

***ANALYSIS:*** **"I LIKE IKE"**





The background of the entire image is a stylized American flag. The top-left corner features a blue field with a grid of white stars. The rest of the image is filled with horizontal stripes of red and white, with a slightly textured, aged appearance. The text is overlaid on this background.

***UNITED STATES***

*HISTORY*

**with Mr. Willis**



**UNIT 7 - DAY 6**

**The  
EISENHOWER ERA**

**OK...**

**LET'S SET THE  
SCENE!**



**BY 1952, THE COUNTRY WAS TIRED OF WAR  
AND SKEPTICAL B /C OF MCCARTHYISM ...**

**HARRY TRUMAN DECIDES TO NOT  
RUN FOR RE-ELECTION**



**THE DEMS PUT UP A WEAK  
CANDIDATE IN ADLAI STEVENSON**



**AMERICANS WANT CHANGE AFTER  
20 YEARS OF DEM. PARTY RULE**



**WHICH LEADS TO...**



# DWIGHT D. EISENHOWER

## EISENHOWER'S LEGACY

### "DYNAMIC CONSERVATISM" & FIFTIES PROSPERITY

November 1952 - War hero Gen. Dwight D. Eisenhower is elected to the presidency

"IKE" WON BY PROMISING TO END WAR IN KOREA, AND BY REPRESENTING CHANGE TO POST-WAR CALM

Ike believed that gov. should be fiscally responsible but liberal w/ people's rights

HE LOWERED TAXES, INCREASED MINIMUM WAGE & ENTITLEMENTS, AND MADE 3 NEW CABINET OFFICES

Seen as a grandfatherly figure, Ike followed a middle of the road administration style using patriotism, an ability to avoid controversy, and optimism, Ike became a popular POTUS





# THE INTERSTATE HIGHWAY SYSTEM

One major legacy of the **Eisenhower administration** is the **Interstate Highway**

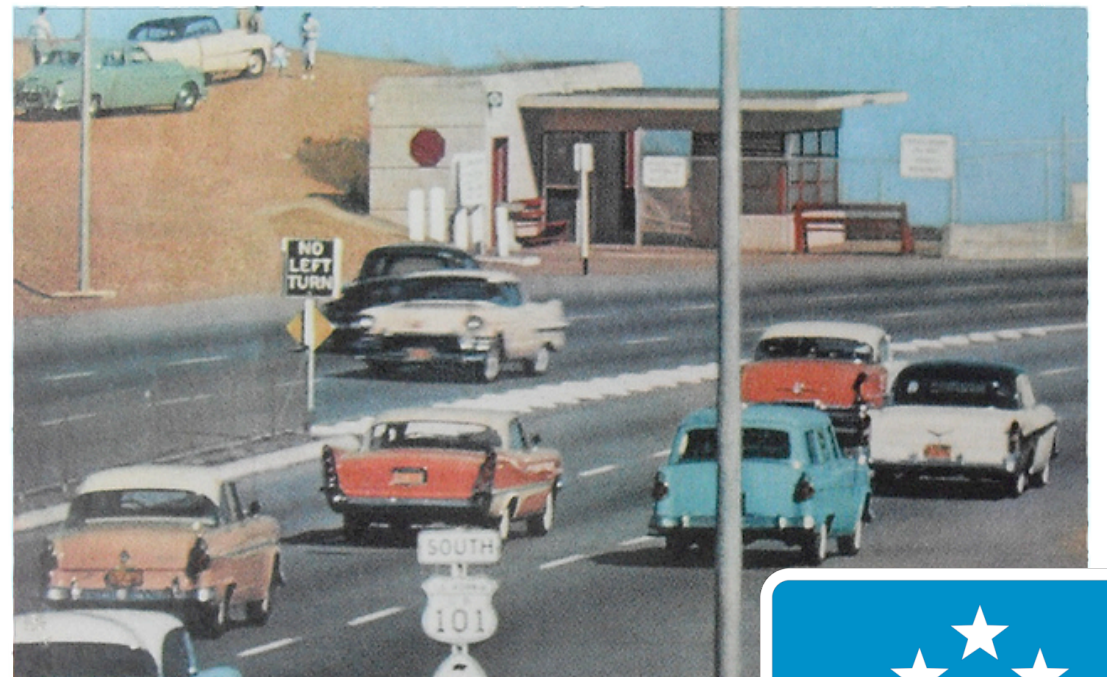
**Ike approved the construction of a system of roadways that connected the entire country**

