

The Fifties – The Four A's

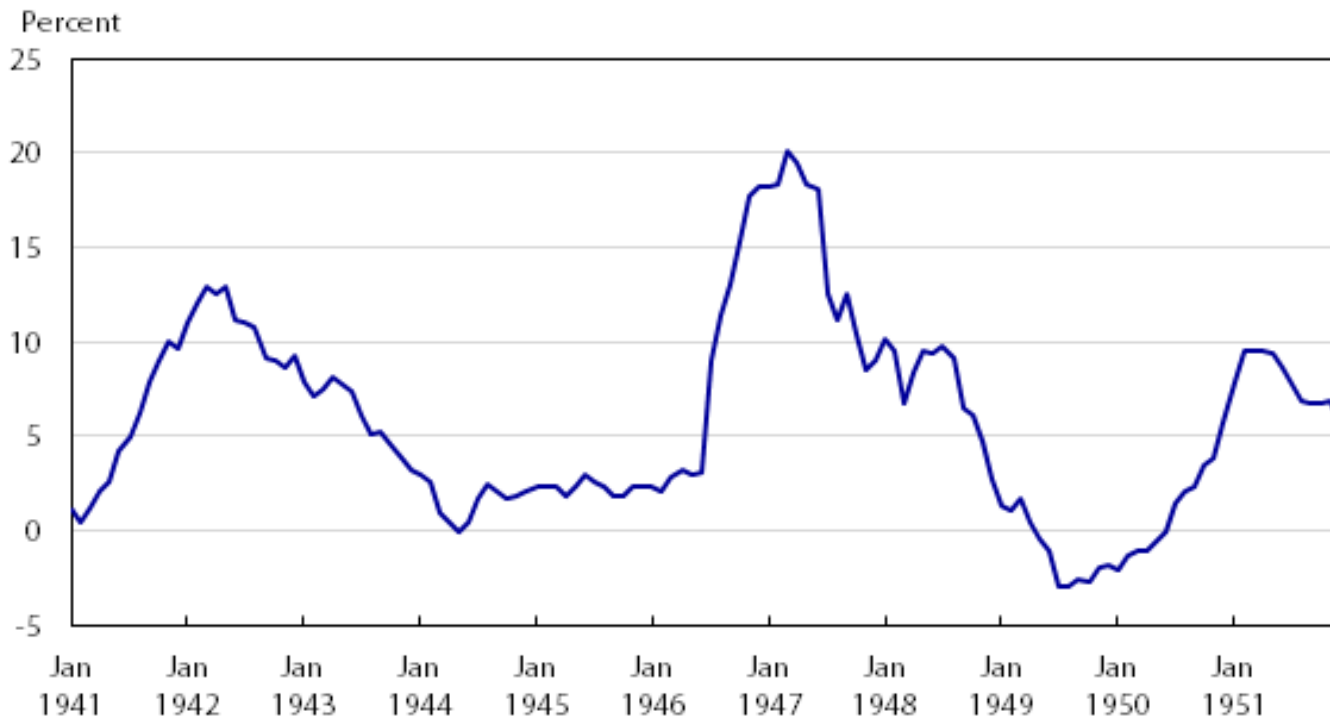
ANXIETY, ANTI-COMMUNISM,
AFFLUENCE, ALIENATION

ANXIETY



Inflation, not Unemployment

Figure 3. All-Items Consumer Price Index, 12-month change, 1941–1951



Source: U.S. Bureau of Labor Statistics.



Postwar Europe - Split



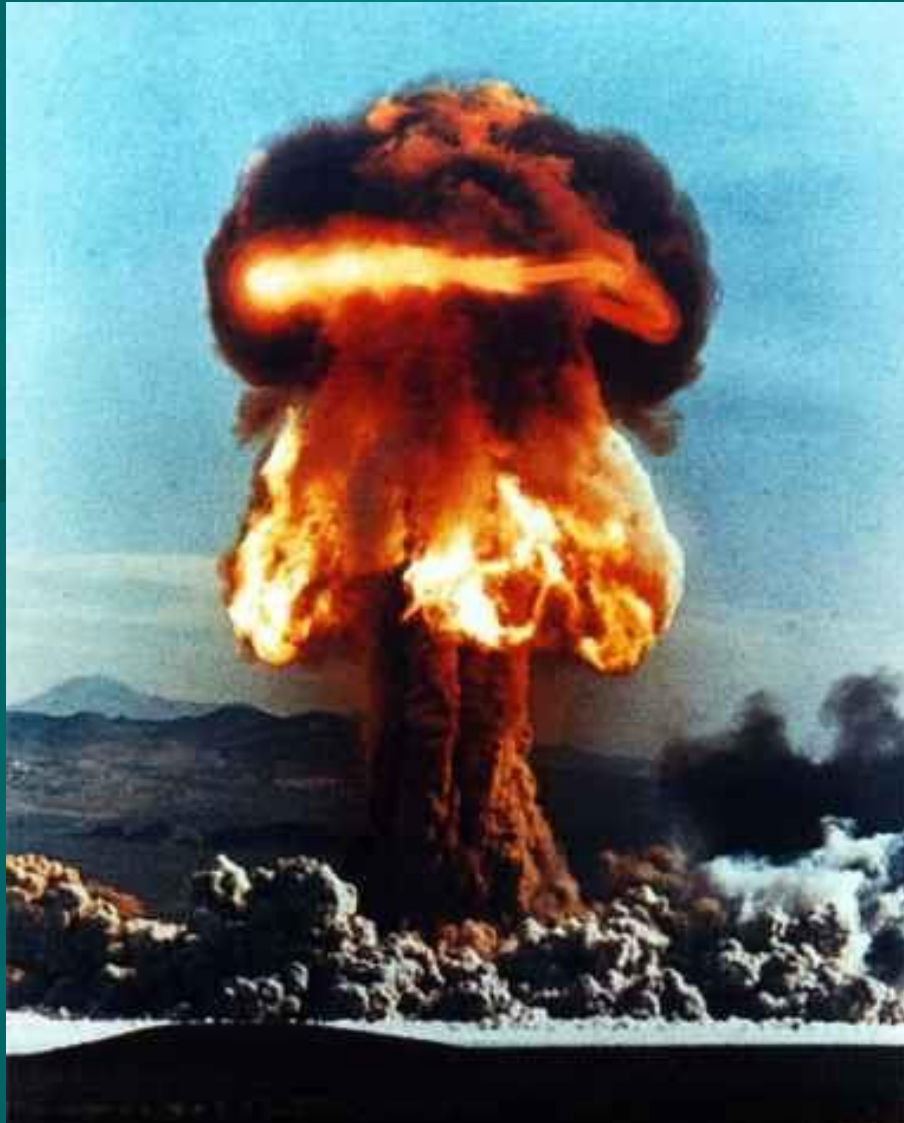
“Iron Curtain”



