

1950s American Culture

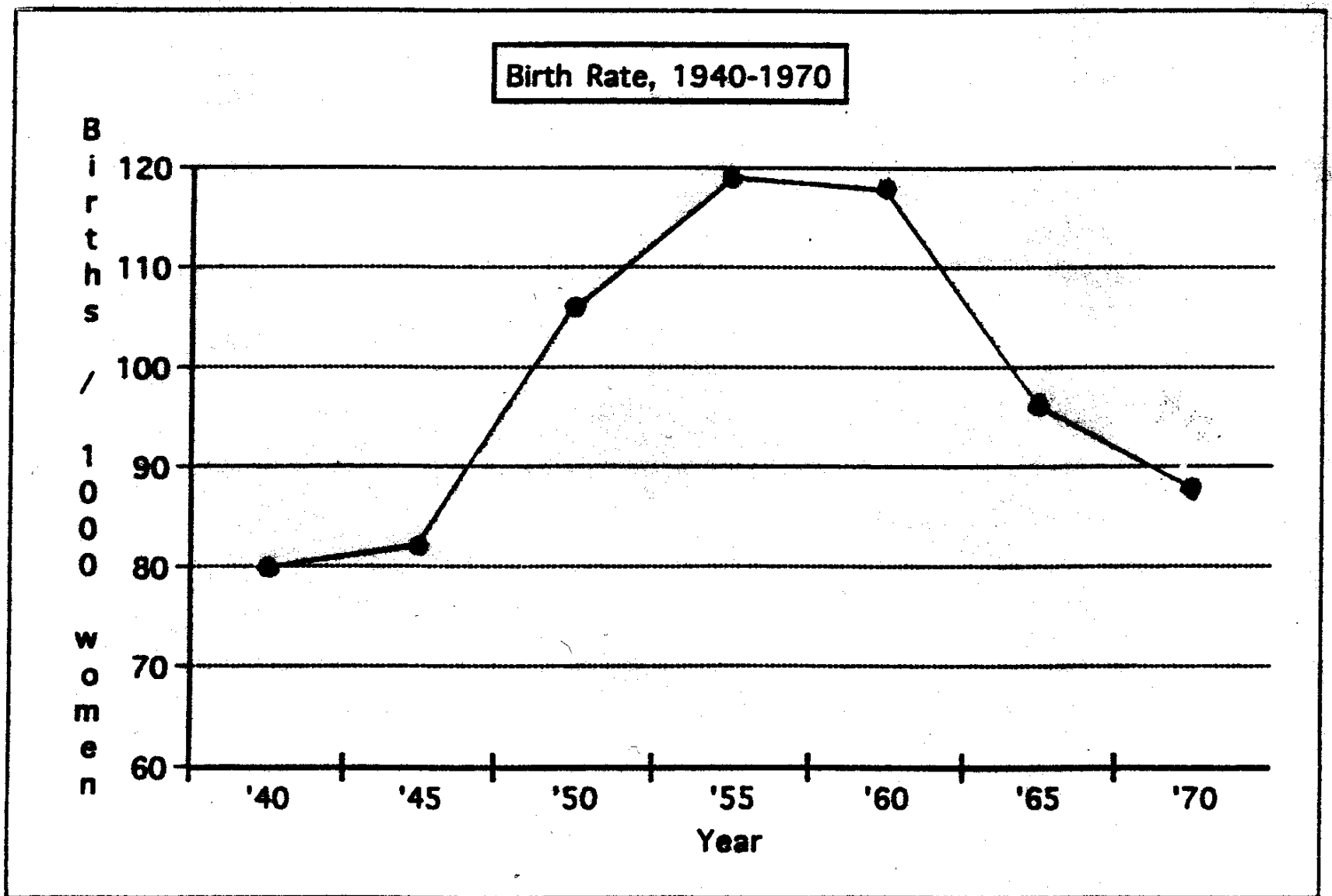


The Silent Generation

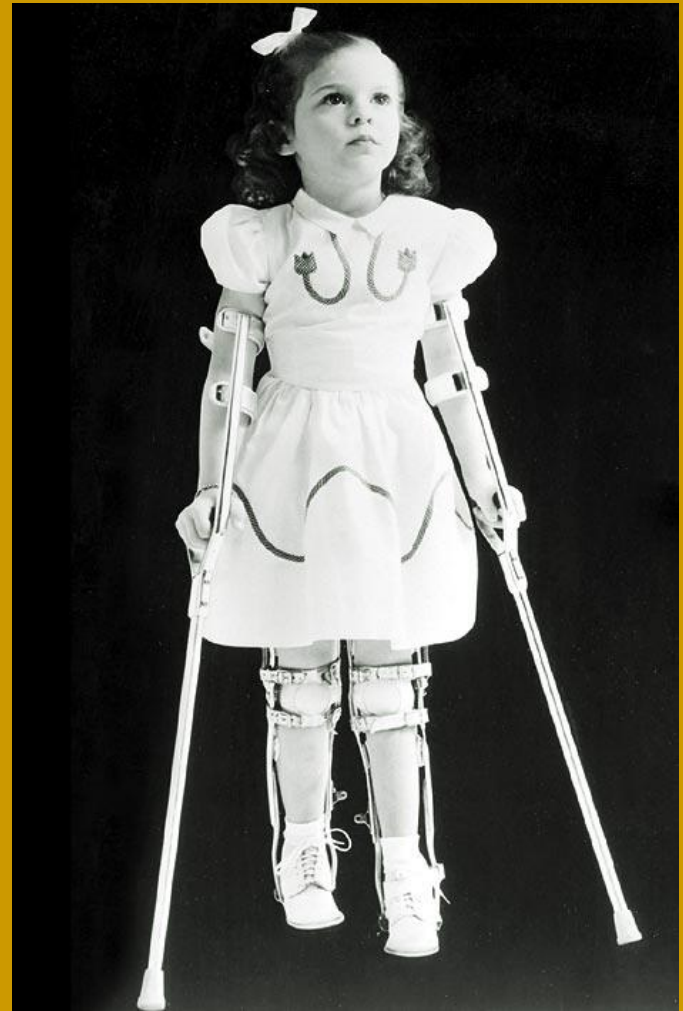
Baby Boom



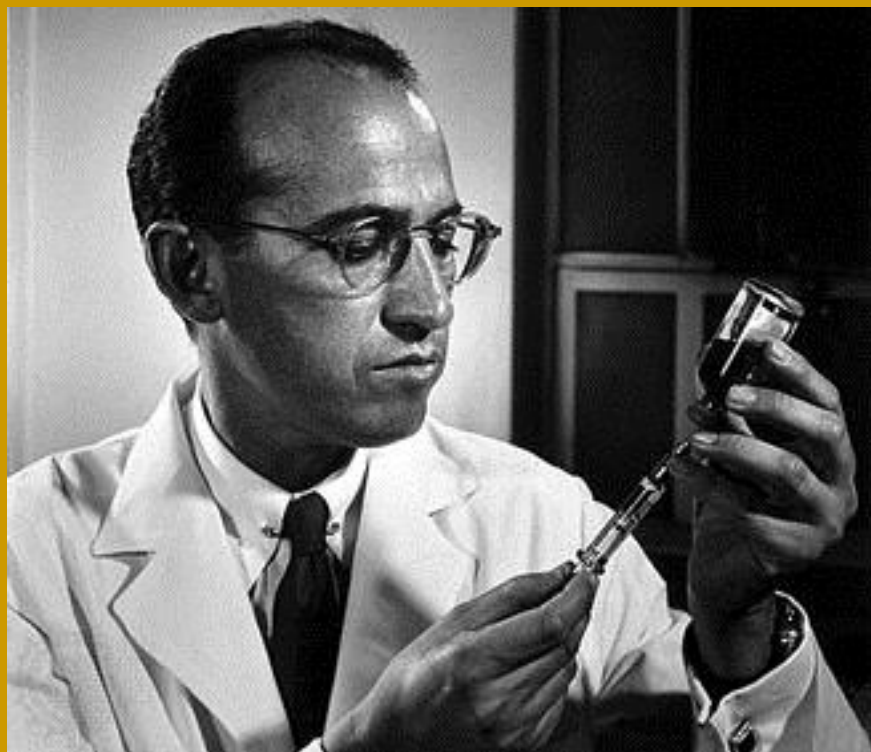
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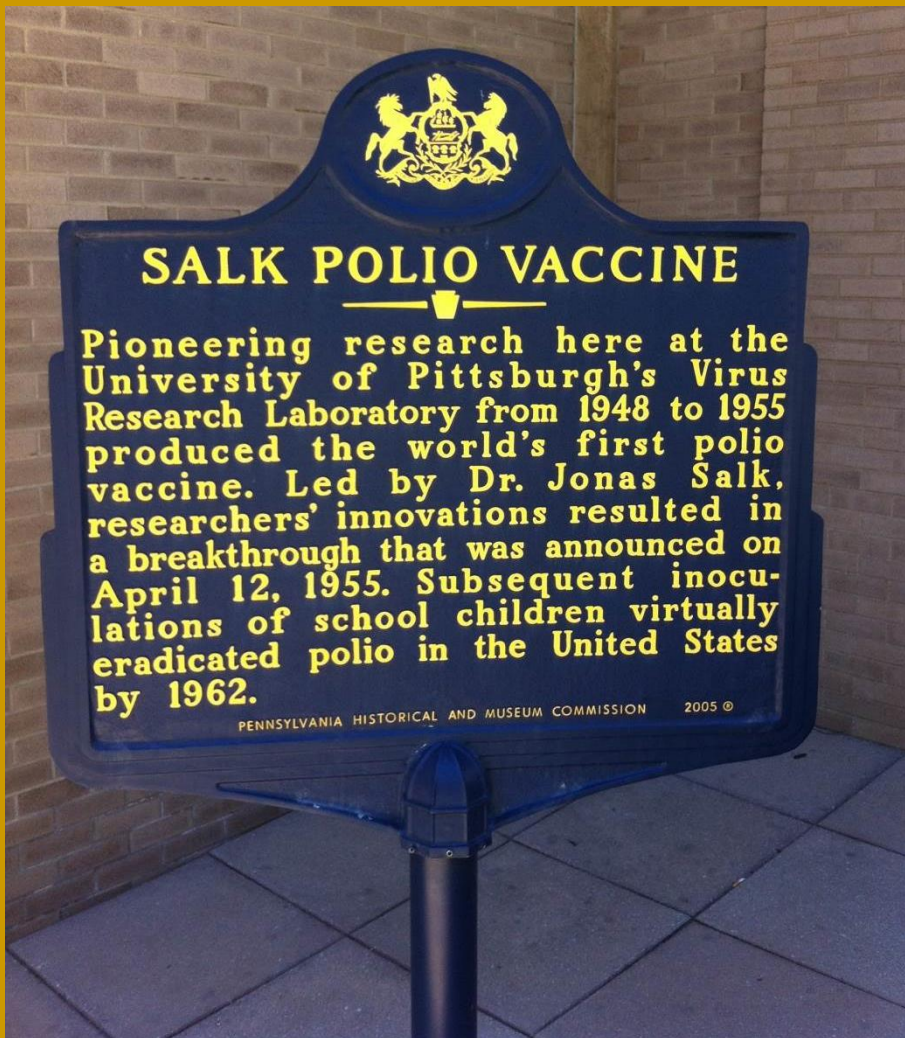
Polio



Jonas Salk



Salk and University of Pittsburgh



Levittowns (New York)

Built by: William Levitt



Levittowns (\$7,990)



Construction of Levittowns

- 27 step process
- 4 rooms -2 bedrooms, 1 living room, and 1 kitchen/dining room
- Kitchens were yellow
- Build 36 homes in a day
- 1949 -1,400 contracts signed in 1 day



Hempstead, New York

17,450 Homes with 82,000 people



“Keeping up with the Joneses”



THE SATURDAY EVENING POST September 15, 1956

Pick a Color from the Rainbow!

