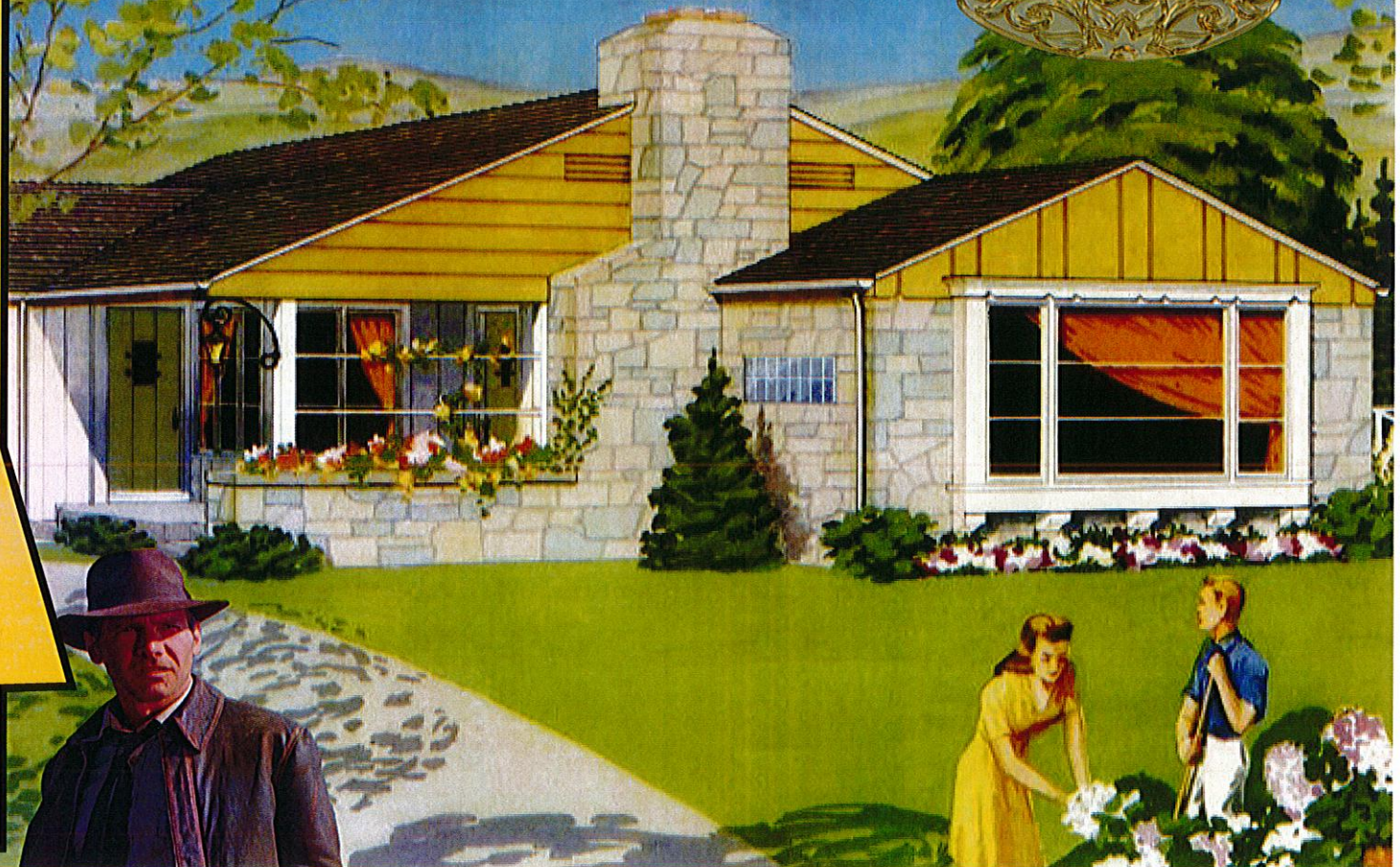
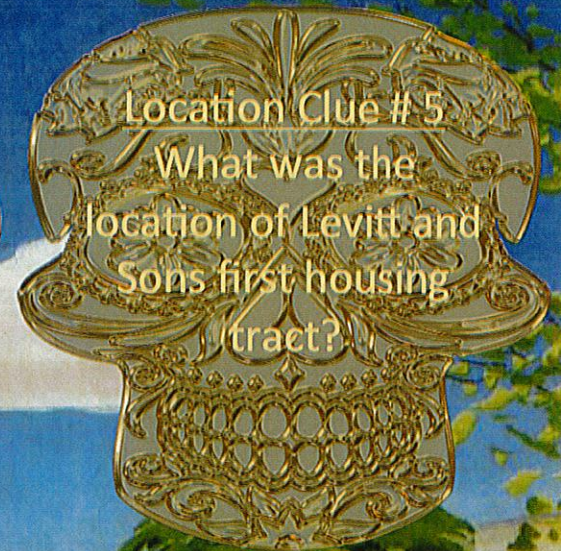


Life in the 1950's: Home Station

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?



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.