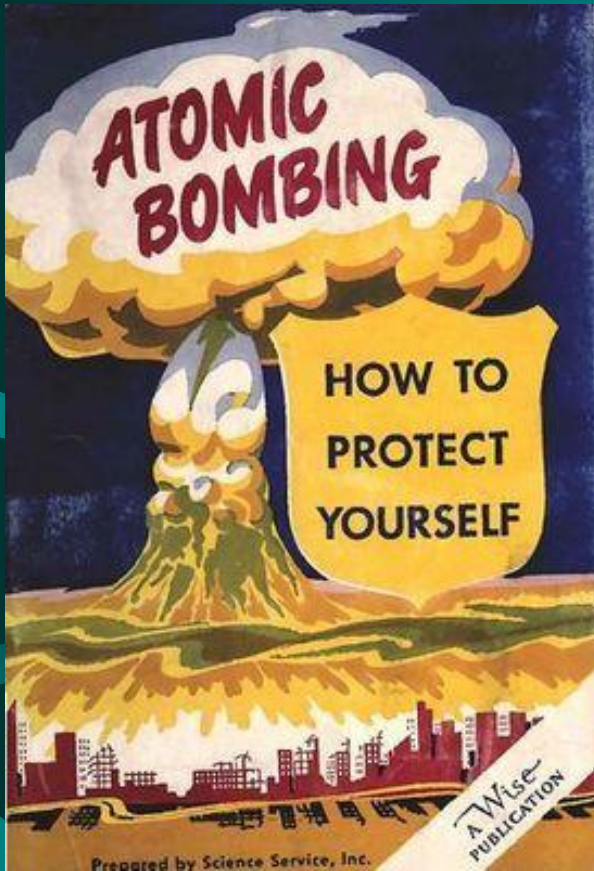




The Russian Bomb, '49

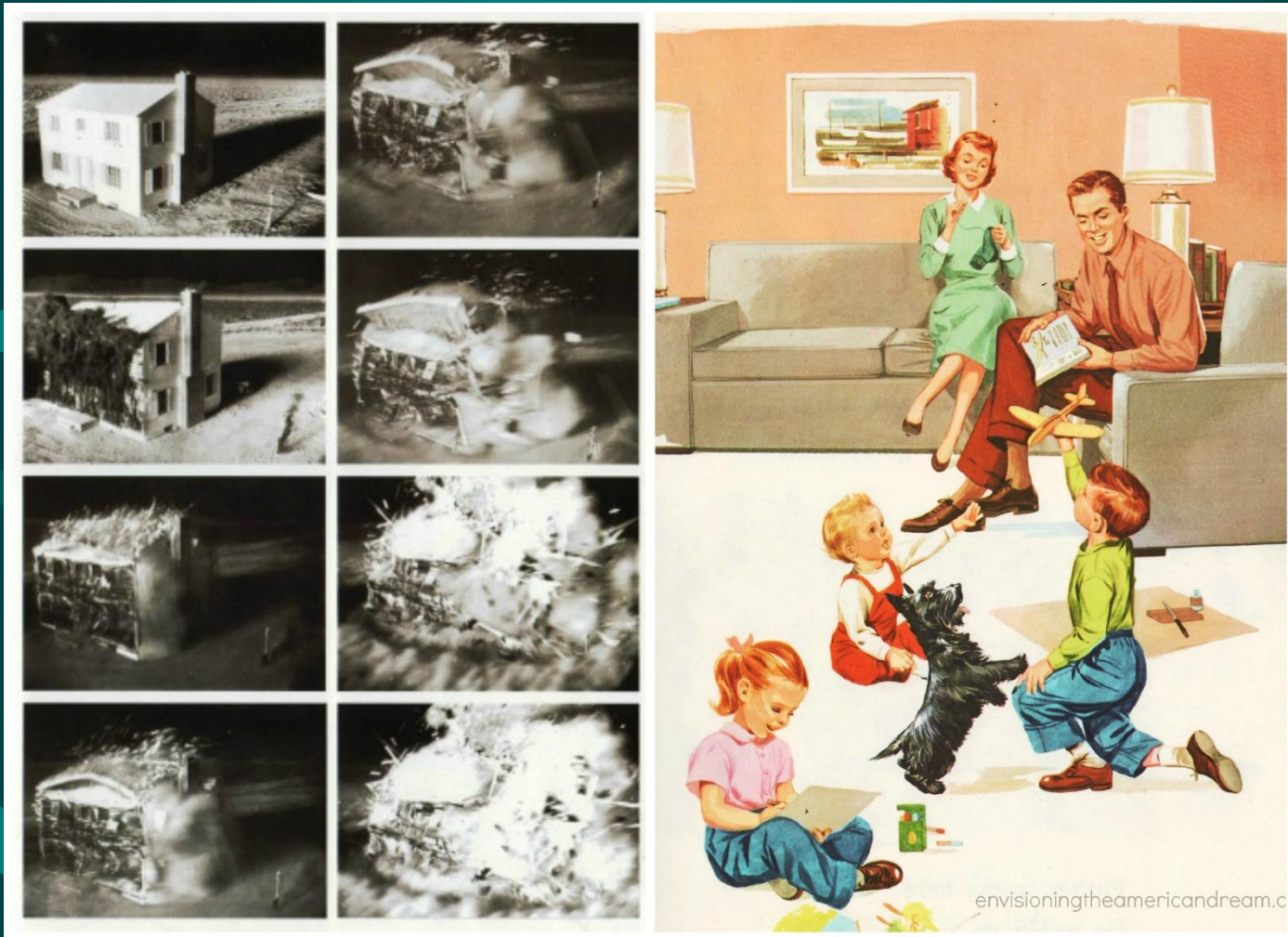


CD = Civil Defense



*Bert the Turtle Says
"Duck and Cover"*

CD = Cognitive Dissonance



Proud Controller
of the Means of
Production

The



Onion

Proud Oppressor
of the Proletariat

Wednesday, August 12, 1953

FINEST NEWS SOURCE IN AMERICA

★★★ Price Five Cents

Pentagon Develops A-Bomb-Resistant Desk



Schoolchildren Now Safe from Atomic Blast

Desks Will Be Standard Issue for
All U.S. Public Schools by 1955

WASHINGTON, D.C. — In a scientific breakthrough with far-reaching implications in light of current tensions between the U.S. and Russia, U.S. Secretary of Defense Charles Wilson announced Tuesday that Civil Defense Authority scientists have successfully developed a school desk that is impervious to atomic attack.

if that means a \$600 million, bomb-resistant school desk for every child, so be it," Wilson said. "Our children must be free to learn their ABCs secure in the knowledge that, should the Kremlin decide to launch an attack on their school, they will not be harmed."

