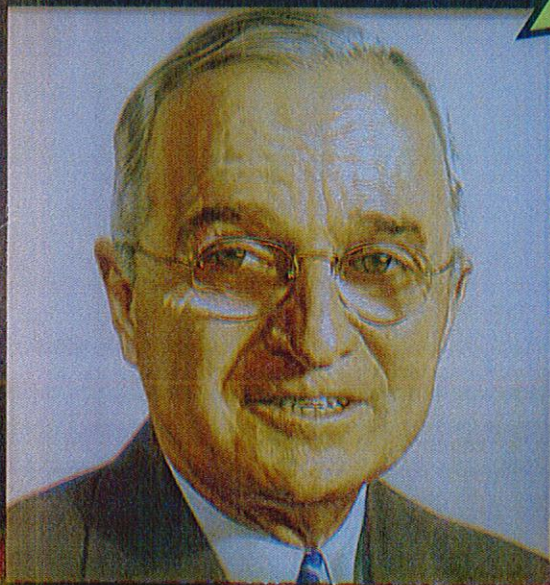


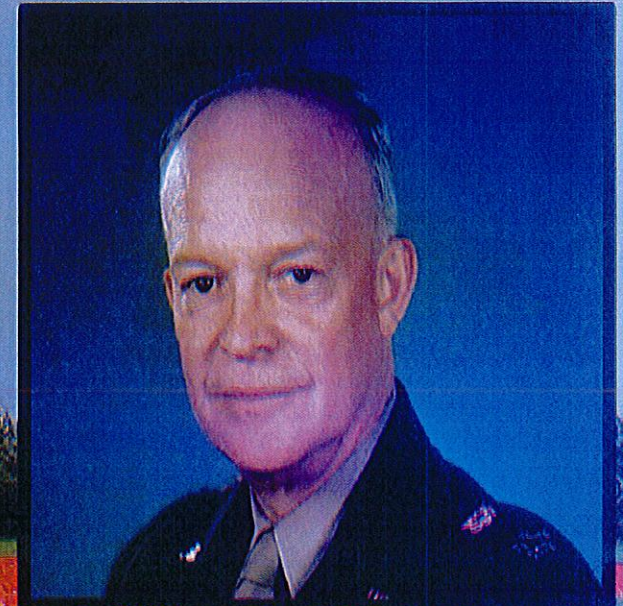
Life in the 1950's:  
The White House Station

Location Clue # 1  
Which president  
had a pet named  
Heidi?

2 Presidents  
left their mark  
on the 1950's...



President Truman  
President from 1945-1952



President Eisenhower  
President from 1953-1961





## Life in the 1950's: The White House Station



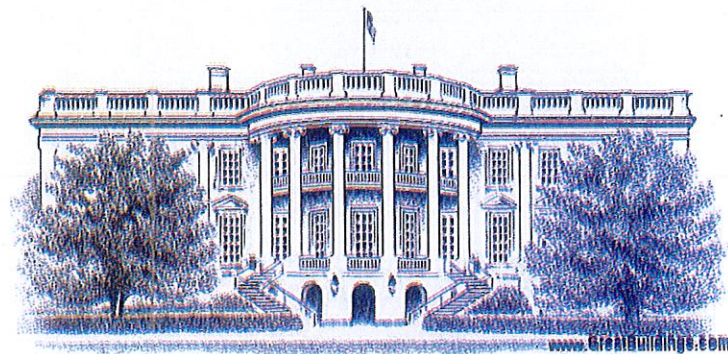
Scan the QR code or  
go to History.com  
<http://www.history.com/topics/us-presidents/dwight-d-eisenhower>

Do you know the answers?

4) Summarize President Eisenhower's military accomplishments?

5) When did Eisenhower become president? How many terms did he serve?

6) Name 3 things Eisenhower accomplished as the 34<sup>th</sup> president. Explain how these 3 events were all related to the Cold War.