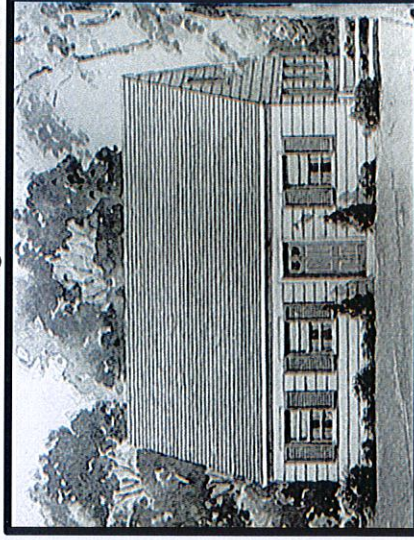
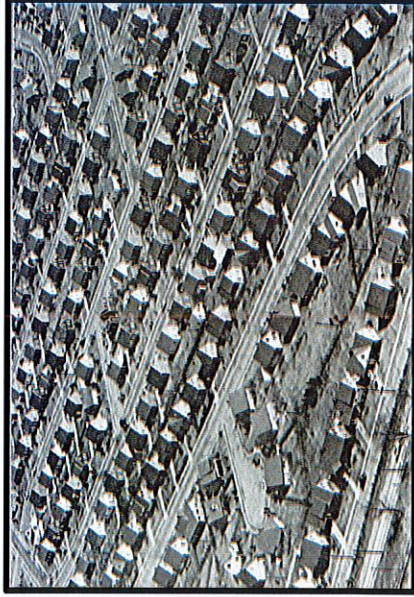
"The Henry Ford of Housing"

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

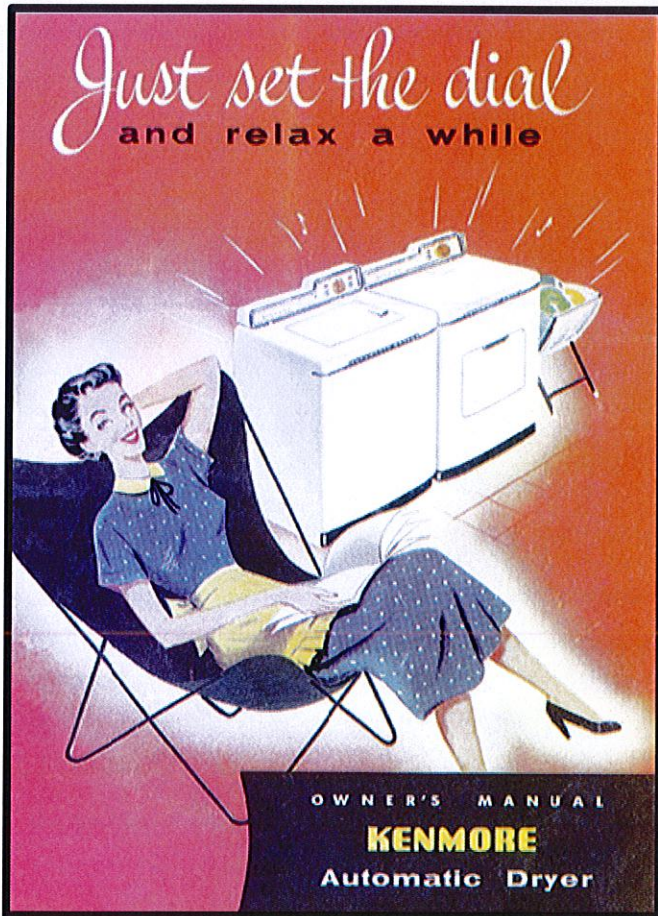
Started in 1929 by attorney Abraham Levitt, Levitt and Sons quickly became one of the nation's largest home builders. During the 1930s, the Levitts custom built a few hundred houses a year, mostly on Long Island. In 1941 the firm won a government contract to build 2200 defense housing units in Norfolk, 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.



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 Look Beauty. Smart blend in colors.**

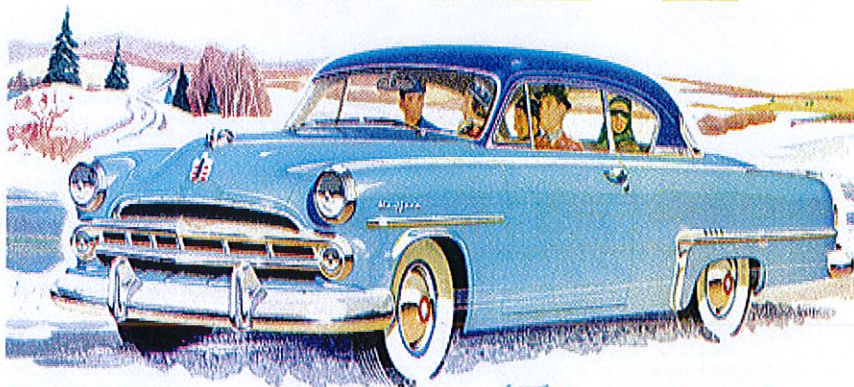
Open... for full-size oven capacity. Safe set-down shelf for broil/roast.

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

A vintage advertisement for Frigidaire built-in wall ovens. The main illustration shows a man in a suit and a woman in a red dress standing in a kitchen. The man is looking at a built-in wall oven. The woman is looking at the oven. The oven is built into a wall with a countertop in front of it. To the right of the main illustration are three smaller images of the oven in different states: closed, open, and down. Each image has a caption describing its features. The text at the top reads "FRIGIDAIRE BUILT-IN WALL OVENS" and "broil without spatter,* holiday capacity—clean without stretching too!". The captions are: "Closed... for Sheer Look Beauty. Smart blend in colors.**", "Open... for full-size oven capacity. Safe set-down shelf for broil/roast.", and "Down... for easy, no-stretch cleaning. No heavy door to".