Wilson praised the device, but cautioned that it is only effective

Our H-Bomb, '52



Their H-bomb, '53



“New Look”

Mutual Assured Destruction



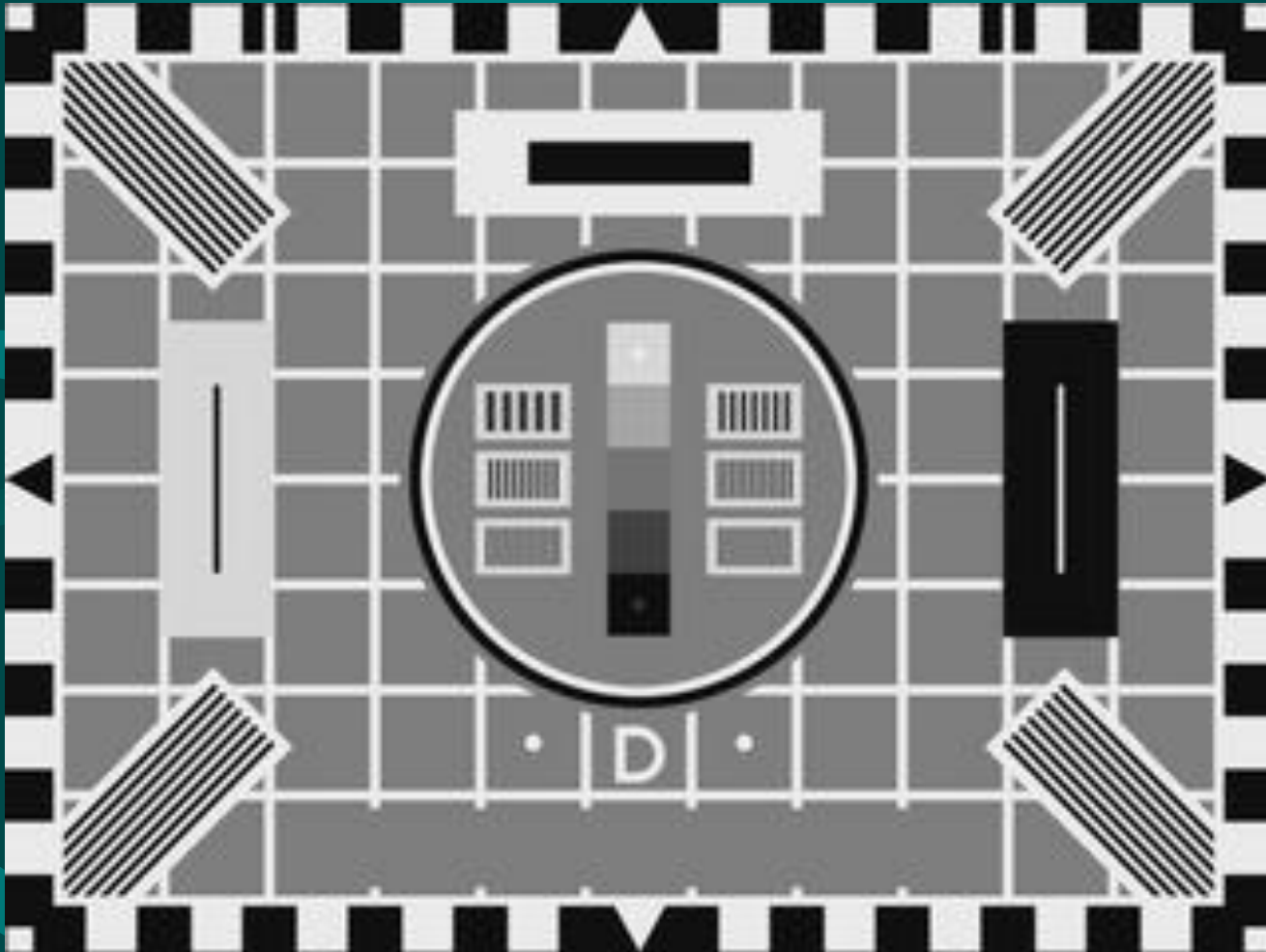
Dwight Eisenhower
“Ike”



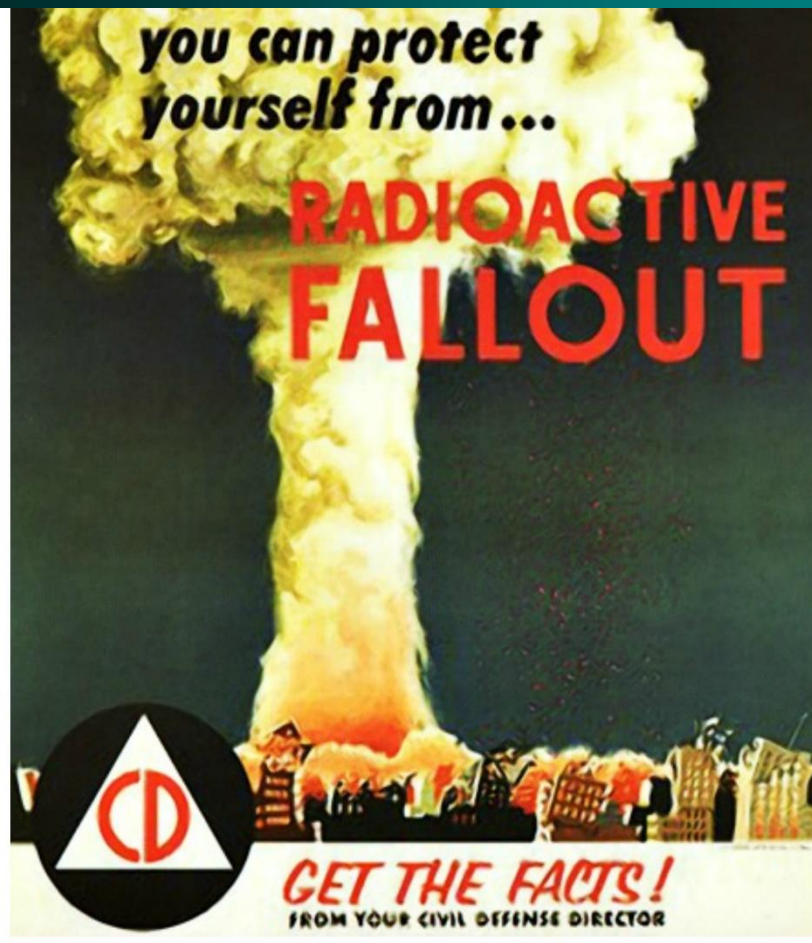
B-52

This is Only A Test...