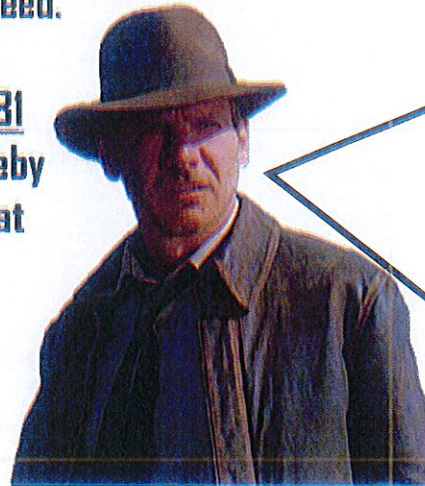
## **Life in the 1950's: The White House Station**

### Background:

Following WWII, in 1948, and the service of many heroic African Americans, I felt that a broad civil rights bill was necessary, but Congress disagreed.

In response I issued an executive order....

President Truman's Executive Order No. 9981  
July 26, 1948 The order stated that "It is hereby declared to be the policy of the President that there shall be equality of treatment and opportunity for all persons in the armed services without regard to race, color, religion, or national origin."



### Do you know the answers?

- 1) How did Executive Order 9981 affect those serving in the military?
- 2) What opposition existed against Executive Order 9981?
- 3) Is it surprising to you, based on the time period, that there was opposition? What do you know about discrimination during this time period?

Staff officers from all branches protested anonymously and sometimes even openly to integration. The Fahy Committee worked with the different branches of the military to ensure that the armed forces instituted integration in their recruitment and unit composition practices. Full integration did not come until the Korean War however, when heavy casualties forced segregated units to merge for survival.



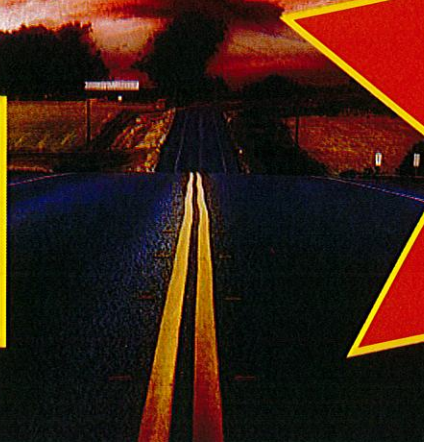
Location Clue # 2

What was the negative effect on the men of the *Lucky Dragon* who witnessed the detonation of an American H-Bomb in Bikini Atoll on March 1, 1954?



**Life in the 1950's:  
Red Scare Station**

Fear of Nuclear attack  
from the Soviet Union and  
of communism dominated  
American culture during  
the 1950's...





## Life in the 1950's: Red Scare Station



Scan the QR Code  
or go to YOUTUBE  
and watch "Duck  
and Cover (1080p)  
(Remastered)"



Scan the QR Code  
and watch the first 2  
minutes of the video! Or Go to  
YOUTUBE: **How to  
Protect Yourself  
from Nuclear Fallout  
and Survive an  
Atomic Attack -  
1950s Educational  
Film**

Photograph: A family sits in their  
Fallout Shelter; notice the contents  
of the shelter.

**Background:** In between 1949, when the Soviet Union first tested their own atomic bomb and in 1953 when they tested their first H-Bomb, American fear increased.

Would the Soviet Union attack?

Americans prepared for an attack at their homes, work places and schools across the country. What preparations were common?



