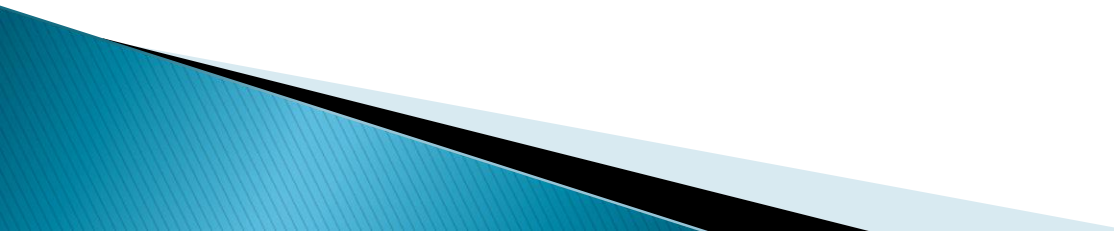


What is the meaning of the  
American Dream to you personally?

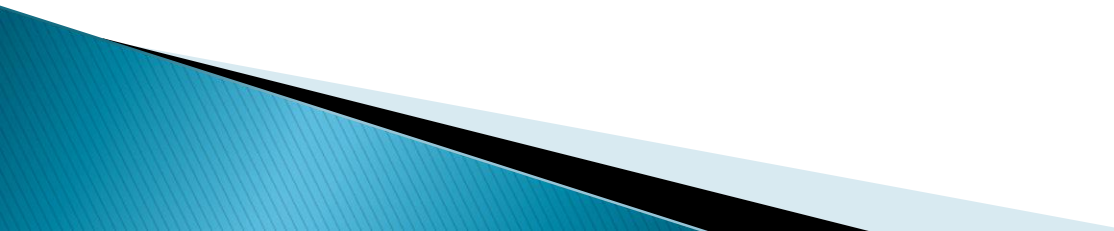


# **The 1950s**

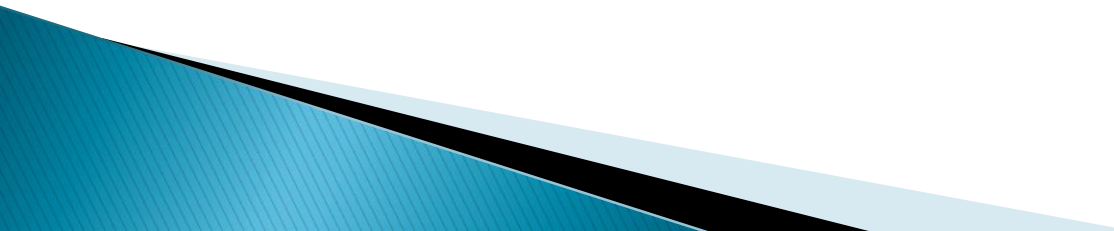
**Conformism, Consumerism & Containment**



# Define the following terms:

- ▶ **Conformism**
  - ▶ **Consumerism**
  - ▶ **Containment**
- 

# GI Bill of Rights (1944)

- ▶ Paid education
  - ▶ Unemployment benefits
  - ▶ Low-interest loans
- 

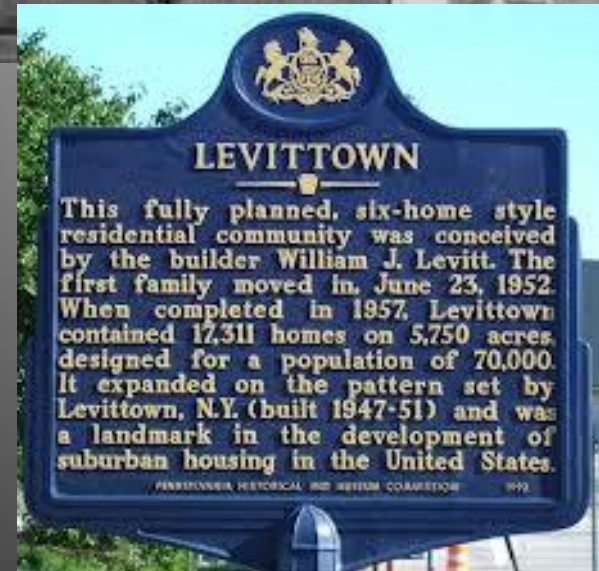
# Levittown



*Announcing*

*The 1956  
Jubilee*

Price \$11,600



# Questions for discussion...

- ▶ Why might suburbs be considered a large part of the conformist and monotonous trends of the 1950s?
- ▶ What else about the 1950s might you guess seems conformist?



# Growing suburbs helped to polarize society...

Redlining



# The Suburban Housewife Stereotype

HEY, who took the soap?

MOM, can I take my turtle to school?

WHAT TIME is it, dear?

Why CANT I wear my new dress, MOM?

**Wonderful News for Busy Mothers...**

## Delicious Hot Wheat Cereal COOKS IN JUST 10 SECONDS!

Precooked for you... all you do is stir into boiling water or milk. In 10 seconds it's ready to enjoy.

Now you can have the satisfaction that comes from knowing you are doing what's best for your family without the usual kitchen drama. You can't cook hot cereal. It's so easy you can make it in 10 seconds. You can't cook hot cereal. It's so easy you can make it in 10 seconds. You can't cook hot cereal. It's so easy you can make it in 10 seconds.