**Americans used the highways to travel to work from their suburban homes**

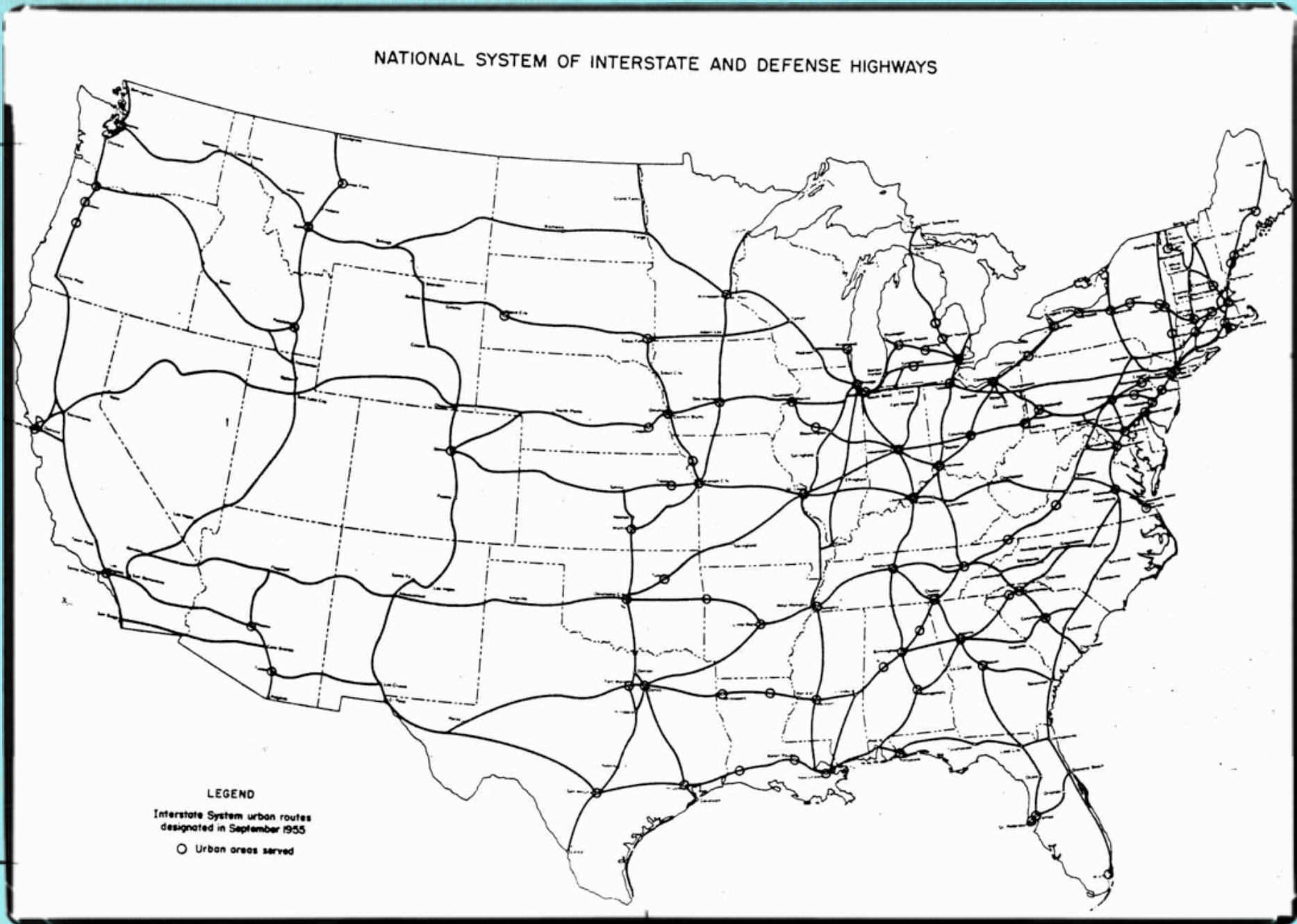
**they also used it to travel and vacation further than before (national parks, etc.)**