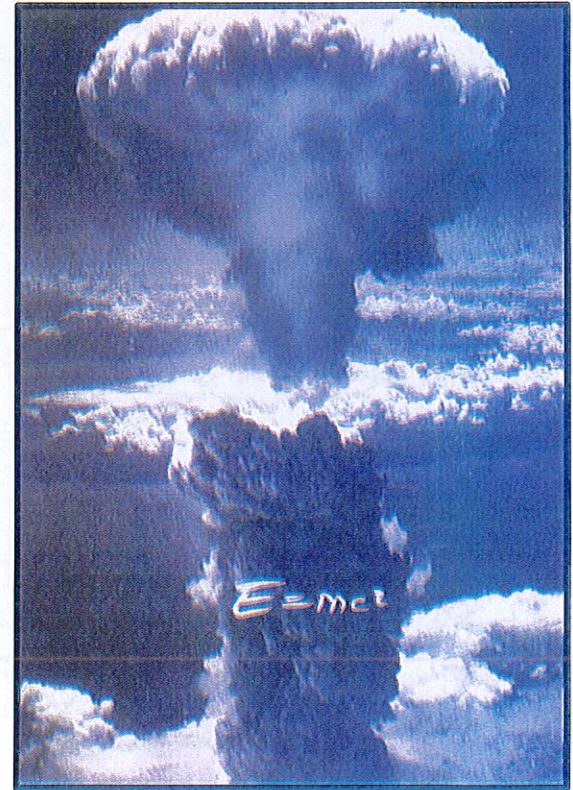


## Life in the 1950's: Red Scare Station



Do you know the answers?

- 1) What were children taught to do in the event of a nuclear bombing?
- 2) If you were outside when a blast occurs where would you go?
- 3) What time of the day would a nuclear attack most likely occur?
- 4) How could a newspaper be used during a nuclear attack?
- 5) What is fallout?
- 6) Why do you think the US Government produced these instructional videos? Do you think they were effective?





# Life in the 1950's: Highway Station

Location Clue # 3  
What 3,020 mile long  
interstate connects  
Seattle, Washington  
with Boston,  
Massachusetts?

During the 1950's the number  
of Americans who owned cars  
increased and so did the need  
for greater and more efficient  
travel routes...



## Life in the 1950's: Highway Station



Do you know the answers?

- 1) What was the purpose of the video you watched? Why was it made?
- 2) Why would the government feel that a video of this type needed to be produced?
- 3) What are 5 benefits of the Interstate Highway System, according to the video?



Background: On June 29, 1956, President Dwight Eisenhower signed the Federal-Aid Highway Act of 1956. The bill created a 41,000-mile “National System of Interstate and Defense Highways” that would, according to Eisenhower, eliminate unsafe roads, inefficient routes, traffic jams and all of the other things that got in the way of “speedy, safe transcontinental travel.” At the same time, highway advocates argued, “in case of atomic attack on our key cities, the road system would permit quick evacuation of target areas.” For all of these reasons, the 1956 law declared that the construction of an elaborate expressway system was “essential to the national interest.”



Scan the QR code or go to YOUTUBE: **National Interstate Defense and Highways Act of 1956**



# Life in the 1950's: Business Station

Location Clue # 4  
Who wrote the Affluent Society, claiming that the United States postwar prosperity was a new phenomenon?  
(last name)

Do you know the answers?

- 1) How was the nature of work changing for men in the 1950's?
- 2) What are the 2 factors that contributed to a shift in work from blue collar to white collar work?
- 3) What is the difference between a franchise and a multinational corporation and explain how McDonalds is an example of both.

Between 1940 and 1960, the average income of American families roughly tripled. Americans began working more and more in white-collar jobs and American business expanded across the country and overseas...



# Life in the 1950's: Business Station



## Document C: The Birth of an American Business in the 1950's

"The 1950s can be viewed as a time that heralded the franchised restaurant model that is still visible in America today."

### **What is a franchise?**

A franchise is a certain company that sells people the same product in different locations. The fast food industry was the most successful out of all of the franchises. Below are some well-known restaurants that became franchises in the 1950s.

### **McDonald's**

"McDonald's was one of the first restaurants to become widely franchised in the United States. Though it opened in the 1940s in California, Ray Kroc, a milkshake mixer salesman, gained permission from the McDonald brothers to franchise the restaurant outside of California in 1954. In just four years, the restaurant had sold over 100 million hamburgers."