DOOR HANDLES

Color-Keyed

TO YOUR KITCHEN!

Exclusive in

INTERNATIONAL HARVESTER REFRIGERATORS

Most Exciting Idea in Refrigerators Since the Ice Cube!

Now International Harvester Refrigerators are designed with a color flake—as fashionable as they are functional for your new-in-a-minute kitchen! Ten gorgeous colors in sleek door handle plaques to match or contrast with your kitchen color scheme. Easy to switch colors any time you redecorate!

they're femineered!!

—and years ahead! Scores of door-saving, water-approved features: Spacious shelves of stainless steel! Funny-Doz, Smart Keeper, magnetic Bottle Opener! Full-width Freezer, Coldstream Crisper, endless more! Choice of seven models, seven sizes, seven prices. For the name of your nearest dealer, see Classified Telephone Directory.

INTERNATIONAL HARVESTER COMPANY
150 North Michigan Avenue • Chicago 2, Illinois



International Harvester Also Builds Home Freezers... McCormick Farm Equipment and Farmall Tractors... Motor Trucks... Industrial Power



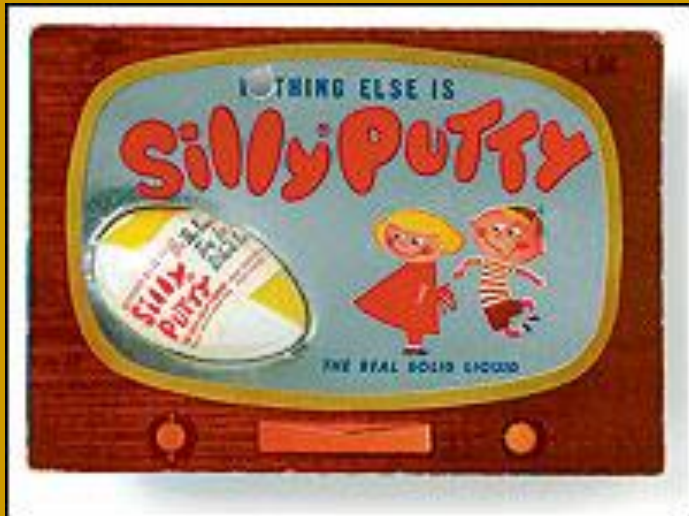
“Keeping up with the Joneses”

Households Owning	1940	1955
Automobile	50%	71%
Television set	0%	76.1%
Refrigerator	44%	94.1%
Washing Machine	46%	84.1%
Clothes Dryer	0%	9.2%
Vacuum Cleaner	38.0%	64.3%

Fashion



Toys



Hip 1950s Words

- baby
- blast
- burn rubber
- cat
- cut out
- flick
- heat
- pad
- threads
- cute girl
- good time
- accelerate
- cool person
- leave
- movie
- police
- home
- clothes

How to Be a Good Wife



Have dinner ready. Plan ahead, even the night before, to have a delicious meal--on time. This is a way of letting him know 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 is part of the warm welcome needed.

Prepare yourself. Take 15 minutes to rest so that you'll be refreshed when he arrives. Touch up your makeup, put a curler 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 interesting. His boring day may need a lift.

Clear away the clutter. Make a last trip through the main part of the house just before your husband arrives, gather up school books, toys, paper, etc. Then run a dust cloth over the tables. Your husband will feel he has reached a haven of rest and order, and it will give you a lift, too.

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.

Minimize all noise. At the time of his arrival, eliminate all noise of the washer, dryer, dishwasher, or vacuum. Try to encourage the children to be quiet. Be happy to see him. Greet him with a warm smile and be glad to see him.