Life in the 1950's:
Home Station

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



Dodge Mayfair, as illustrated, includes certain extra equipment items. 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 nice to have your kitchen easy and warm all winter from first thing in the morning to "lights out" at night—plus a full cooking service! That's what a SOFONO COOKER can do for you! In summer, when space heating is not required, the open fire may be partially closed by placing the inset 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, etc. Because the Cooker is continuous burning, there's always plenty of hot water for baths, dishes and washings.

In Ivory Maltle, Light and Dark Green Mottle or Light Green enameled Vitreous Enamel.

FULL DETAILS AND LEAFLET 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 cooker without an open fire.

Good Cooking...

| | | | |
|--|--|--|--|
|  |  |  |  |
| <small>The steady oven temperature ensures a tender joint, full of flavour.</small> | <small>Bakings made so easy and your cakes and pastries will be fluffier than light.</small> | <small>Fish is cooked gently and thoroughly in the oven or on the hotplate.</small> | <small>Stews, casseroles and other slow-cooking dishes will turn out just perfect.</small> |

The spacious convection-heated oven is fitted with two movable shelves and an accurate thermometer.


The triple-purpose Trivet is shown above in use as an extra hotplate for boiling a pan.

The **SOFONO** Open Fire
COOKER AND WATERHEATER

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

A woman with dark hair styled in a 1950s fashion, wearing a green and white checkered dress with a red skirt, is smiling and holding a black tray. The tray contains a box of ice cream, a box of frozen peas, and a can of orange juice. The background is a colorful, geometric pattern of blue, green, and yellow. A thought bubble above her head contains the title of the station.

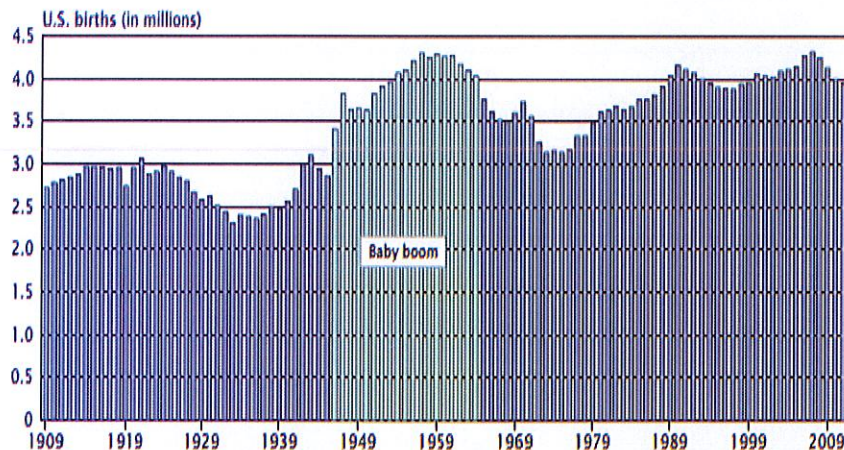
Welcome to the
Life in the 1950's: Role of Women
Station

A small illustration of a man wearing a brown hat, a brown jacket, and brown pants, standing with his hands in his pockets.

Location Clue # 6
Who wrote a book
about the struggles
of housewives
called "The
Feminine
Mystique"?
(last name)

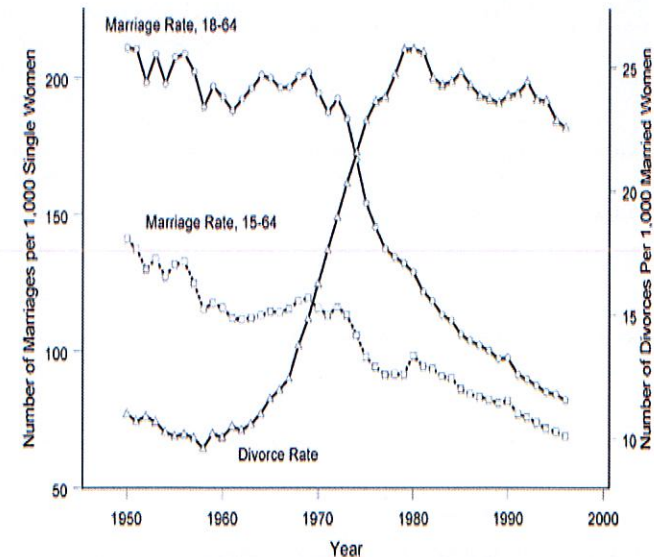
Life in the 1950's: Role of Women Station

Background: Almost exactly nine months after World War II ended, "the cry of the baby was heard across the land," as historian Landon Jones later described the trend. More babies were born in 1946 than ever before: 3.4 million, 20 percent more than in 1945. This was the beginning of the so-called "baby boom." In 1947, another 3.8 million babies were born; 3.9 million were born in 1952; and more than 4 million were born every year from 1954 until 1964, when the boom finally tapered off. By then, there were 76.4 million "baby boomers" in the United States. (History. Com)



Marriage and Divorce since World War II

233



Life in the 1950's: Role of Women Station



Scan the QR code or go to [YOUTUBE: 1950s women](#) to watch the video.