During the 1950s and 1960s, American firms of all kinds established offices abroad- McDonalds was an example... opening its first foreign location in British Columbia, Canada, in 1967. According to the U.S. Department of Commerce Bureau of Economic Analysis, the value of American foreign direct investment rose from \$12 billion in 1950 to almost \$80 billion in 1970. American companies sought to overcome trade barriers such as tariffs erected by most countries around the world that existed in the 1950s. As trade restrictions eased, however, American companies became more aggressive and tried to link technical, marketing, managerial and financial advantages with cheap overseas labor. During this period, "going multinational" became the fashionable thing to do, and American companies felt a need to develop global product portfolios to remain competitive.

With over 30,000 restaurants operating in more than 100 countries worldwide, McDonald's is able to serve 52 million customers per day, undoubtedly laying claim to the leading global foodservice retailer. Priding itself on its well-known products, such as the Big Mac and Egg McMuffin, McDonald's was able to generate 2007 revenues of \$22.8 billion, a record high in the 54-year history of the fast-food franchise. As a strong competitor in the global market, McDonald's Corporation constantly faces the test of not only improving its profitability, but also its social and environmental performance. Recently, McDonald's has embraced the globalization trend that is sweeping multinational corporations all over the world, and is taking large steps in tailoring its products and services to the demands of its local customers....



## Life in the 1950's: Business Station

Many Businesses of the 1950's believed that the "strong personality is viewed with suspicion [and the person] is considered a threat."

-William Whyte Jr.

### Document A:

Despite later generations' depiction of the long 1950s as a stable period, this era was a time of rapid social upheaval for middle-class white males. College educated, suburban living, corporate workers for the first time comprised a significant percentage of the labor population. The new white-collar male came under significant scrutiny from public intellectuals, and corporate work became incompatible with older forms of masculinity. The nineteenth-century ideal of the self-made entrepreneur, and independent farmer was no longer possible because hierarchical corporations emphasized group think and cooperative work and required men to CONFORM to the norm of society.

Source: Thomas Andrew Joyce

### Document B: Why were there more White-Collar Business Jobs in the 1950's?

**What is the explanation for this shift of workers from goods-related to service-related industries? Two factors were of major importance. • Technological improvements and the substitution of machinery for manpower have proceeded much more rapidly in farming, mining, and many types of manufacturing than they have in most of the service-producing industries. It has been both easier and more profitable to mechanize the production of commodities than the production of services. • As personal incomes and leisure time have risen, consumers have greatly increased their demands for many types of services, such as education, medical care, and recreation. Likewise, an increasing proportion of income is being spent for repairs to automobiles, radios, television sets, and other household items; and for advertising, entertainment, and numerous types of activities. It is not surprising, therefore, that the number of white collar workers rose from approximately 22 million in 1950 to 35 million in 1968—a gain of almost 59 percent. In contrast, the number of blue collar workers—craftsmen and foremen, operators of machines and equipment, and lower-skilled nonfarm laborers—increased from 23 million to 27 million, or only 18 percent. Within the white collar group, the most rapid rates of increase were among professional and technical workers, whose number rose from less than 5 million in 1950 to over 10 million in 1968, and among clerical workers, whose number increased from under 8 million to almost 13 million. The share of employment represented by the total of professional, technical, and clerical workers rose from 20 to 30 percent of all employees between 1950 and 1968.**