Some Don'ts: Don't greet him with problems or complaints. Don't complain if he's late for dinner. Make him comfortable. Have a warm or cool drink ready for him. Arrange his pillow and offer to take off his shoes. Speak in a low, soft, soothing and pleasant voice. Allow him to relax and unwind.

Listen to him. You may have a dozen things to tell him, but the moment of his arrival is not the time. Let him talk first.

Use the evening his. Never complain if he does not take you out to dinner or to other places of entertainment. Instead, try to understand his world of strain and pressure, his need to be home and relax.

The goal: Try to make your home a place of peace and order where your husband can renew himself in body and spirit.

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1950s Sex Symbols



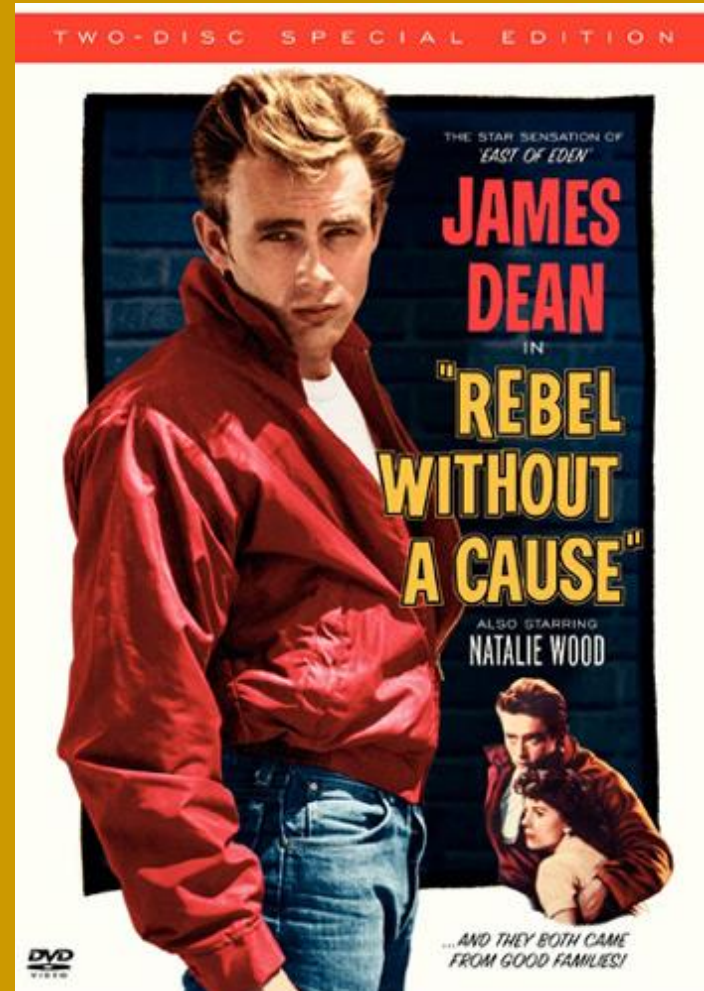
Marilyn Monroe

- starred in 30 movies
 - Some Like It Hot
 - Seven Year Itch
- Sex Symbol of the 20th Century (Playboy)
- Sexiest Women of the 20th Century (People)

1950s Sex Symbols

“A Rebel Without A Cause”