THE IDEAL GIFT
FOR ALL OCCASIONS



*"Oh darling! How lovely... I've just longed for a **FOWLERS VACOLA BOTTLING OUTFIT** for years!"*

Obtainable at all leading stores throughout Australia



Do you know the answers?

- 1) What happened to the birthrate during the 1950's? Use bar graph to be specific.
- 2) Why was the birthrate higher in the late 40's into the 50's?
- 3) According to the graph, what were the Marriage and Divorce rates in the 1950's? What conclusions can you draw about what was "expected" of women in the 1950's?
- 4) According to the video clip, what role did women have in the home? How did women feel about this role? How might the role of women during WWII effect their feelings about their change of role in the 50's?

Life in the 1950's: Technology Station

Location Clue # 7

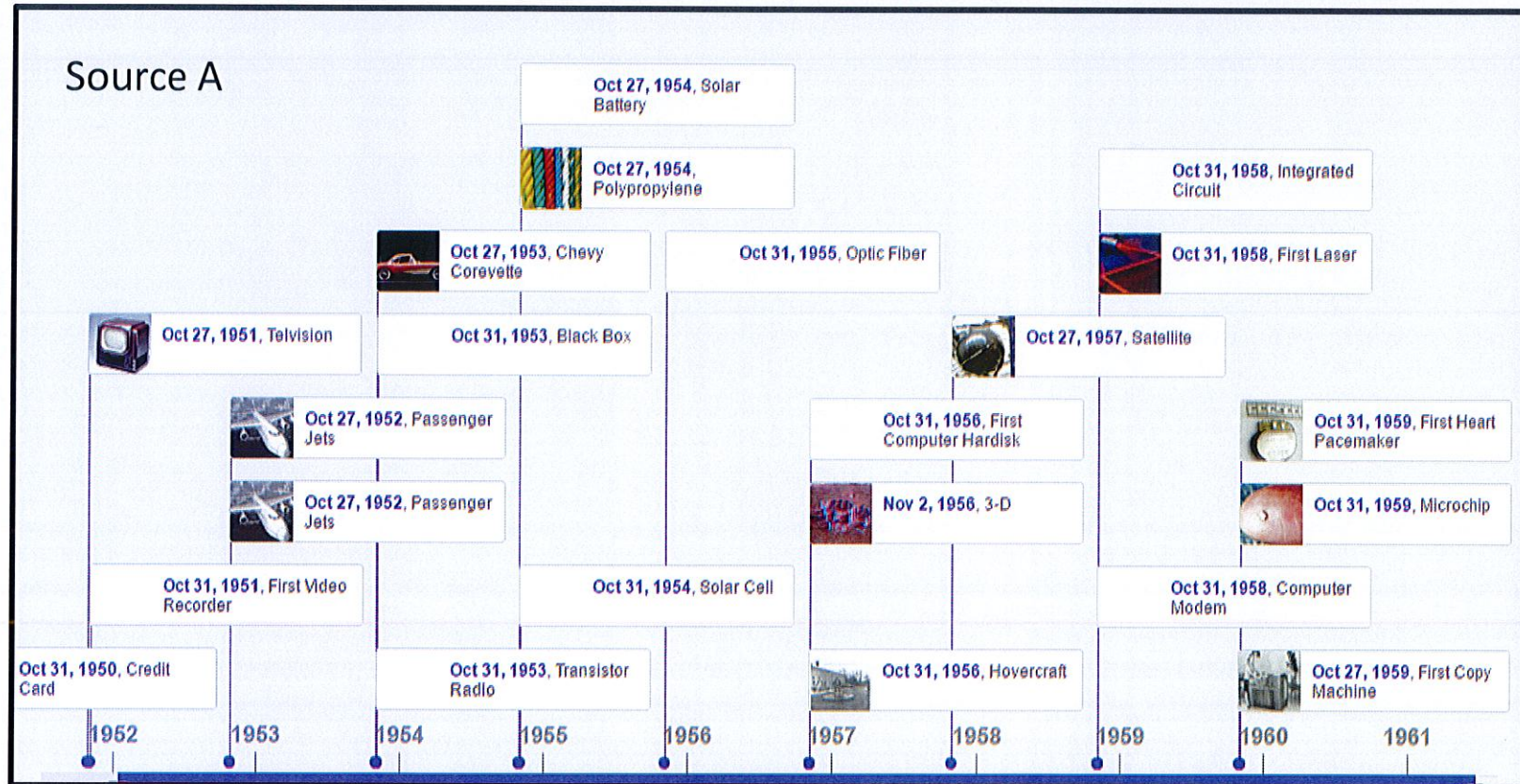
What invention revolutionized how people paid for food and began with the Diners' Club?



Life in the 1950's: Technology Station



Scan the QR code or go to
History.com and watch
"1950's"
[http://www.history.com/
topics/1950s/videos](http://www.history.com/topics/1950s/videos)



Life in the 1950's: Technology Station

8 THINGS YOU MAY NOT KNOW ABOUT JONAS SALK AND THE POLIO VACCINE- EXCERPT

SALK CHALLENGED PREVAILING SCIENTIFIC ORTHODOXY IN HIS VACCINE DEVELOPMENT.