**Source: White Collar, Blue Collar: Job Trends JAMES G. MADDOX**

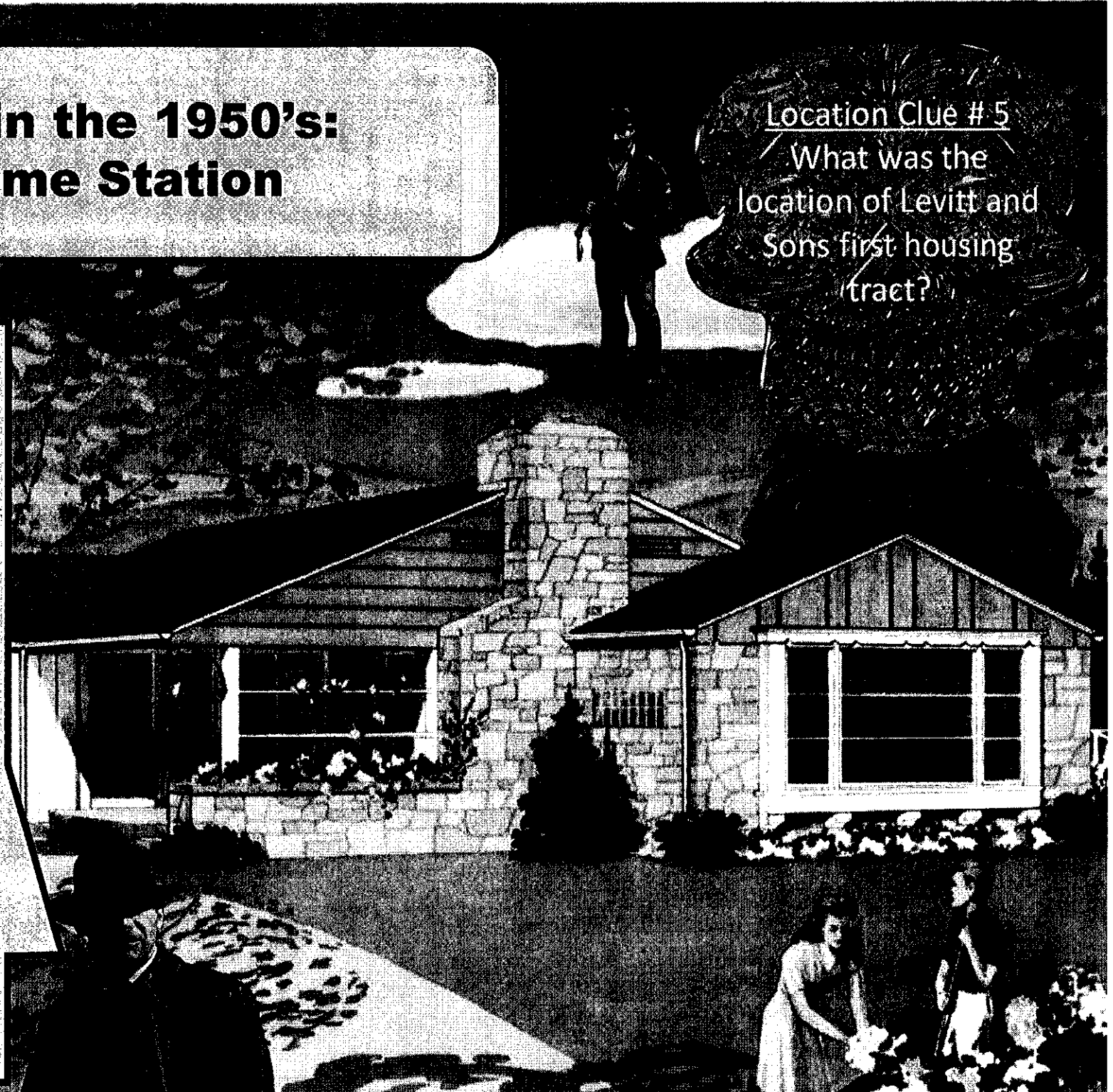


# Life in the 1950's: Home Station

Do you know the answers?

- 1) Why was mass produced housing in demand after WWII?
- 2) What did the Levitt Company do to address the housing demand?
- 3) What was the fastest growing industry during the 1950's? Why?
- 4) Describe the advertising of the 1950's? What methods were used? Who did advertising cater to? Why?

