

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 19th 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

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

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 _____