<https://www.youtube.com/watch?v=jzuTEPN80IE>



Fallout

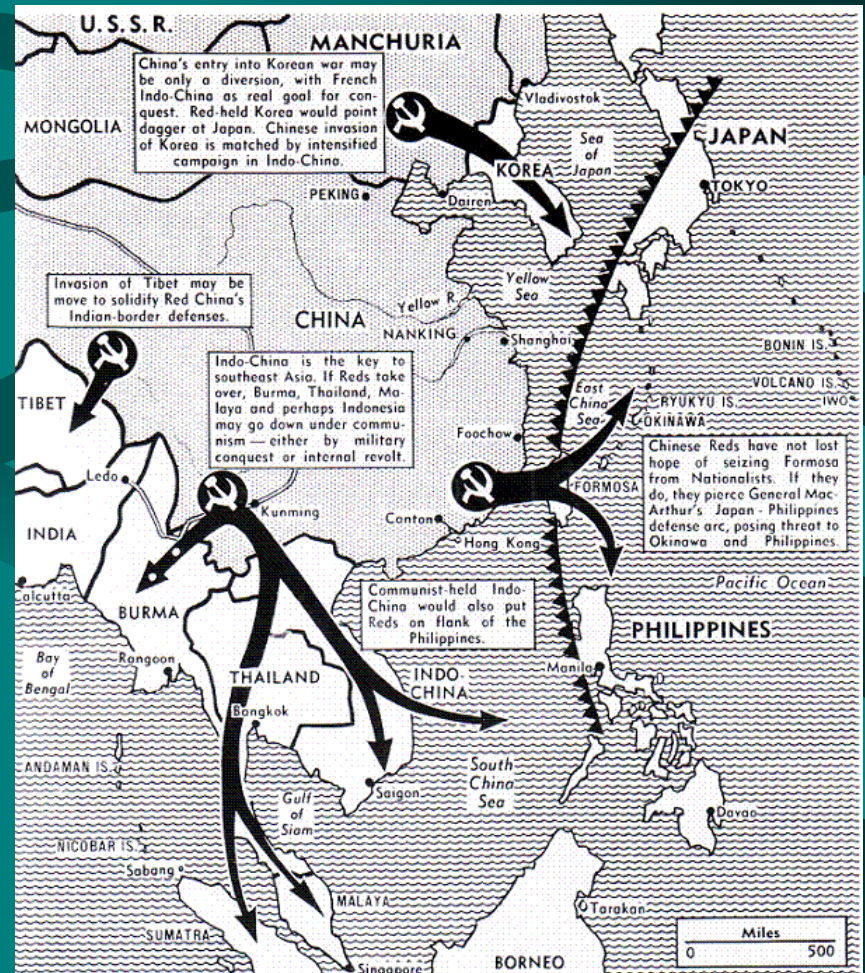




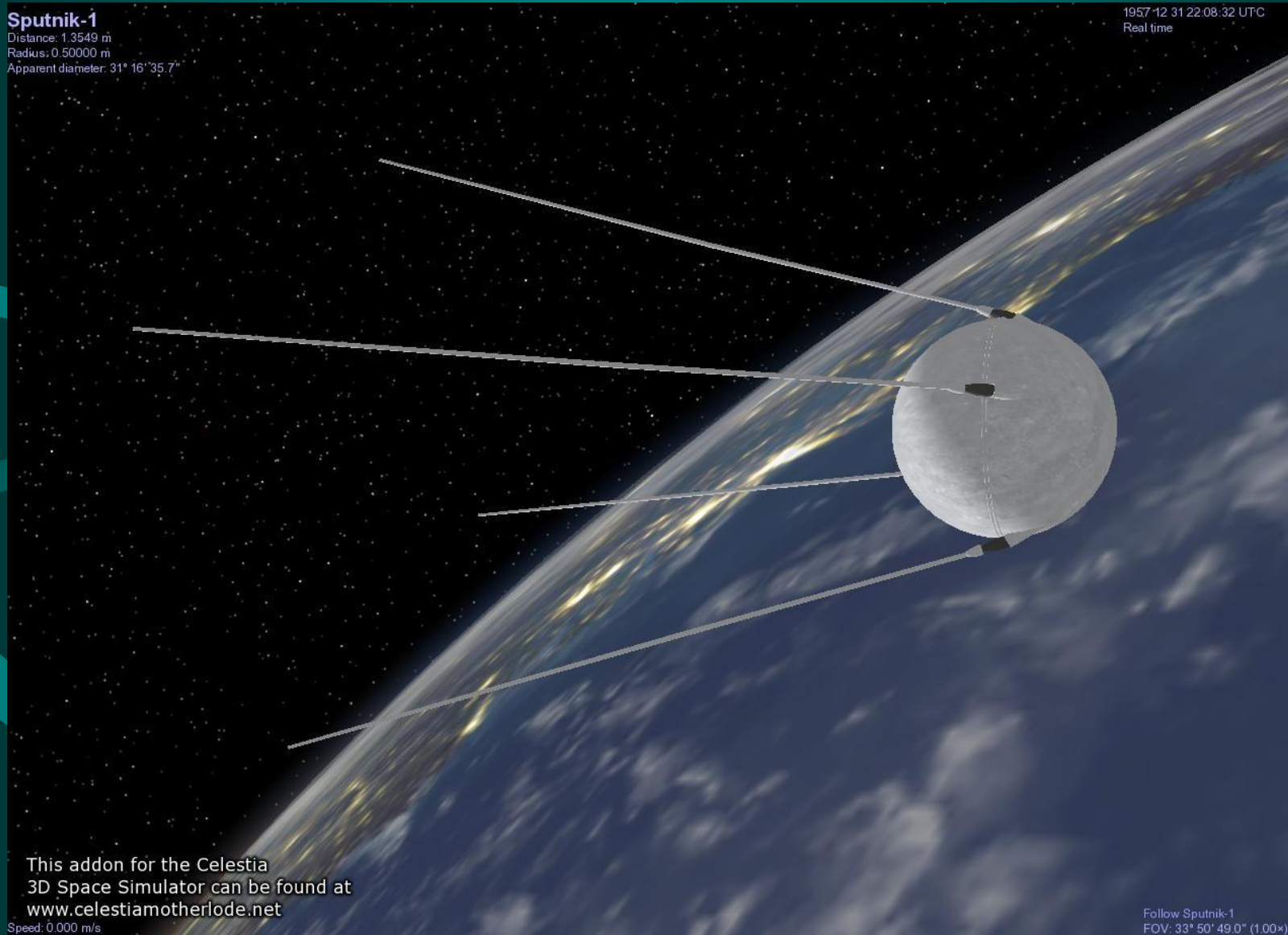
Communism SPREADING!