While most scientists believed that effective vaccines could only be developed with live viruses, Salk developed a "killed-virus" vaccine by growing samples of the virus and then deactivating them by adding formaldehyde so that they could no longer reproduce. By injecting the benign strains into the bloodstream, the vaccine tricked the immune system into manufacturing protective antibodies without the need to introduce a weakened form of the virus into healthy patients.

SALK TESTED THE VACCINE ON HIMSELF AND HIS FAMILY.

After successfully inoculating thousands of monkeys, Salk began the risky step of testing the vaccine on humans in 1952. In addition to administering the vaccine to children at two Pittsburgh-area institutions, Salk injected himself, his wife and his three sons in his kitchen after boiling the needles and syringes on his stovetop. Salk announced the success of the initial human tests to a national radio audience on March 26, 1953.

THE CLINICAL TRIAL WAS THE BIGGEST PUBLIC HEALTH EXPERIMENT IN AMERICAN HISTORY.

On April 26, 1954, six-year-old Randy Kerr was injected with the Salk vaccine at the Franklin Sherman Elementary School in McLean, Virginia. By the end of June, an unprecedented 1.8 million people, including hundreds of thousands of schoolchildren, joined him in becoming "polio pioneers." For the first time, researchers used the double-blind method, now standard, in which neither the patient nor person administering the inoculation knew if it was a vaccine or placebo.

SALK DID NOT PATENT HIS VACCINE.

On April 12, 1955, the day the Salk vaccine was declared "safe, effective and potent," legendary CBS newsman Edward R. Morrow interviewed its creator and asked who owned the patent. "Well, the people, I would say," said Salk in light of the millions of charitable donations raised by the March of Dimes that funded the vaccine's research and field testing. "There is no patent. Could you patent the sun?" Lawyers for the foundation had investigated the possibility of patenting the vaccine but did not pursue it, in part because of Salk's reluctance.

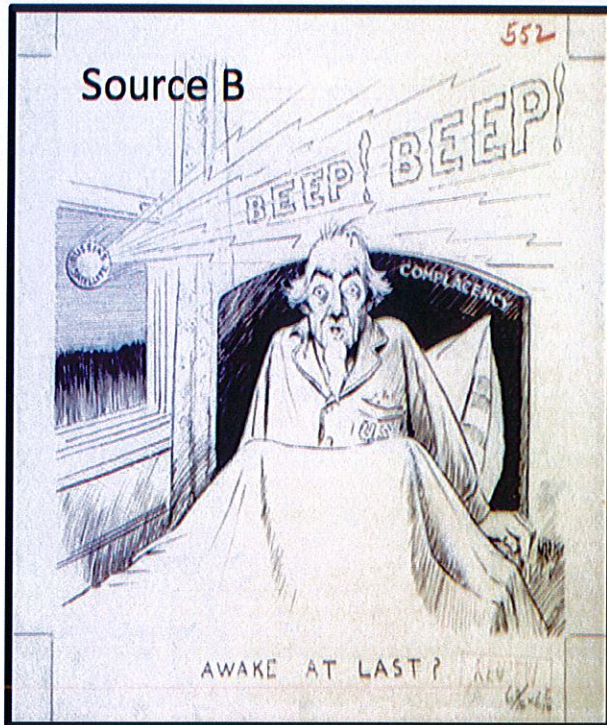
ALTHOUGH A TAINTED BATCH OF THE SALK VACCINE KILLED 11 PEOPLE, AMERICANS CONTINUED VACCINATING THEIR CHILDREN.

Just weeks after the Salk vaccine had been declared safe, more than 200 polio cases were traced to lots contaminated with virulent live polio strains manufactured by the Cutter Laboratories in Berkeley, California. Most taken ill became severely paralyzed. Eleven died. In the haste to rush the vaccine to the public, the federal government had not provided proper supervision of the major drug companies contracted by the March of Dimes to produce 9 million doses of vaccine for 1955. Although the United States surgeon general ordered all inoculations temporarily halted, Americans continued to vaccinate themselves and their children. Outside of the "Cutter Incident," not a single case of polio attributed to the Salk vaccine was ever contracted in the United States.

A RIVAL VACCINE SUPPLANTED SALK'S IN THE 1960S.

Once Sabin's oral vaccine finally became available in 1962, it quickly supplanted Salk's injected vaccine because it was cheaper to produce and easier to administer. Ultimately, both vaccines produced by the bitter rivals nearly eradicated the disease from the planet. According to the World Health Organization (WHO), there were only 416 reported cases of polio worldwide in 2013, mostly confined to a handful of Asian and African countries. Since Sabin's live-virus vaccine, which is responsible for about a dozen cases of polio each year, is seen as the final obstacle to eliminating the disease in most of the world, the WHO has urged polio-free countries to return to Salk's killed-virus vaccine. Source: History.com

Life in the 1950's: Technology Station



The Soviet Union begins the "Space Age" with its launch of *Sputnik*, the world's first artificial satellite. The spacecraft, named *Sputnik* after the Russian word for "satellite," was launched at 10:29 p.m. Moscow time from the Tyuratam launch base in the Kazakh Republic. *Sputnik* had a diameter of 22 inches and weighed 184 pounds and circled Earth once every hour and 30 minutes. Source: History.com

OWN A **Motorola** AND YOU KNOW YOU OWN THE BEST!

