

No. 4

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

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.

The Typical TV Suburban Families



*The Donna
Reed Show*
1958-1966



*Leave It
to Beaver*
1957-1963



Father Knows Best
1954-1958



The Ozzie & Harriet Show
1952-1966

Little Boxes
by Malvina Reynolds

Little boxes, on the hillside, little boxes
made of ticky tacky
Little boxes, on the hillside, little boxes
all 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.

And the people in the houses all went to
the university
Where they were put in boxes, and they
came out all the same.
And there's doctors and lawyers and
business executives
And they're all made out of ticky tacky and
they all look just the same.

And they all play on the golf course and
drink their martinis dry,
And they all have pretty children and the
children go to school.
And the children go to summer camp and
then to the university
Where they are put in boxes and they
come out all the same.

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.

**What is the songwriter's point of view about the
lifestyle of the people in the song?**

What were women's roles in the 1950s?





Advertising Archives

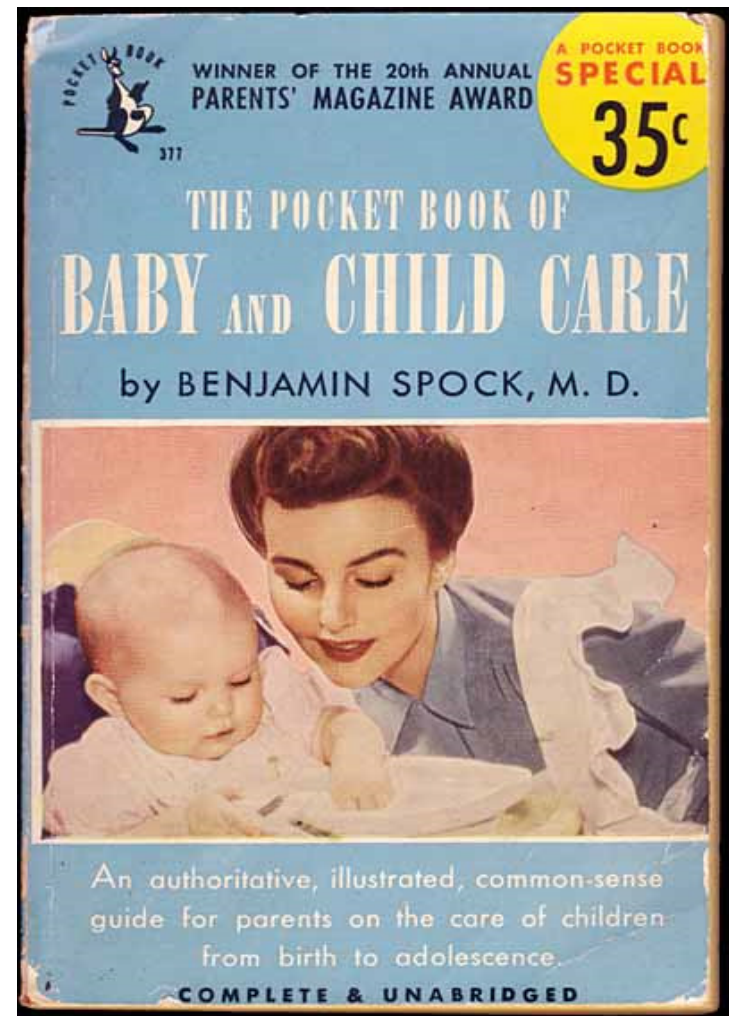
The good wife's guide

- Have dinner ready. Plan ahead, even the night before, to have a delicious meal ready, on time for his return. This is a way of letting him know that you have been thinking about him and are concerned about his needs. Most men are hungry when they come home and the prospect of a good meal (especially his favourite dish) is part of the warm welcome needed.
- Prepare yourself. Take 15 minutes to rest so you'll be refreshed when he arrives. Touch up your make-up, put a ribbon in your hair and be fresh-looking. He has just been with a lot of work-weary people!
- Be a little gay and a little more interesting for him. His boring day may need a lift and one of your duties is to provide it.
- Clear away the clutter. Make one last trip through the main part of the house just before your husband arrives.

- Gather up schoolbooks, toys, paper etc and then run a dustcloth over the tables.
- Over the cooler months of the year you should prepare and light a fire for him to unwind by. Your husband will feel he has reached a haven of rest and order, and it will give you a lift too. After all, catering for his comfort will provide you with immense personal satisfaction.
- Prepare the children. Take a few minutes to wash the children's hands and faces (if they are small), comb their hair and, if necessary, change their clothes. They are little treasures and he would like to see them playing the part. Minimise all noise. At the time of his arrival, eliminate all noise of the washer, dryer or vacuum. Try to encourage the children to be quiet.
- Be happy to see him.
- Greet him with a warm smile and show sincerity in your desire to please him.
- Listen to him. You may have a dozen important things to tell him, but the moment of his arrival is not the time. Let him talk first - remember, his topics of conversation are more important than yours.
- Make the evening his. Never complain if he comes home late or goes out to dinner, or other places of entertainment without you. Instead, try to understand his world of strain and pressure and his very real need to be at home and relax.
- Your goal: Try to make sure your home is a place of peace, order and tranquillity where your husband can renew himself in body and spirit.
- Don't greet him with complaints and problems.
- Don't complain if he's late home for dinner or even if he stays out all night. Count this as minor compared to what he might have gone through that day.
- Make him comfortable. Have him lean back in a comfortable chair or have him lie down in the bedroom. Have a cool or warm drink ready for him.
- Arrange his pillow and offer to take off his shoes. Speak in a low, soothing and pleasant voice.
- Don't ask him questions about his actions or question his judgment or integrity. Remember, he is the master of the house and as such will always exercise his will with fairness and truthfulness. You have no right to question him.
- A good wife always knows her place.

Dr. Benjamin Spock

- Wrote influential book on child care: *Baby and Child Care*.
- Said that a woman's chief responsibility is to be a mother.
- Must put the child's needs before her own.
- Lots of pressure on women.



How were women portrayed in the media?





Modern **HOMEMAKER**

Geneva Ruby
R. J. N. #2

- ★ RECIPES
- ★ INSTRUCTIONS
- ★ TIME TABLES

"Squeeze-Mix"

Margarine

package

TELLS YOU
WHAT FOOD
WRAP IS BEST!

Pliofilm





AMERICAN WOMEN GAIN A ZILLION CAREFREE HOURS



EASY *Combomatic* **WASHER/DRYER**



DICK SARGENT



You mean a woman can open it ?