- starred in 3 major movies
- died Age 24 years old

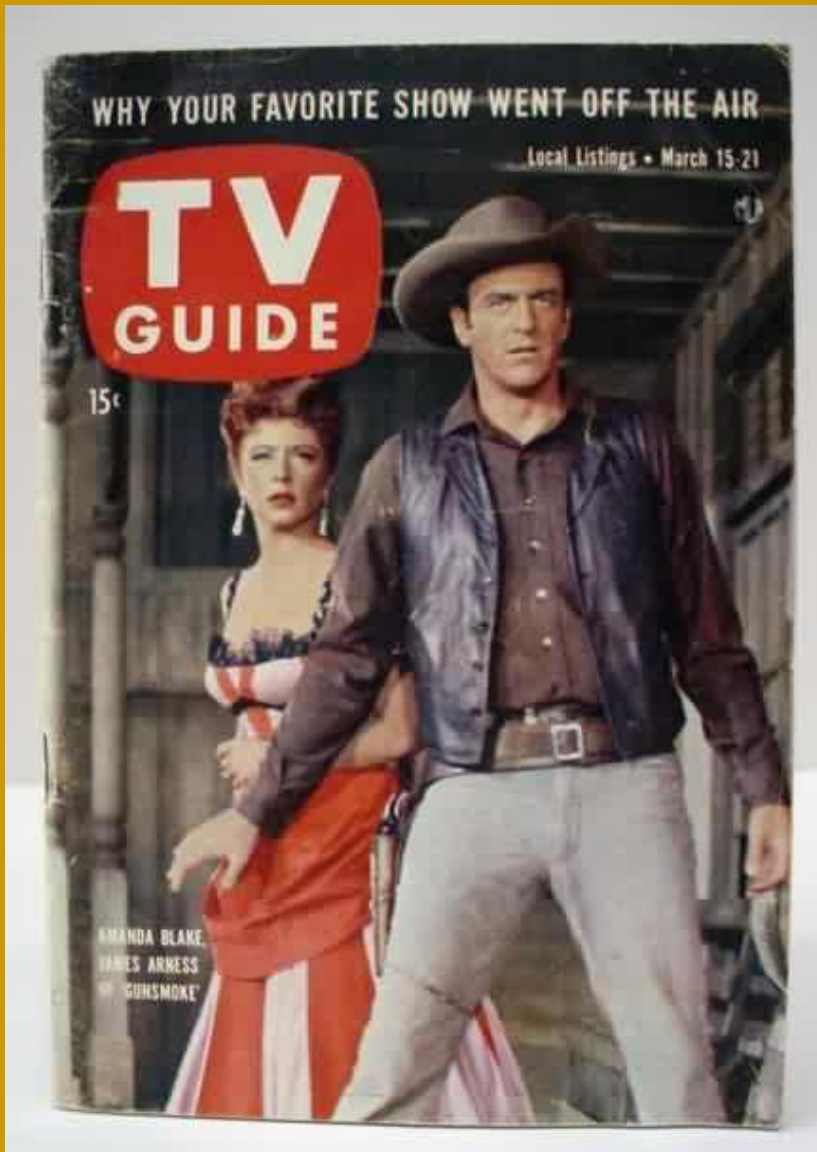


James Dean

1950s Television

Gunsmoke

- 1955 – 1975
- 635 episodes
- #1 show -4 years
– (1957 – 1960)
- Tied longest running
primetime drama
(Law and Order)