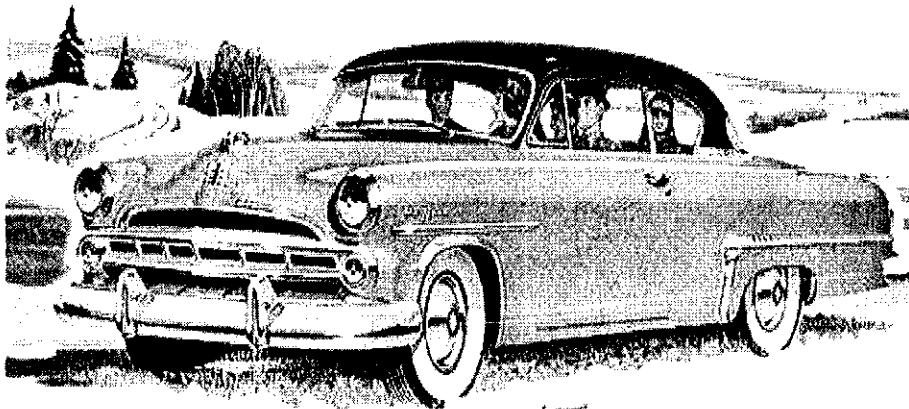
Location Clue # 5  
What was the location of Levitt and Sons first housing tract?





# Life in the 1950's: Home Station

for a  
*3-way smoother ride*  
steadier... more level... softer



Dodge Maytag, as illustrated, includes  
radio, door equipment, doors. Check  
with your local Dodge dealer for  
information on standard equipment.

drive the all-new '53 DODGE

When you drive a 1953 Dodge you'll find the smoothest, softest, most stable

"This is the  
cooker with a  
difference - it's got  
an open fire!"



HOW ARE TO HAVE your kitchen easy and warm  
to "lighten" your life - give it a full cooking  
space? That's what a SOFONO COOKER can  
do for you! In winter, when space heating is  
not required, the open fire may be partially closed  
by placing the insert in the UP position. The big  
oven gives balanced heat for all baking and roasting,  
the hot plate is fast boiling and the hot cupboard  
is ideal for slow cooking. So  
Because the Cooker is continuous burning, there's  
always plenty of hot water for busy dishes and  
washing.

In Body Models, Right and Dark Green Models or  
Night Green Models, see your local dealer.

FULL DETAILS AND LITERATURE FROM YOUR  
LOCAL STOCKIST

Can be seen in operation at our London Showrooms,  
4 Stratford Place, W.1.

The SERVITOR Cooker and Waterheater is ideal  
for those who prefer a closed kitchen without an  
open fire.

## Good Cooking...



The steady oven  
temperature ex-  
actly a golden  
brown, full of flav-  
our.



Baking is uniform  
and your  
casseroles, puddings  
will be feather  
light.



Fish is cooked  
gently and thoroughly  
in the oven or on the  
hotplate.



Stews, casseroles  
and other slow-  
cooking dishes  
will turn out just  
perfect.



The spacious, convenient-  
hinged oven is fitted with  
two adjustable shelves and an  
electric thermostat.

The tri-purpose hotplate is  
shown above it with its  
three handles for boiling a  
pot.