**As drivers took to the roads, towns & businesses popped up along the highways**

**old towns on older roads died off, traffic jams led to stress & deaths, pollution rose**









**THE EISENHOWER ERA GIVES BIRTH TO THE**

**AMERICAN**

**DREAM**





# AN ERA OF NEW BUSINESS

The 50s American workforce **transitioned** from "blue" to "white collar" jobs

THESE JOBS WERE HIGHER-PAYING, MANAGERIAL PROFESSIONS BASED ON SERVICES, NOT GOODS

INSTEAD OF MAKING GOODS, WORKERS SOLD GOODS, WEARING SUITS TO OFFICE JOBS, HAVING CAREERS

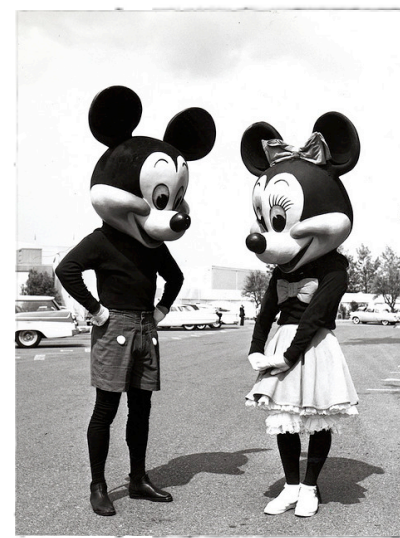
Two new types of business popped up:

## CONGLOMERATES

MAJOR CORPORATIONS THAT OWN MANY SMALLER COMPANIES IN UNRELATED INDUSTRIES (EX. DISNEY)

## FRANCHISES

COMPANIES THAT OFFER SIMILAR PRODUCTS IN MANY DIFFERENT LOCATIONS (EX. MCDONALD'S)





# AN ERA OF CONFORMITY

While American men were making careers, they were losing their individuality

Becoming a "organization man" was the way to advance, so workers standardized to "fit in"

Men wore same suits, same ties, white shirts to the office as to not stand out

Workers followed the crowd, did as they were told (it was dangerous to be creative)

Companies gave personality tests to potential hires to ensure they'd fit in

A worker who "rocked the boat" would be bad for business, so teamwork and loyalty were rewarded most of all





**SUCCESS IN THE BUSINESS WORLD ALLOWED AMERICANS TO PROVIDE FOR THEIR FAMILIES**

**men w/ steady JOBS & high pay COULD GIVE THEIR FAMILIES The "GOOD THINGS"**



**most Americans worked OFFICE JOBS IN The CITIES BUT LIVED IN The SUBURBS**



**w/ America The WORLD'S economic GIANT, The 50s WERE a TIME OF PROSPERITY**



**SO LET'S LOOK AT...**



# THE AMERICAN FAMILY

During the 50s, the "American Dream" was on the mind of every family

PEOPLE GOT MARRIED YOUNG, WANTED A LOT OF KIDS, A LITTLE HOUSE W/ A YARD, A CAR & A DOG

## THE BABY BOOM

(1945 - 1965)