朝鮮人民軍中國人民志願軍勝利



October 4, 1957 - Sputnik



No Need to Worry



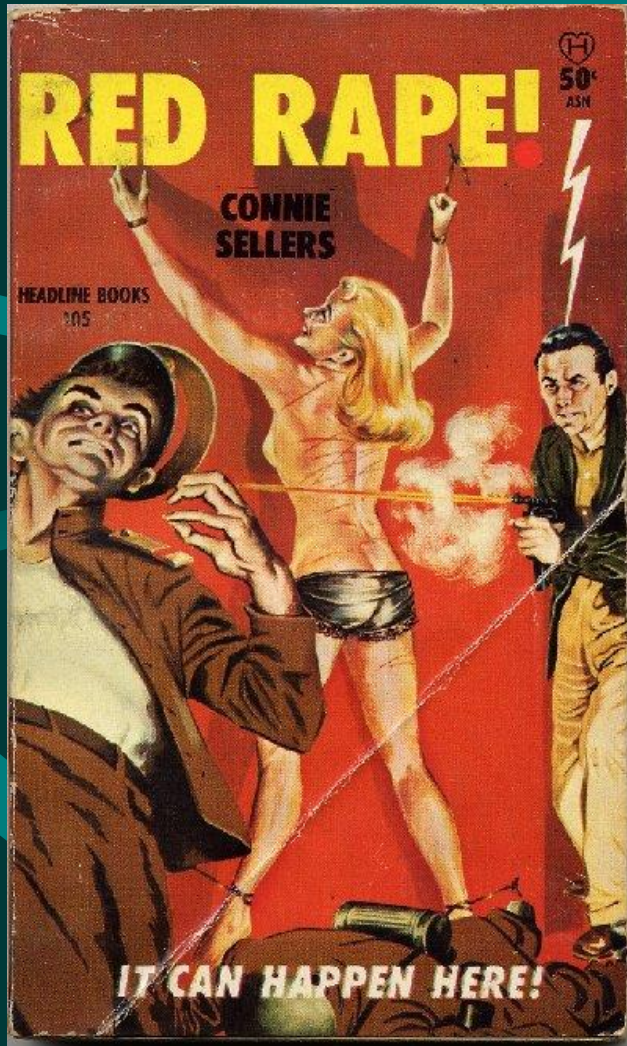
There Wouldn't Be Such Anxiety
if it wasn't for those Godless
Communists!



ANTI-COMMUNISM



“Projecting” Anti-Communism at Home



Anticommunism in American Politics and Culture

“Taking the Fifth”

The “Hollywood Ten”

House Un-American Activities Committee (HUAC) asks...

“Are you Now or Have You Ever Been a Communist?”



The Blacklist -- Why?



Dalton Trumbo – Blacklisted 13 years

Who was Alger Hiss?



Who You Can Trust?



Loyalty Oaths, 1950

The Reds Could Be Hiding Under Your Bed!



You Could Bowl with One on Tuesdays



Red Scare or Red Menace?



What is McCarthyism?

Conformist Society: Don't Stand Out in A Crowd

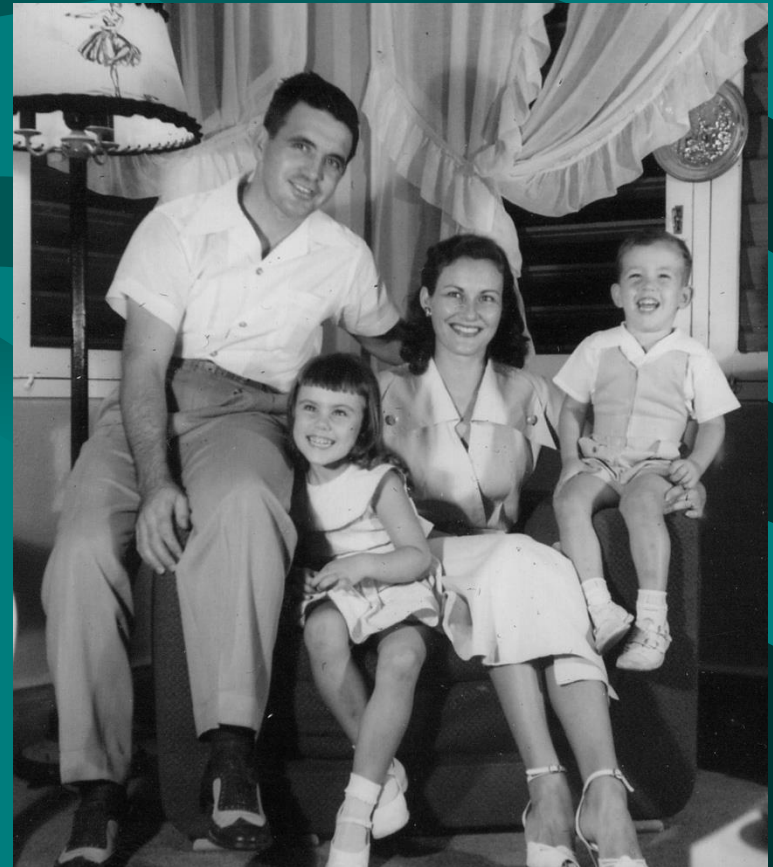


“Cultural Containment”

Clear Lines Drawn and
Policed

Ambiguity and Complexity
Become Suspect

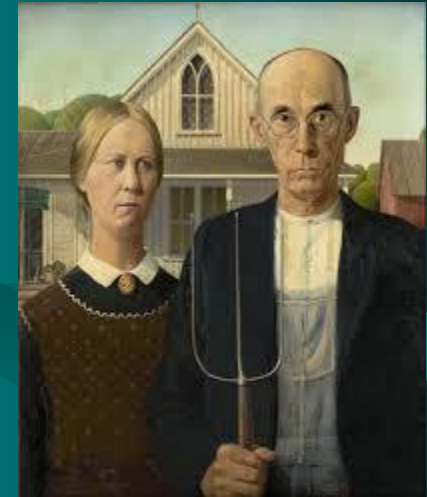
Whatever Communists Like, We Don't Like All-Powerful State vs. "Nuclear" Family



Soviet Collective Farms



American Family Farms



Number of Farms in U.S.