HOW TELEVISION BENEFITS YOUR CHILDREN

Motorola, leader in television, shows how TV can mean better behavior at home and better marks at school!

Motorola TELEVISION

Evolutionary Evening by Zenith
The Setting... You... Your guests... 1951 Black Magic TV with Reflection-Proof Screen

What new Zenith for 1951... The Zenith dealer writes you a letter... and

What new Zenith for 1951... The Zenith dealer writes you a letter... and

ZENITH
The Leader in Television



Do you know the answers?

- 1) What are 4 inventions that are mentioned in both the video and the exhibit. (Source A)
- 2) What was unique about Jonas Salk's polio vaccine?
- 3) Why did Salk never patent his vaccine and what was the result of that decision?
- 4) According to Source B, what was America's reaction to the Soviet Union's launch of Sputnik?
- 5) According to the advertising above, how were televisions marketed to American families in the 1950's?



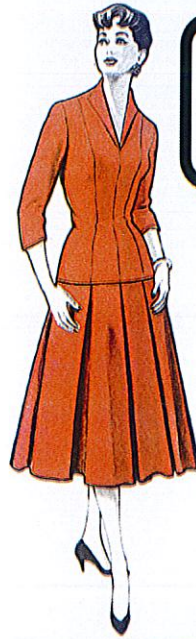
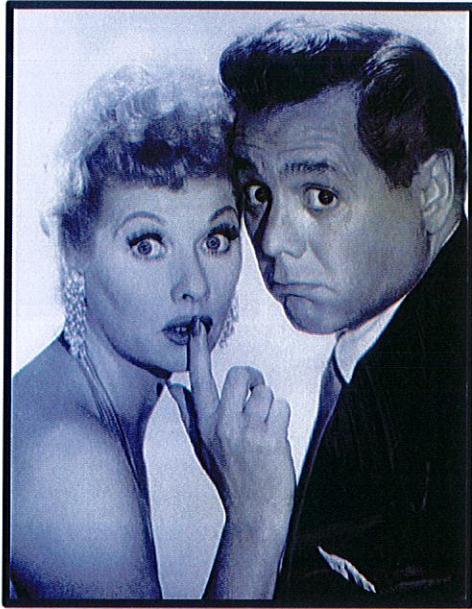
Life in the 1950's: Popular Culture Station

Location Clue # 8
The 1950's helped
to create a cultural
separation between
children and
parents known as
what?

Do you know the answers?

- 1) What percentage of Americans owned a TV in 1950 versus 1960?
- 2) What 2 new concepts were introduced by the TV?
- 3) Why were critics concerned about popular TV shows like "I Love Lucy", Gunsmoke, and the Honeymooners?
- 4) Parents felt that Rock n' Roll and the "Beat Movement" encouraged their teenagers to do what?
- 5) Cars were necessary in the 1950's for what 3 reasons?
- 6) Cars added what 3 concepts to American culture?
- 7) What characterized the "teenage" life in the 1950's?

Life in the 1950's: Popular Culture Station



Scan the QR code or go to
YOUTUBE: Objective 7.6-
Fifties Pop Culture to
watch video. Video posted
by You Will Love History

