

Why were Americans so obsessed with their cars during the 1950s? What other businesses arose as a result of this obsession?

\_\_\_\_\_  
\_\_\_\_\_

**Social Conformity- the 1950s Family**

- ▶ \_\_\_\_\_ rates soared, marriage \_\_\_\_\_ dropped, and divorce rates
- ▶ The end of WWII led to a surge in the U.S. population, known as the " \_\_\_\_\_ " ( \_\_\_\_\_ - \_\_\_\_\_ )
  - Largest " \_\_\_\_\_ " in U.S. history, 77.3 million babies, peaked in 1957
  - *The Common Sense Book of Baby and Child Care* – Dr. Benjamin Spock
  - **It seems to me that every other \_\_\_\_\_ I see is pregnant.**  
-- British visitor to America, 1958
- ▶ The surge in marriage and birth rates, coupled with the \_\_\_\_\_, created a desperate need for housing
- ▶ \_\_\_\_\_ was the first mass-produced housing tract, with standardized homes, an efficient community model, and \_\_\_\_\_
- ▶ Produced \_\_\_\_\_ houses per week; \$7,990 or \$60/month with \_\_\_\_\_.

**Levittown**

- All \_\_\_\_\_ had the following design concepts:
- ▶ Open Floor Plan design marked by a minimum of interior walls.
  - ▶ Picture Windows and natural light wherever possible.
  - ▶ Expandable \_\_\_\_\_ and/or \_\_\_\_\_
  - ▶ Modern Kitchen with \_\_\_\_\_
  - ▶ Indoor/Outdoor Living with Common Open Spaces

**Social Conformity- Men + Women**

- ▶ Americans reverted back to \_\_\_\_\_ gender roles in the wake of WWII
- ▶ Men were the \_\_\_\_\_ in the family, \_\_\_\_\_ of the household, and increasingly worked in \_\_\_\_\_ professions
- ▶ Women were to be \_\_\_\_\_ and \_\_\_\_\_ – reverting back to a modern version of the 19<sup>th</sup> c.  
" \_\_\_\_\_ "
  - Reiterated through \_\_\_\_\_ and \_\_\_\_\_

**Kids in the 50's**

- ▶ The baby boom led to a \_\_\_\_\_; each stage of life the "boomers" reached, introduced new items
- ▶ First time the majority of Americans had access to a TV; children's programming \_\_\_\_\_  
\_\_\_\_\_
- ▶ Spock's *Baby* book and \_\_\_\_\_ homogenized American childhood experiences

**It's great to be a Kid**

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>▶ 1950           <ul style="list-style-type: none"> <li>◦ Silly _____</li> <li>◦ Peanuts</li> </ul> </li> <li>▶ 1951           <ul style="list-style-type: none"> <li>◦ Topps sells it first complete _____ set</li> <li>◦ Alice in Wonderland released</li> </ul> </li> <li>▶ 1952           <ul style="list-style-type: none"> <li>◦ Mr. _____</li> <li>◦ Sugar Frosted Flakes</li> </ul> </li> <li>▶ 1954           <ul style="list-style-type: none"> <li>◦ _____</li> <li>◦ Bazoooka Joe Comics</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>▶ 1955           <ul style="list-style-type: none"> <li>◦ _____ starts</li> <li>◦ _____ opens</li> </ul> </li> <li>▶ 1956           <ul style="list-style-type: none"> <li>◦ Wizard of Oz appears on _____</li> </ul> </li> <li>▶ 1957           <ul style="list-style-type: none"> <li>◦ _____</li> <li>◦ Sleeping Beauty</li> <li>◦ _____ is nationally marketed</li> </ul> </li> <li>▶ 1958           <ul style="list-style-type: none"> <li>◦ _____ rolls out</li> <li>◦ Cocoa Krispies comes out (43% _____)</li> </ul> </li> </ul> |
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**Television**

- ▶ First time the \_\_\_\_\_ of Americans had \_\_\_\_\_ to a TV
  - 1946 → \_\_\_\_\_ TV sets in the U. S.
  - 1950 → \_\_\_\_\_ TV sets in the U. S.
- ▶ TV celebrated \_\_\_\_\_ American \_\_\_\_\_.
- ▶ Further homogenized American \_\_\_\_\_ patterns
- ▶ Rise of \_\_\_\_\_ and advertising
- ▶ Popular genres: \_\_\_\_\_, sit-coms, variety shows, and \_\_\_\_\_ programs.
- ▶ Postwar \_\_\_\_\_ revival
  - \_\_\_\_\_ nearly doubled in the postwar world.
  - Tradition, conformity, not \_\_\_\_\_

### Television Continued

- ▶ Television preachers denounced communism and promoted \_\_\_\_\_ as much as their religious messages.
  - Reverend \_\_\_\_\_
- ▶ American Bandstand: Started off as a \_\_\_\_\_ in Philadelphia; became the most \_\_\_\_\_ teens.
- ▶ Bandstand was where America's teens went to learn what was cool
  - New songs, new styles, new dances.
- ▶ The \_\_\_\_\_ performed their top hits on the show
- ▶ The Ed \_\_\_\_\_: A variety show; one of the most popular shows on TV during the 1950s.
- ▶ Most popular musicians and comedians introduced themselves to the country.
  - \_\_\_\_\_ of TV viewers watched \_\_\_\_\_ first appearance on the show

### Telephone Cramming

- ▶ Starts in South Africa, goes to England, and then comes to California in 1959.
- ▶ Record of 25 people set in S.Africa 22 in America
- ▶ VW Beetle cramming also was a \_\_\_\_\_

### 3-D Movies

- ▶ Reemerge during the 1950's
- ▶ Images appear \_\_\_\_\_
- ▶ Moviegoers are given 3-D glasses
- ▶ Most films were \_\_\_\_\_