**Instant Ralston**

**Regular Ralston**

Other delicious choices: Oatmeal, Bran, Raisin, etc.

**Hoover**

Christmas morning she'll be happier with a Hoover

Hoover is the only vacuum cleaner that cleans the floor, too.

Hoover is the only vacuum cleaner that cleans the floor, too.

Hoover is the only vacuum cleaner that cleans the floor, too.



# June Cleaver—*Leave It To Beaver*



# Rejection of 1950s culture– Beat Movement

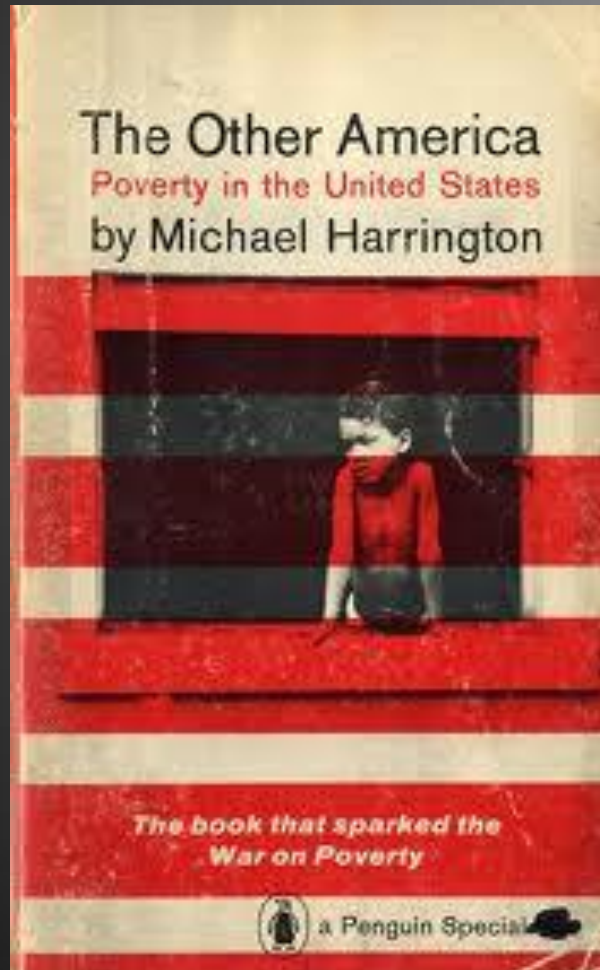


Jack Kerouac



Alan Ginsberg

# The Other America

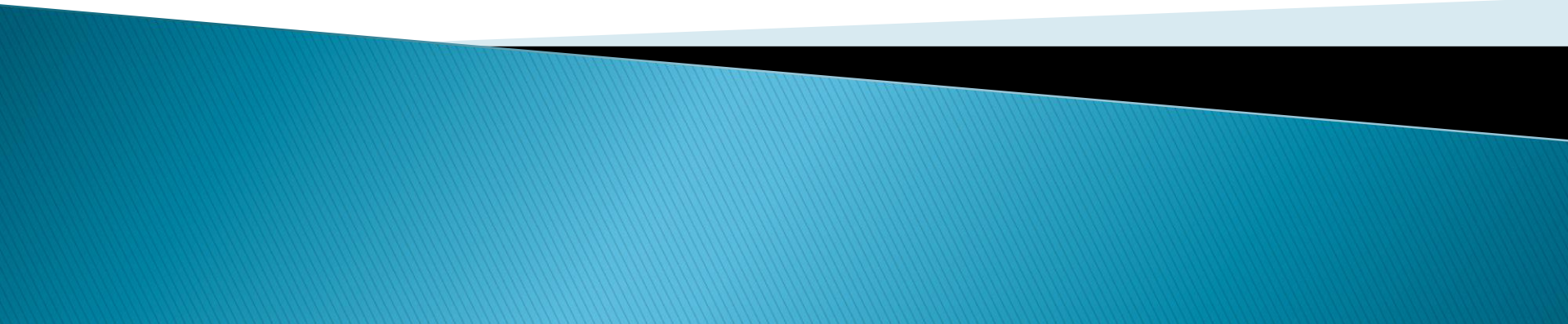


# Images of Poverty in the 1950s

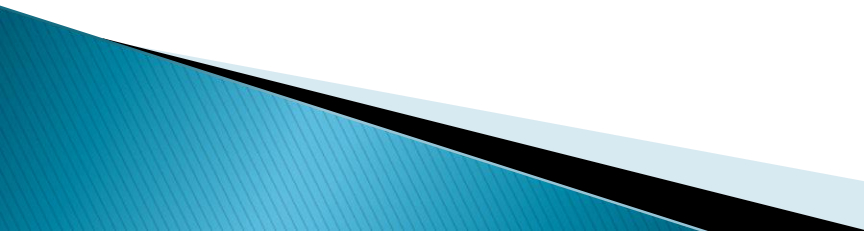




# CONTAINMENT



# Roots of Tension Between U.S. & U.S.S.R.

- ▶ Serious ideological differences & often conflicting political agendas
  - ▶ U.S. angry that Stalin had been an ally of Hitler for a time
  - ▶ Americans & Soviets b/c more suspicious of each other during WWII
- 

# “Iron Curtain”



# United Nations