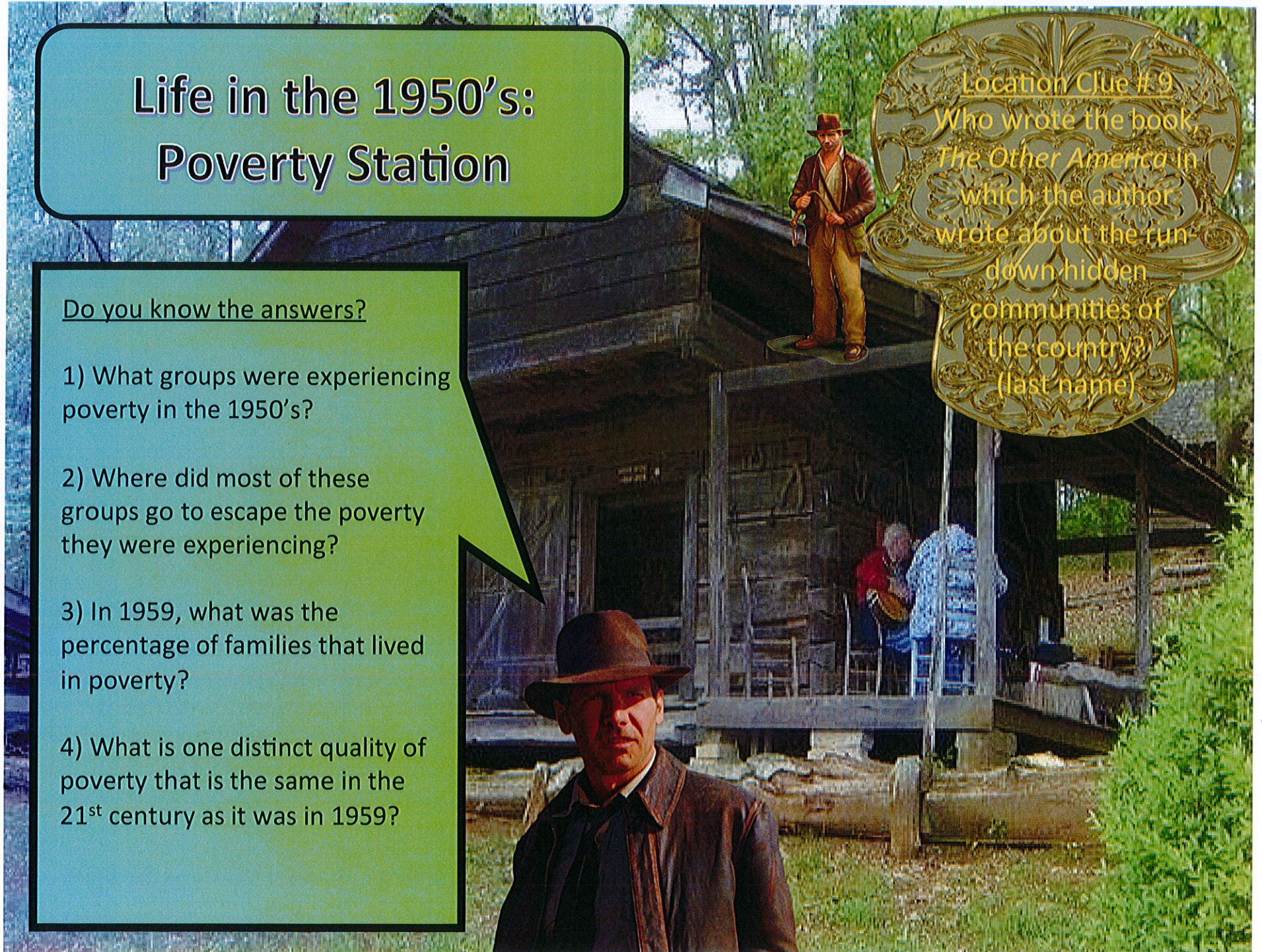


Life in the 1950's: Poverty Station

Do you know the answers?




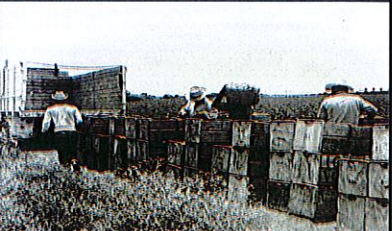
- 1) What groups were experiencing poverty in the 1950's?
- 2) Where did most of these groups go to escape the poverty they were experiencing?
- 3) In 1959, what was the percentage of families that lived in poverty?
- 4) What is one distinct quality of poverty that is the same in the 21st century as it was in 1959?

Location Clue # 9
Who wrote the book,
The Other America in
which the author
wrote about the run-
down hidden
communities of
the country?
(last name)



Life in the 1950's: Poverty Station

Despite the growing economy and affluence of 1950's America, 1 out of every 3 Americans were living below the poverty line. Who were the poor?

| Native Americans | Appalachia | African Americans | Hispanics |
|--|--|---|---|
| <p>In the 1950's, Native Americans who returned safely from war now faced a new challenge, the Termination policy. Under this policy the Federal government withdrew all official recognition of Native groups and made them subject to the same laws as white citizens. Many left reservations to seek work in cities forcing them to live in crowded housing to afford life in the city.</p> | <p>Whites in the mountains of Appalachia also moved to cities seeking work in the 1950's, abandoning elderly and less mobile relatives. A host of statistics showed that life in Appalachia including high infant mortality rates and high rates of nutritional deficiency were rampant.</p> | <p>More than 3 million African Americans fled North from the South between 1940-1960. However, many found that discrimination and unemployment were realities of life in the North as well as the South. African Americans were the last hired and the first fired and made on average only 51% of the salary earned by whites.</p> | <p>During the 1950's and 1960's the Bracero Program brought nearly 5 million Mexicans to the USA to work on farms and ranches in the Southwest. These laborers lived a life of extreme poverty and hardship, toiling long hours for little pay.</p> |
|  |  |  |  |

Introduction: The Paradox of Poverty in America

American society is based on paradoxes. Its citizens are at once among the richest and the most economically insecure in the developed world. While income inequality was once on the decline, over the last twenty years the distribution of wealth and prosperity in the nation has become more unequal. Individuals and families at greatest risk for poverty are men with less than a college education, people of color (especially blacks and Hispanics), working families and families headed by women, and a significant number of the nation's elderly, who live at or close to the poverty line. A reflection on late 1950s America reveals a nation poised to embrace a vision of opportunity shared by all. It is a reflection we begin with to tell the story of America today. America is not the nation it envisioned itself being four decades ago. In the land of opportunity, many of its citizens experience poverty, economic insecurity, and income inequality on a daily basis. The Demography of Poverty: Starting in the 1950s In 1959, according to federal poverty statistics, at least 20.8% of families lived in poverty (Table 3). While 16.5% of white families lived below the poverty line, 54.9% of black families were poor. One out of two female-headed households lived below the poverty line. Two thirds of black female-headed households lived in poverty. More than one in four children lived below the poverty line in 1959 regardless of whether the family was headed by a male or female (Table 4). Rates were significantly higher for children of color compared with white children (39.6% versus 11.0%). It was not until 1972 that the federal government published poverty statistics for Hispanic families. Hispanic families, too, had high rates of poverty—22.3% in the early 1970s. Almost one third of Hispanic children also were poor (Table 5). The Geography of Poverty In the first half of the 20th century, poverty was primarily confined to rural areas. In 1959, while 18.3% of central city residents lived below the poverty line, 33.2% of non-metro residents were classified as poor (Figure 9). Regional data show that in the 1960s, the poor were concentrated in the South—the location of 46% of the nation's poverty population (Map 4). The relatively unsettled West had the lowest poverty share (15%), followed by the Northeast (17%) and the Midwest (22%). Looking back to 1960, the poor were concentrated in Appalachia, the Mississippi Delta, the U.S.-Mexico border, Indian reservations, the Upper Peninsula, and the Atlantic Sea Coast (Map 5).