Between 1950 and 1970 the number of the farms in the U.S. was cut roughly in half before the rate of decline leveled off. [Source US Dept. of Commerce & USDA]

Soviet “Big Boxes”



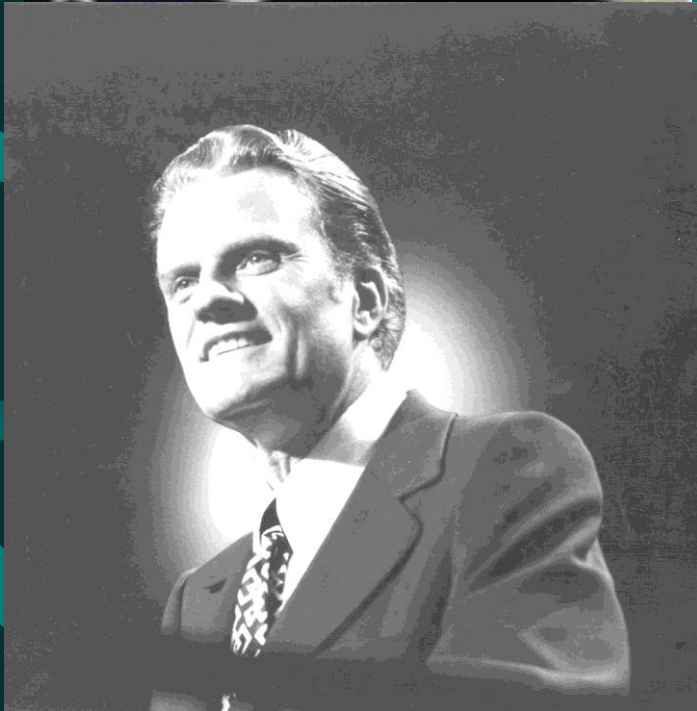
American “Little Boxes”



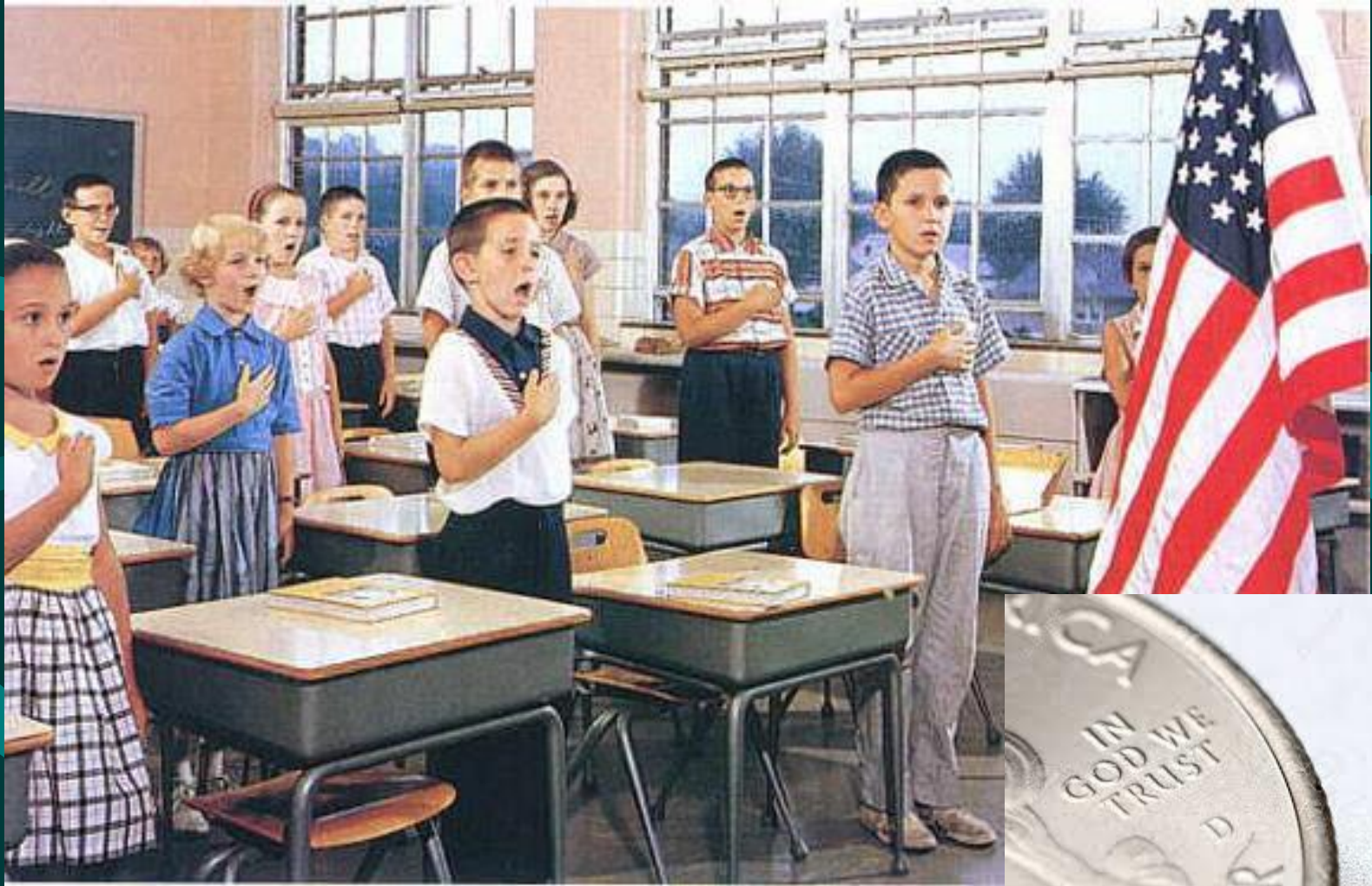
Soviet Athiesm



American Religious Fervor



“Under God...”