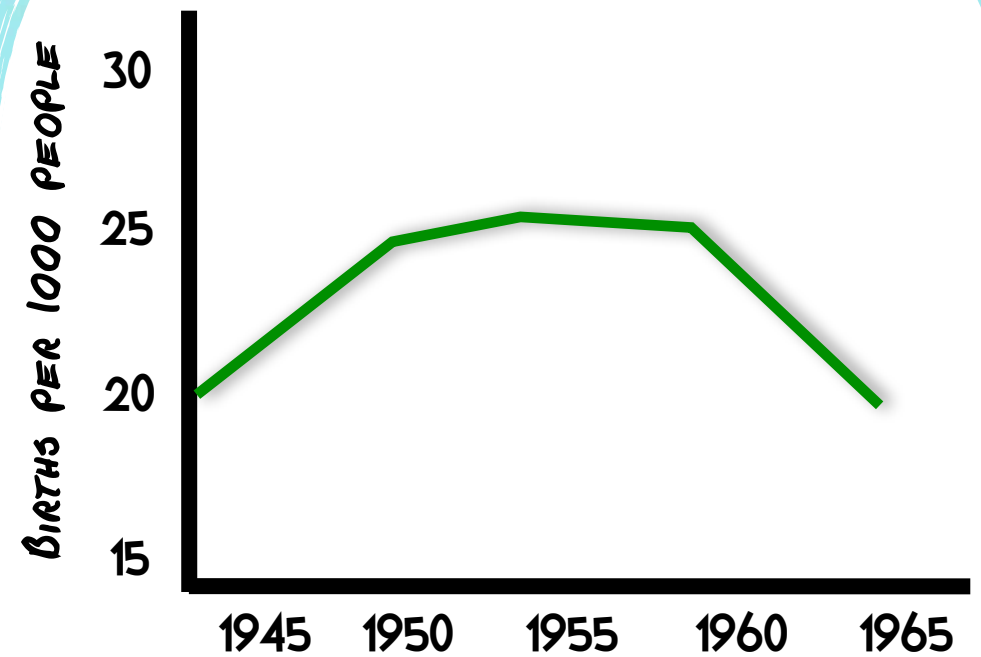
The US birthrate soars to an average of 1 baby born every 7-10 seconds (4.3 MIL per year!)

## ROLE OF WOMEN

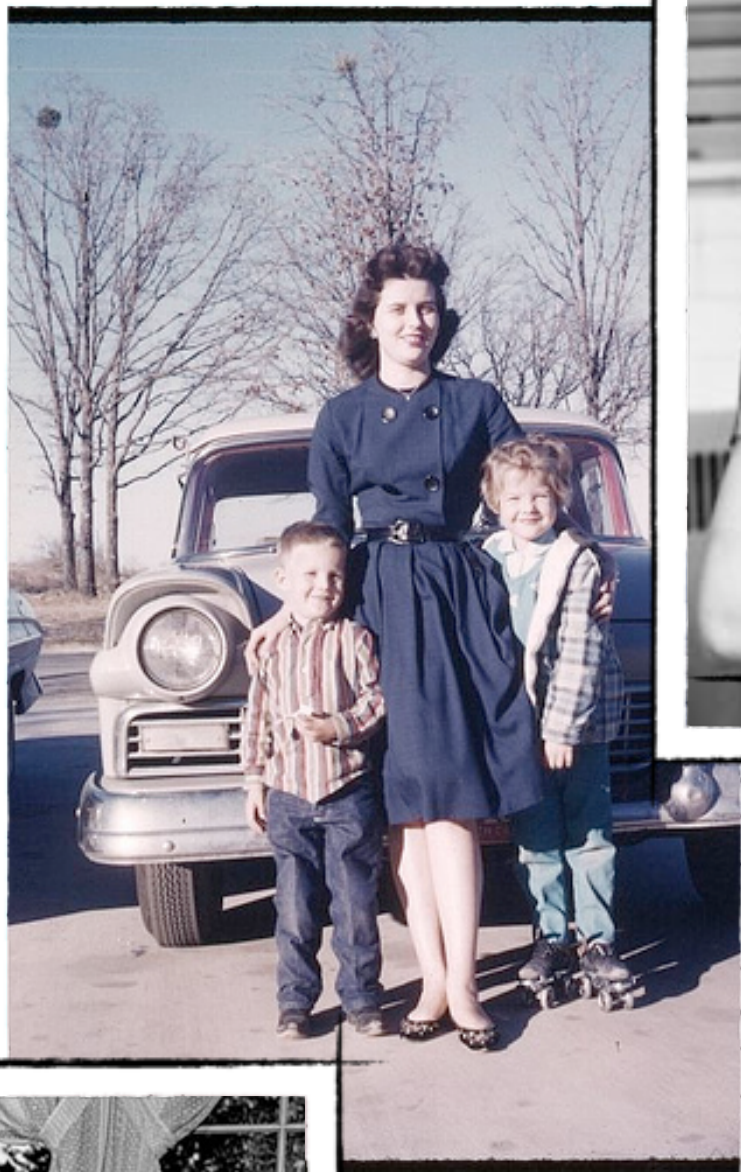
The 50s was a decade of setback for women, who were expected to return to the kitchen & housekeep

