

1950s

1a. Baby Boom.

Dr. Benjamin Spock + The Anderson Quintuplets. → written how to change a diaper.

2a. Suburban Living

Levittown, The American Dream

150 houses/week

\$60/month w/ no down payment

population shift → Af. Amos leave to stay in the city, Whites leave to suburbs. → White flight

some economic, some segregation.

TV shows → influence.

Consumerism @ all time high → cold war → capitalism is best, we show the USSR the stuff we made + bought. (social conformity)
get it, if u don't ur a communist.

Change from blue collar work (welder, plumber, etc.) to white collar, new technology.

4b. Changing Workplace

5a. Car culture

lots more cars, Interstate Highway Act: 32 billion. 41,000 mi of highways.

5b. Culture of the Car:

America more of a homogenous culture because of the automobiles. (McDonalds, drive thru heaters)
opening large theme parks in desolate areas, people can get there now.

Elvis Presley: rock + roll
(meeting)

↓

The "beat" generation → rebellious.

WONT say teens in 50s, will say beat generations.

Should:

obey authority, control emotion, fit in, no sex.

Televangelist: bill, graham → 'celebrity' tons of people

gender roles: "a good wife's guide"