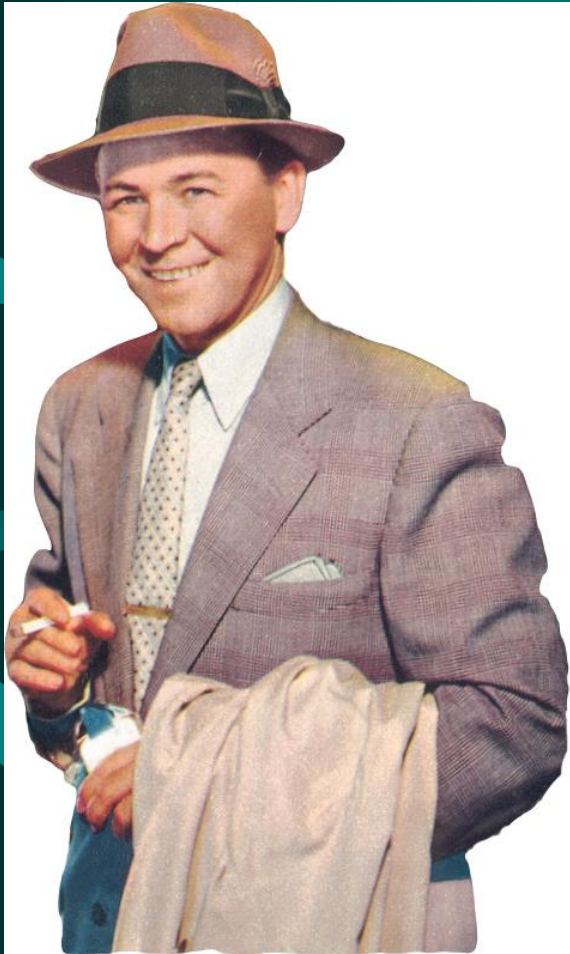




A Woman's Place...



Rigid Gender Roles



Domestic Containment: Everyone is Getting Married



Even in the Comics



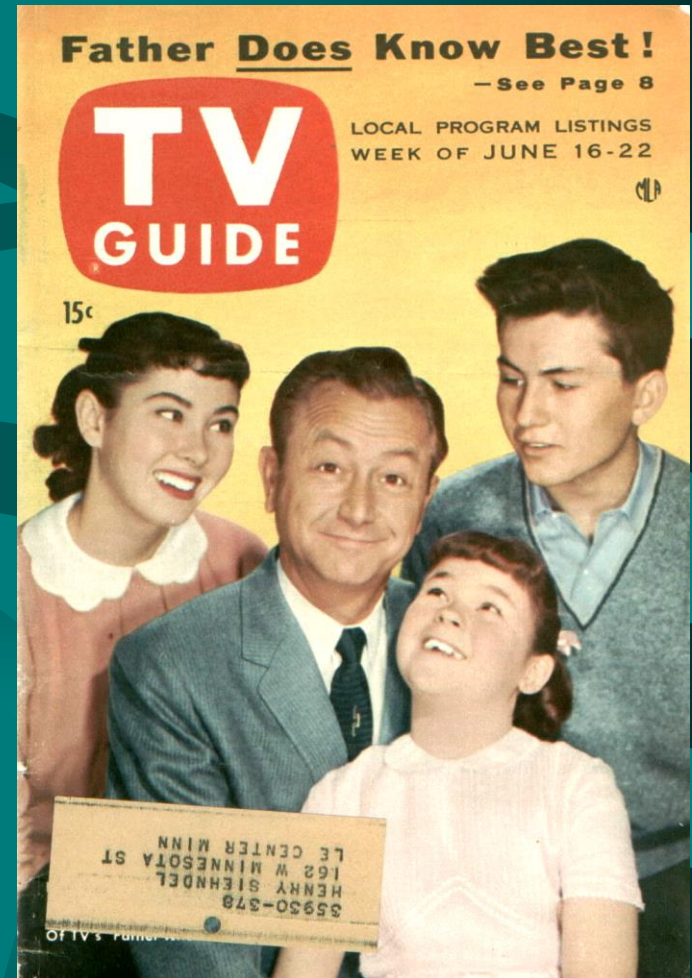
Postwar Baby Boom



“The Family is the key to beating the Soviets!”



Our Television Families





No two families are alike



THE Cranes and the Richardsons, live on the same street in almost identical houses. Each family has about the same amount of money coming in every week. The parents are the same ages and they bridge together every Saturday night. The children attend the same schools.

In many ways their situations are parallel. Yet Phil Carey, the John Hancock representative who insured both families, recommended two life insurance policies of a different type to the Cranes than he did to the Richardsons.

Phil knows, because of his training based on his company's experience with six million policyholders, that no two families are alike, however similar they may appear on the surface. He took into considera-

tion the fact that Mrs. Crane and Mrs. Richardson would face sharply different problems of replacement, were they to be deprived of their husbands' active support. . . . Mrs. Crane was a trained nurse before her marriage. Mrs. Richardson stayed at home. . . . Mr. Crane works in a local bank and has a social security card. Mr. Richardson is a power person in a law firm. . . . The Crane boy has his eye on an engineering career. The Richardson boy wants to be a surgeon.

Searching out the fundamental, if sometimes obscure, factors which make every family's life insurance problem different from that of every other family, is part of the specialized training of every John Hancock representative, which enables him to

tailor your protection exactly to your family's needs and circumstances. The application of this specialized service to your individual situation requires but a short interview which fully respects the value of your time.

When the John Hancock representative calls, take him into your confidence. It will enable him to give you the full benefit of his knowledge and experience and will place you under no obligation.



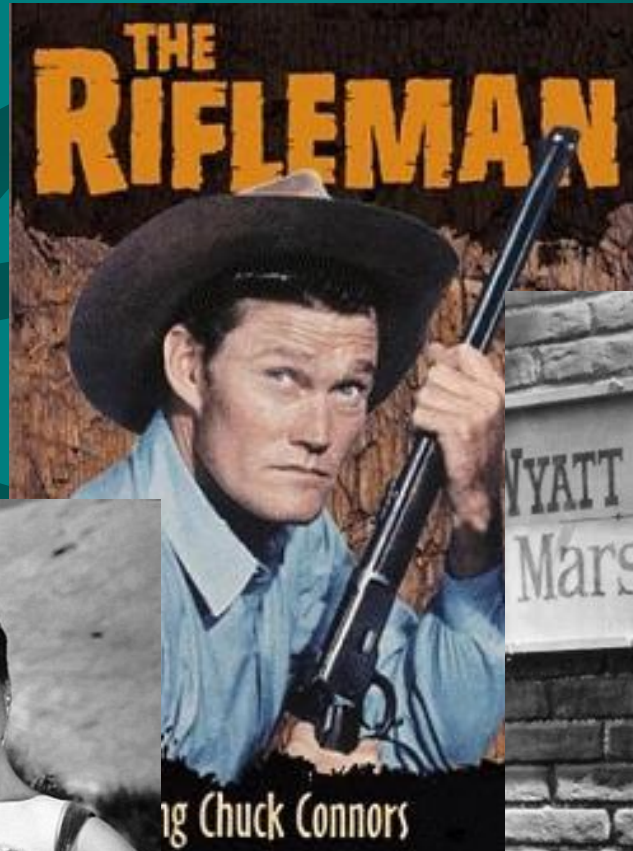


“No one would believe it...”