Poverty Forty Years Later: What Progress Has Been Made? Despite a four-fold nominal increase in median family income over the last forty years, the absolute number of people in poverty has changed remarkably little in four decades (Figure 10). The lack of decline in the absolute number of persons in poverty is correlated with several factors. One that is clearly important is the stagnation of real median family incomes (1959 adjusted family income was \$60,670 versus \$43,318 in 2003). Another distinct quality of poverty in the nation is its persistence. In 2003, as in 1959, a person of color was far more likely than a white person to be living below the poverty line. A person of color still had a one in four chance of being poor. For whites it was one in ten. Source: http://povertyinamerica.mit.edu/download/atlas_of_poverty_in_america_p1.pdf

Poverty status of families by race, percent, and numbers values, 1959

| Race | Total number in families | Number below poverty level | Percent |
|-------|--------------------------|----------------------------|---------|
| All | 165,858 | 34,562 | 20.8% |
| White | 47,802 | 24,443 | 16.5 |
| Black | n/a | 9,112 | 54.9 |

Numbers in thousands

Table 3. One fifth of the nation was poor in the late 1950s

Poverty status of children by family affiliation and race, 1959

| Race | Related children in families | Number below poverty level | Percent |
|-------|------------------------------|----------------------------|---------|
| All | 63,995 | 17,208 | 26.9% |
| White | 55,320 | 6,079 | 11.0 |
| Black | 9,384 | 3,716 | 39.6 |

Numbers in thousands

Table 4. One out of four children were in poverty in 1959

Poverty status of households and related children of Hispanic origin, 1972

| | Total number | Number below poverty level | Percent |
|------------------------|--------------|----------------------------|---------|
| Households | 10,099 | 2,252 | 22.3% |
| Families with children | 4,736 | 1,424 | 30.1 |

Numbers in thousands

Table 5. Almost one third of Hispanic families with children were poor in 1972

Source: http://povertyinamerica.mit.edu/download/atlas_of_poverty_in_america_p1.pdf

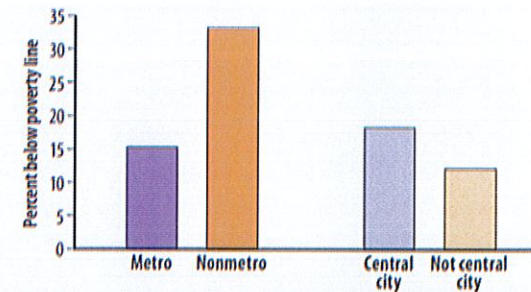
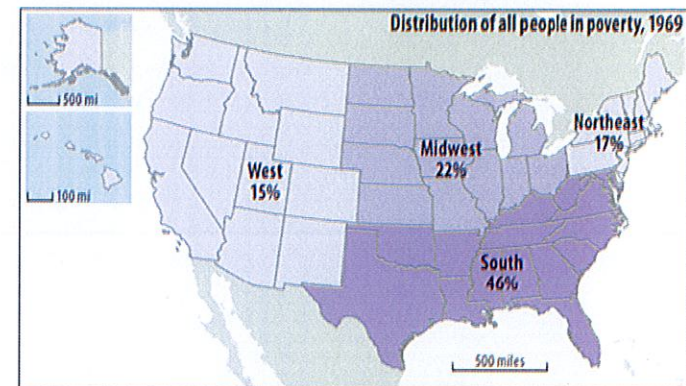
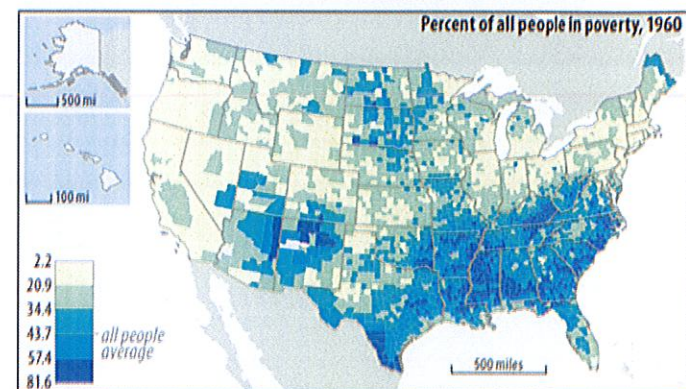


Figure 9. Distribution of poor by metro/nonmetro status, 1959



Map 4. Distribution of the poor by region, 1969



Map 5. The geography of poverty in 1960