Women were expected to stay home, clean, cook, and be obedient (roles that were glorified in the media)

Women who worked didn't make much, and were treated harassingly by male superiors









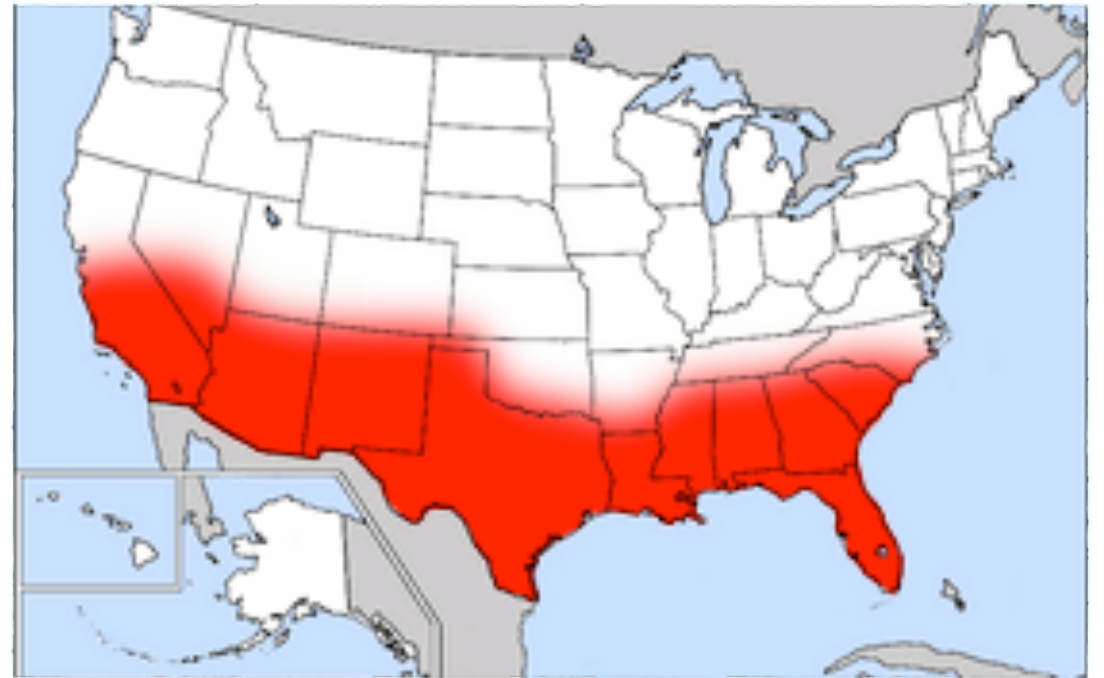
# CHANGING LIFESTYLES

New advances and possibilities changed the American family dynamic in the 1950s

## MOVING TO THE SUNBELT

Families moved from cold, northern climates (Frostbelt) to warm, southern climates (Sunbelt)

W/ air conditioning available in homes, families wanted to live in more comfortable environments