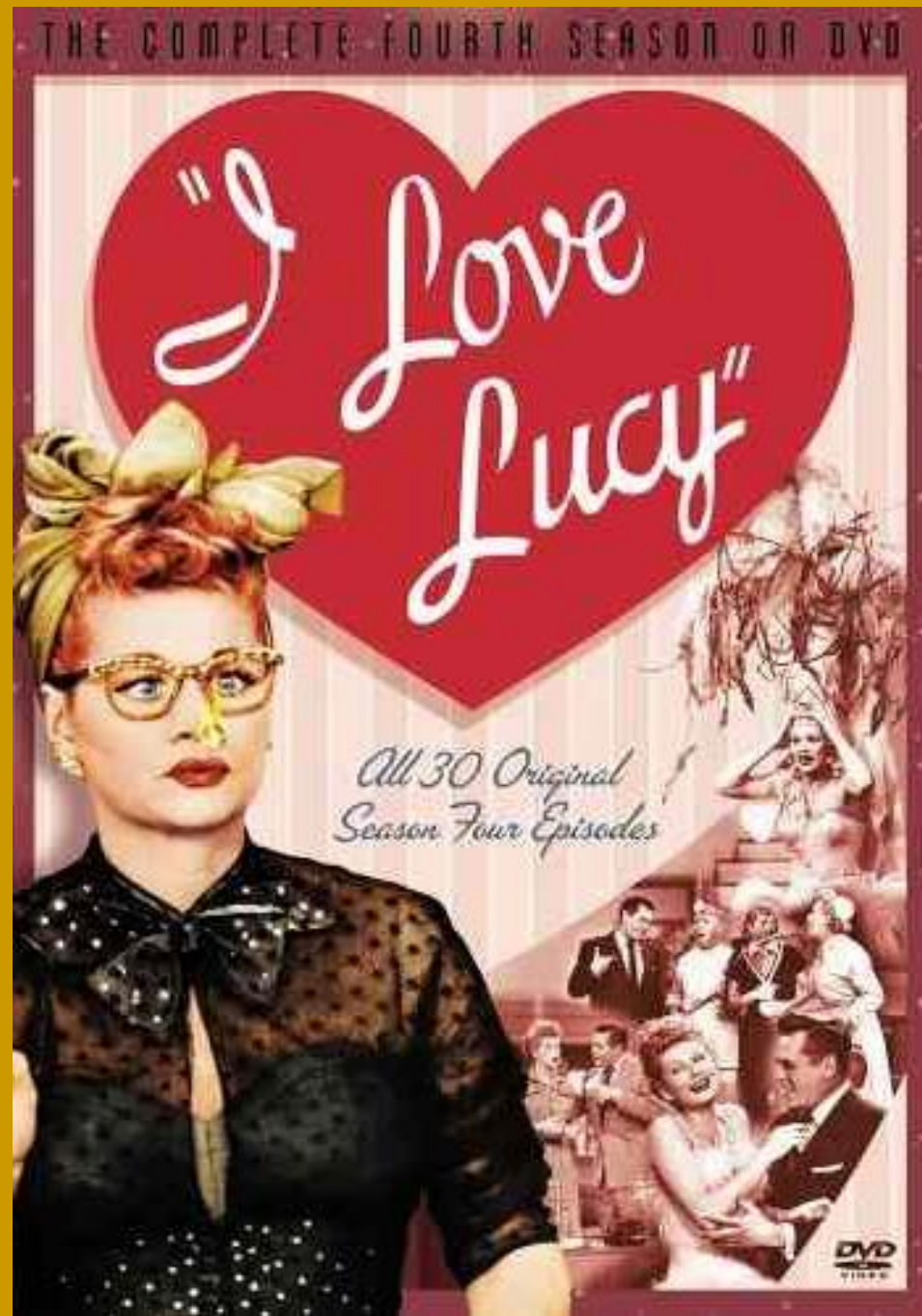


I Love Lucy

- 1951 – 1957
- 179 episodes

- #1 show -4 of 6 years
– ended #1 show

- #2 show of all-time
(TV Guide) (2002)