The

**SOFONO**

Open Fire

**COOKER AND WATERHEATER**

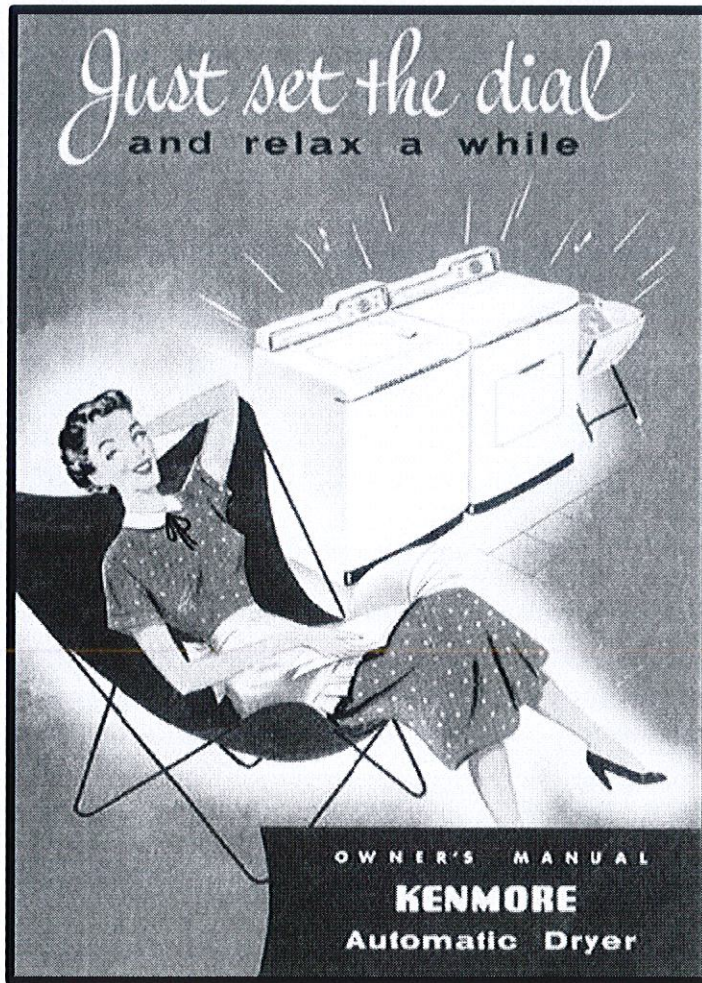


ORANGE-CAMELON IRON COMPANY LIMITED, FALKIRK  
A FEDERATED FOUNDRIES COMPANY



## Life in the 1950's: Home Station

Background: The conformity of the 1950's included American's desires to own the same new products and labor-saving appliances as their neighbors. Spurring this trend was an improvement in advertising. Advertising became the fastest growing industry in the USA and advertisers were very successful using new marketing techniques to sell products.



### FRIGIDAIRE BUILT-IN WALL OVENS

broil without spatter, holiday capacity—  
clean without stretching too!

Closed... for  
Sheer Lock  
Beauty. Smart  
Mend-in-place.

Open... for  
full-size oven  
capacity. Safe  
set-down shelf  
for heaviest  
roast.

Down... for  
easy, no-stretch  
cleaning. No  
heavy door to

A black and white advertisement for Frigidaire Built-in Wall Ovens. The top part features the brand name and a slogan: "broil without spatter, holiday capacity—clean without stretching too!". Below this is a photograph of a woman in a dark dress standing in a kitchen, looking at a built-in wall oven. To the right of the photograph are three small inset images showing the oven in different states: closed, open, and lowered. Each inset is accompanied by a short description of its feature. The "Closed" inset highlights the "Sheer Lock Beauty. Smart Mend-in-place" feature. The "Open" inset describes the "full-size oven capacity. Safe set-down shelf for heaviest roast" feature. The "Down" inset mentions "easy, no-stretch cleaning. No heavy door to" (the text is partially cut off).



## Life in the 1950's: Home Station

Crabgrass Frontiers  
LEVITT & SONS AND THE POST WWII HOUSING BOOM

Between 1950 and 1960, 20 million people were drawn to mass housing developments (tract housing) on the outskirts of America's cities. The new suburbs combined country comforts with city conveniences. With the help of modern production and financing methods, builders like Levitt and Sons made the American dream of homeownership affordable to millions.

### "The Henry Ford of Housing"

"Any fool can build homes—what counts is how many you can sell for how little."  
William J. Levitt

Started in 1929 by attorney Abraham Levitt, Levitt and Sons quickly became one of the nation's largest home builders. During the 1930s, the Levitts custom built a few hundred houses a year, mostly on Long Island. In 1941 the firm won a government contract to build 2200 defense housing units in Norfolk, Virginia. It was the Levitts first—but certainly not last—venture in mass housing.

The first Levittown sprang to life in 1947 on 1200 acres of potato fields on Long Island. To speed production and cut costs, Levitt offered just two basic house types. The scale of the project attracted national attention and made Levitt and Sons a household name. WWII Veterans and their families applied by the thousands to rent and later buy one of Levitt's mass-produced homes.

In 1950, Time Magazine estimated that Levitt and Sons built one out of every 8 houses in United States. Levitt remained the nation's largest home builder through most of the 1950s.