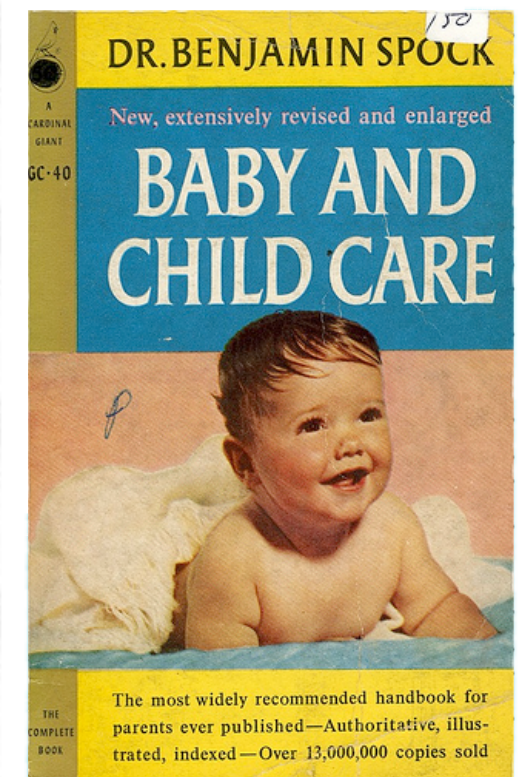


## MEDICINE & CHILDCARE

Childhood mortality rates plummeted in the 50s b/c of the creation of vaccines for typhoid and polio

Dr. Jonas Salk created a vaccine for polio, a disease that crippled and/or killed thousands of kids yearly

Dr. Benjamin Spock wrote a book on child care, encouraging mothers to stay home and nurture kids





1950s

AMERICAN

CONSUMERISM





# "KEEPING UP WITH THE JONESES"

With **vast wealth** & **new goods** available, **AMERICANS** bought like never before!

HAVING THE NEWEST AND THE BEST THINGS BECAME A **COMPETITION W/ NEIGHBORS** IN SUBURBAN LIFE

## CONVENIENT NEW PRODUCTS

Americans bought **electric household appliances**, like washing machines, dishwashers, freezers, TVs

## PLANNED OBSOLESCENCE

Companies **purposefully** made items that would **become obsolete quickly** to keep consumers buying

## AGE OF ADVERTISEMENT

A **huge new industry** developed around advertisement, appealing to **people's desire for status** as to sell more products (ads **ran on TV**, in magazines, on billboards)





*How MILD can a Cigarette be?*

MAKE THE 30-DAY CAMEL MILDNESS TEST—SEE WHY...

**MORE PEOPLE SMOKE CAMEL than any other cigarette**



MAN'S IDEA OF A MOVIE HERO. And the women agreed! 6 feet 4 inches, John Wayne has smoothed his way to fame in dozens of motion pictures!

the roles I play in movies are far from easy on my voice—can't risk throat irritation. So I smoke Camels—they're mild!"

*John Wayne*  
POPULAR, HANDSOME  
HOLLYWOOD STAR

I've been around movie enough to know how important mildness is to an actor. When it came to deciding if cigarettes were right for me—I was particular. I made a mildness test—my own 30-Day and Mildness Test! I gave Camels a real tryout—30 days. The most pleasure I had from smoking. My own "zone" told me just how mild Camels can be!"

Make your own 30-Day Camel Mildness Test in your "Zone"



Not one single case of throat irritation due to smoking

**CAMELS!**

Yes, there were the findings noted throat specialists at a total of 2,670 weekly examinations of the throats of

Hollywood's favorite  
Lustre-Creme  
Shampoo...



Cream or Lotion

Yes, Elizabeth Taylor uses Lustre-Creme Shampoo. It's the favorite of 4 out of 5 top Hollywood movie stars!

It never dries your hair! Lustre-Creme Shampoo is blessed with lanolin... foams into rich lather even in hardest water... leaves hair so easy to manage.

It beautifies! For soft, brightly clean hair—without scalp after-rinse—choose the shampoo America's most glamorous women use. Use the favorite of Hollywood stars—Lustre-Creme Shampoo.

Never Dries—  
it Beautifies



Elizabeth Taylor  
co-starring in M-G-M's  
RAINTREE COUNTY  
Filmed in M-G-M Camera 85  
and Color



Give her a Hoover and you give her the best

Christmas morning  
(and forever after)  
she'll be happier  
with a Hoover



To husbands: Over about her home, you know, so if you really care about her wouldn't it be a good idea to consider a Hoover for Christmas? It starts at \$66.95. Model 20 (shown here) \$95.95. Low down payment, easy terms. See your Hoover dealer now.