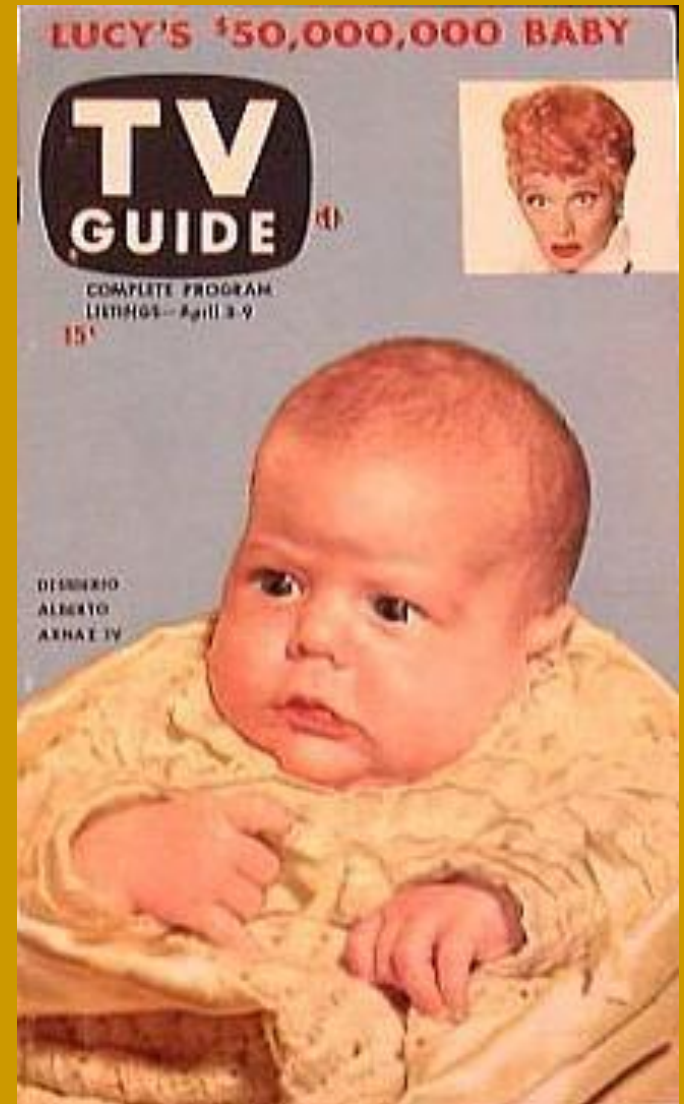


“Lucy goes to the hospital”

- 2nd biggest percentage of households watched this episode ever

– 71%

– 44 million



1950s Music

Rock Around the Clock



Rock 'n' Roll



Rock 'n' Roll Hall of Fame
Cleveland, Ohio



Alan Freed
Cleveland DJ

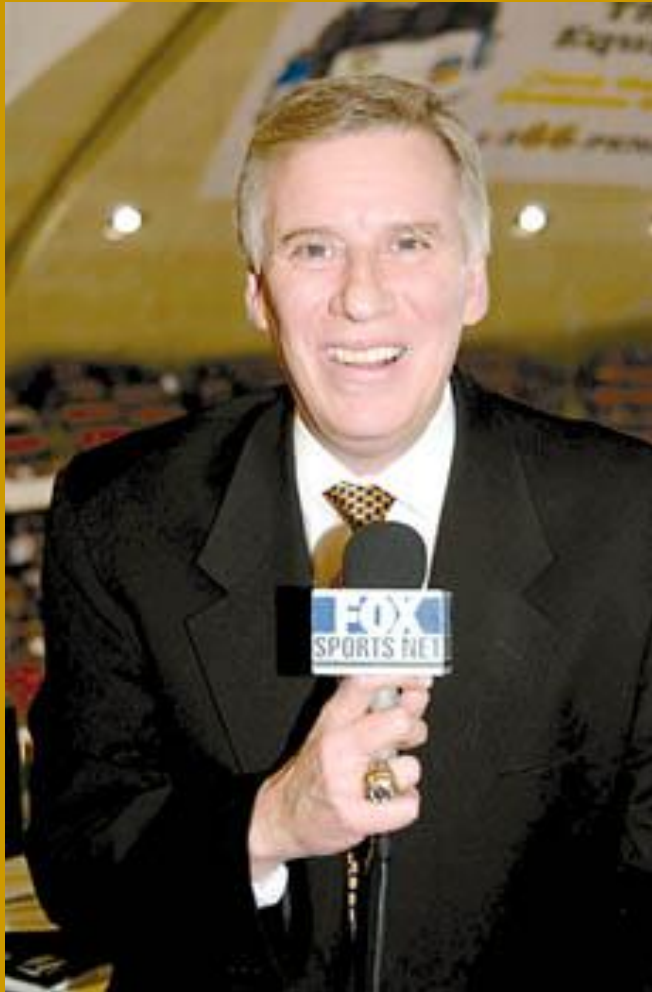
Elvis Presley – “The King”



- 18 #1 hits
- 10 albums #1
- leading artist on country, R & B, and gospel charts
- starred in 33 films



“Ladies and Gentleman, Elvis has left the building”



Challenging the Silent Generation

The Beatniks

