**The 1950s: “Conservatism, Complacency, and Contentment” or “Anxiety, Alienation, and Social Unrest”?**

Post War America and the Fabulous ‘50s – President Truman and Eisenhower

* \_\_\_\_\_\_\_\_\_\_\_\_-\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Act (1947) – Was pro-\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, Truman vetoed this act, Congress \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ it to check the power of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* Election of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ - Truman wins! Despite \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of his aggressive foreign policy and support of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ rights.
* Offers the American people a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ deal. He wanted national \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ insurance, federal aid to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, civil rights, public \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and a new \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ program. Congress blocked most of it except the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ wage and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Security.
* \_\_\_\_\_\_\_\_\_\_\_\_\_ Amendment (1951) - \_\_\_\_\_\_ term presidency \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* What comes to mind when you hear the 1950s?
* \_\_\_\_\_\_ Bill – 15 million \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ transition to peacetime economy, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for college, low interest loans for farms, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and businesses
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Bom – 1946-1950 – 50 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ babies born
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Growth and the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ - stampede possible because of baby boom, Eisenhower’s \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ system, government guarantees, and affordable \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Baby Boom

* It seems t me that every other young housewife I see is pregnant.
* British visitor to America, 1958
* 1957 – 1 baby born every \_\_\_\_\_\_\_\_ seconds
* Dr. Benjamin \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and the Anderson Quintuplets

Suburban Living

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, Long Island: “The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_”
* 1949 🡪 William \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ produced \_\_\_\_\_\_\_\_\_\_\_\_\_\_ houses per week.
* $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or $\_\_\_\_\_\_\_\_\_/month with no down payment
* Do you (or would you) like living in the suburbs?
* What do you think the criticisms of suburban life are?
* What are the positives of suburban life?
* Describe the ideal suburban home of the 1950s:
* How does this compare to the ideal suburban home today?
* By 1960 🡪 \_\_\_\_\_\_\_\_\_ of the U.S. population lives in the suburbs

Shifts in Population Distribution, 1940-1970

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | 1940 | 1950 | 1960 | 1970 |
| 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% |

* What changes in American society do these statistics reveal?

The \_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ married, cooked, and cared for her family, and kept herself busy by joining the local \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and leading a troop of Campfire Girls. She entertained guests in her family’s suburban house and worked out on the trampoline to keep her size \_\_\_\_\_\_\_\_\_\_\_ figure.

– Life Magazine, 1956

* Betty Friedan wrote the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ - which commented on the stress and depression many housewives felt in the 50s.
* Helped found the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (NOW) in 1966.

Changes in Women’s Lives

* Equal \_\_\_\_\_\_\_\_\_\_\_ Act – 1963
* Civil Rights Act of 1964 – prohibited \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ discrimination based on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* NOW wanted the passage of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (ERA) – passed Congress, but just missed being accepted by the \_\_\_\_\_\_\_\_\_\_\_ states required. The ERA stated “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of rights under the law shall not be denied or abridged by the United States or by any state on account of sex.”
* Is this a necessary amendment?
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ v. \_\_\_\_\_\_\_\_\_\_\_\_\_\_ - 1973 – legalized \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in the United States, led to the pro-\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_/pro-\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ controversy
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ - 1965 – ensured equal access to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ - reverse discrimination?
	+ Regents of the University of California v. Bakke – the college \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ could not be based on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ alone
* 1980s - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ceiling?
* 1990s – more women had moved into \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ jobs previously dominated by men – law, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and politics

Consumerism

* What is consumerism?

A Changing Workplace

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_:
	+ 1947-1957 🡪 factory workers \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by 4.3%, eliminating 1.5 million \_\_\_\_\_\_\_\_\_\_\_\_\_-\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ jobs.
	+ By 1956 🡪 more white-collar than blue-collar jobs in the U.S.
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 🡪 Mark I (1944) . First \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ mainframe computer (1951)
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_:
	+ By 1960 🡪 600 corporations (1/2% of all U.S. companies) accounted for \_\_\_\_\_\_\_\_\_\_% of total corporate income.
	+ Why?
* New \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ “The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_”
	+ 1956 🡪 Sloan Wilson’s *The Man in the Gray Flannel Suit*
	+ Focused on men being white \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ during war, had purpose, were “\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_” – after war – “tidy house,” “tidy wife”, new \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ was the boring gray flannel suit.
		- New Concerns?

The Culture of the Car

* Car \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_: 1945 🡪 25,000,000

1960 🡪 60,000,000

* 2 family cars doubles from 1951-1958
* 1956 🡪 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_ 🡪 largest public works project in American history
	+ Cost \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ miles of new highways built
* America became a more \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ nation because of the automobile
* The U.S. population was on the move in the 1950s
* \_\_\_\_\_\_\_\_\_\_\_ & Mid-west 🡪 moved to the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (“Sunbelt states)
* 1955 🡪 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ opened in Southern California. (40% of guests came from outside California, most by car)

Television

* 1946 🡪 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ TV sets in the U.S.
* 1950 🡪 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ TV sets in the U.S.
* Television is a vast \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 🡪 Newton Minnow, Chairman of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, 1961
* Mass audience 🡪 TV celebrated traditional American values
* Television – The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ Examples:
* Family Shows
	+ Glossy view of mostly \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_-class suburban life
	+ Examples:

Teen Culture

* In the 1950s 🡪 the word “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_” entered the American language
* By 1956 🡪 13 million teens with $7 billion to spend a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* 1951 🡪 “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_” 🡪 Rock ‘n Roll
	+ Elvis \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 🡪 “The King”
* “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_”
	+ 1951 🡪 J.D. Salinger’s \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ Examples:
* The “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_” Generation 🡪 group of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, intellectuals, hard to hard, but advocated \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, drugs, and spontaneity
	+ Jack \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 🡪 On The Road written over 20 day span, typed on 12-foot rolls of tracing paper so he didn’t have to pause to reload (1951)
	+ Allen \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 🡪 poem, “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_”
	+ Neal Cassady
	+ Rebelled against trends of time and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_” v. “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_” Teen

Religious Revival

* Today in the U.S. the Christian faith is back in the center of things” – Time Magazine, 1954
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Membership: 1940 🡪 64,000,000

1960 🡪 114,000,000

* Television Preachers:
1. Catholic \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 🡪 “Life is Worth Living”
2. Methodist Minister \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 🡪 The Power of Positive Thinking
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 🡪 ecumenical message; warned against the evils of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Hollywood: apex of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ epic
* “It’s un-American to be un-religious!” – The Christian Century, 1954

Well-Defined Gender Roles

* Changing Sexual Behavior:
	+ Alfred \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_:
		- 1948 🡪 Sexual Behavior in the Human Male
		- 1953 🡪 Sexual Behavior in the Human Female
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ sex was common
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ affairs were frequent among \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ couples
	+ “Kinsey’s results are an assault on the family as a basic unit of society, a negation of moral law, and a celebration of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.” – Life magazine, early 1950s