**PHILCO**  
*Rough Rider*

3-WAY PORTABLE RADIOS



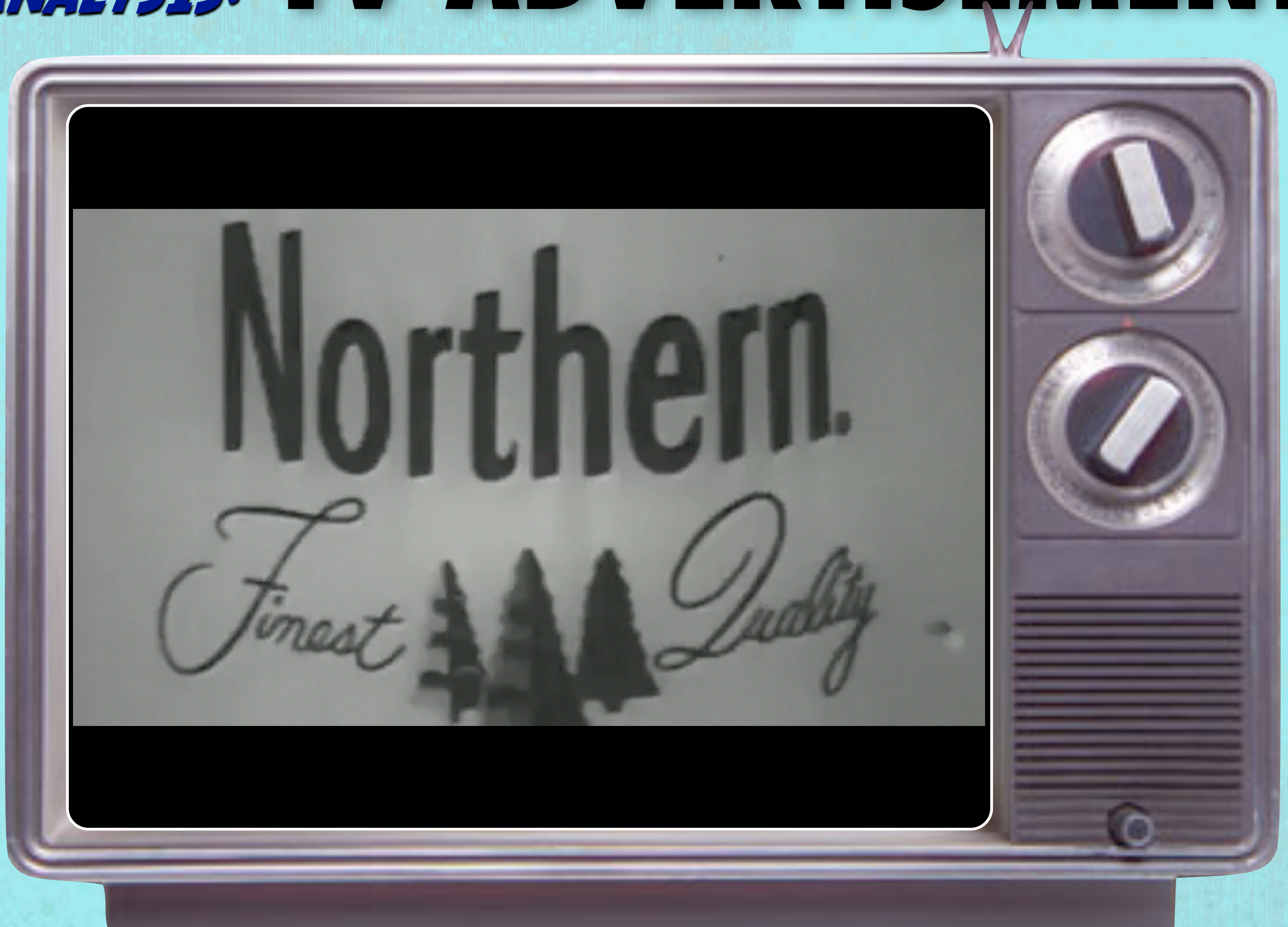
Give and get the  
Luxury Look

*it's a freezer! it's a refrigerator!*





***ANALYSIS:*** **TV ADVERTISEMENT**





# CLOSURE

WRITE THREE THINGS YOU  
LEARNED TODAY ABOUT:

- 1) The 1950s American Workplace
- 2) Suburban Life and Women's Roles
- 3) 1950s American Consumerism