Heroes or Villians...

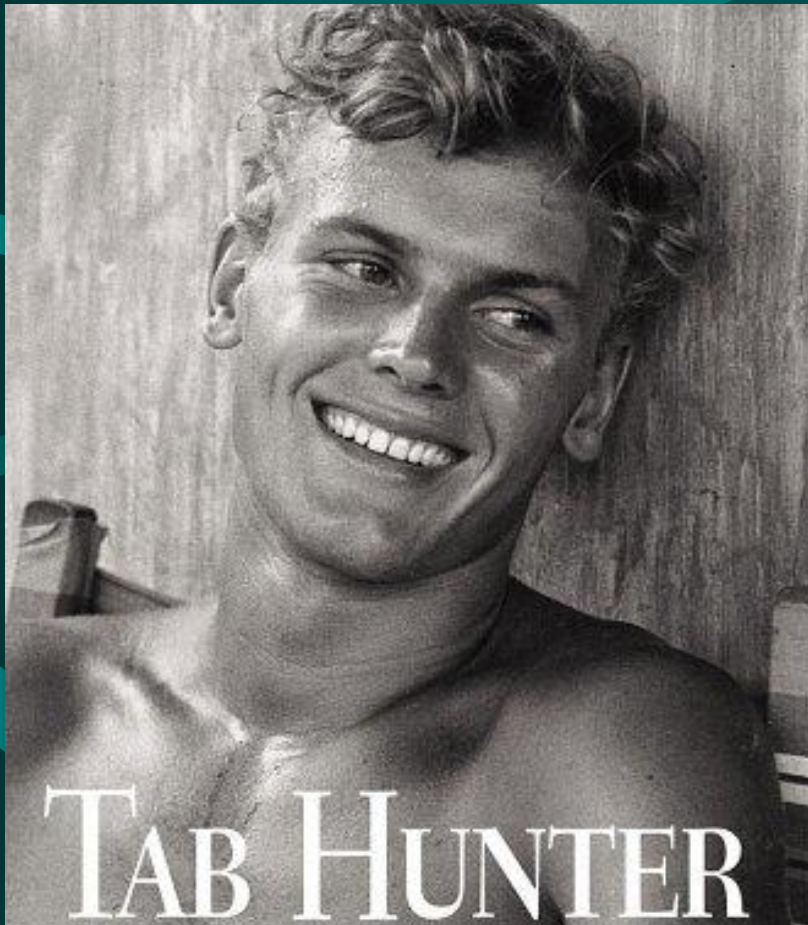
“It’s Us or Them”



Return of the “Full-Figured Girl”



And the 100% Red-Blooded American Man



Rock Hudson

Family, Religion, Gender Roles
Separate Us from the Communists

But, being *Anti-Communist* is not
enough...

Biggest Difference: We're Wealthier!



Highest Standard of Living in History

AFFLUENCE



Why U.S. Economic Dominance After World War II?

- Government Laws/Policies
- Postwar Economic Growth
- New Business Models and
Technologies

G.I. Bill

*Maybe the Most
Important Law
passed in the
U.S. in the 20th
Century?*



Marshall Plan, 1947

- \$13 Billion in aid to Western Europe



THE WAY BACK



Business and Labor Harmony

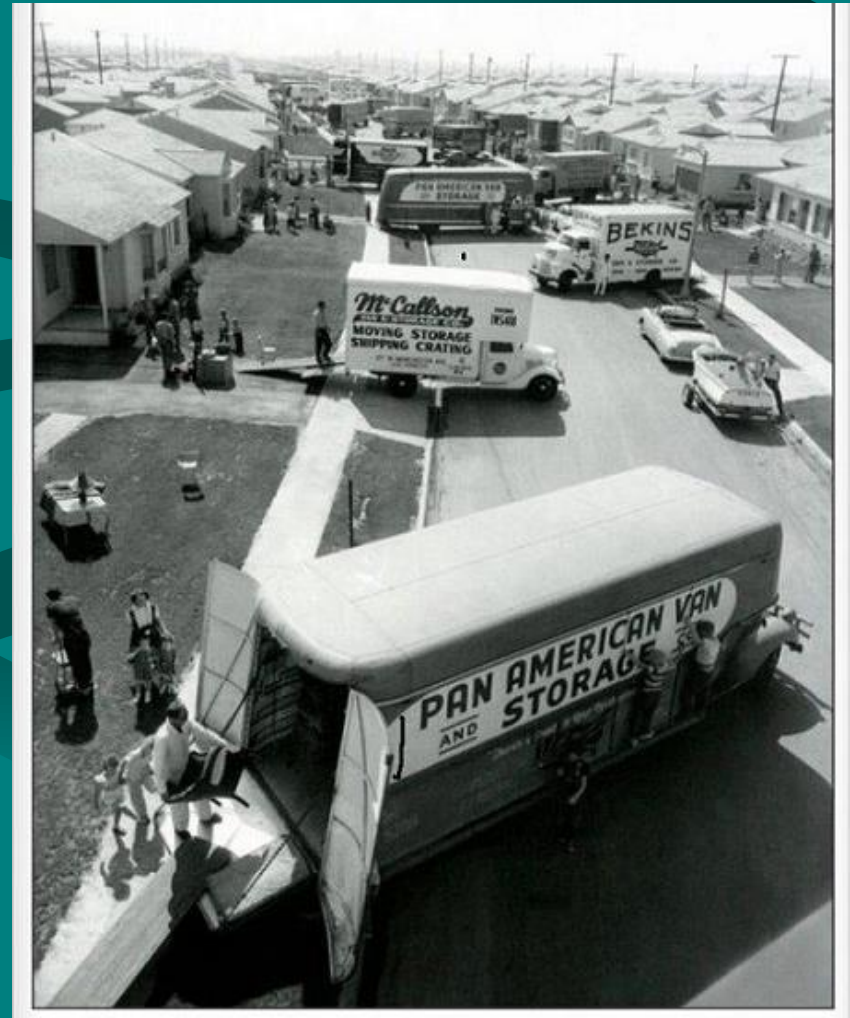


- **Big Labor Prospers**
 - Good Union Contracts
 - Factory Workers Buy Homes
 - 60% Americans Are Home Owners

- **Big Business Booms**
 - Wartime contributions restores its reputation



Suburban Housing Boom

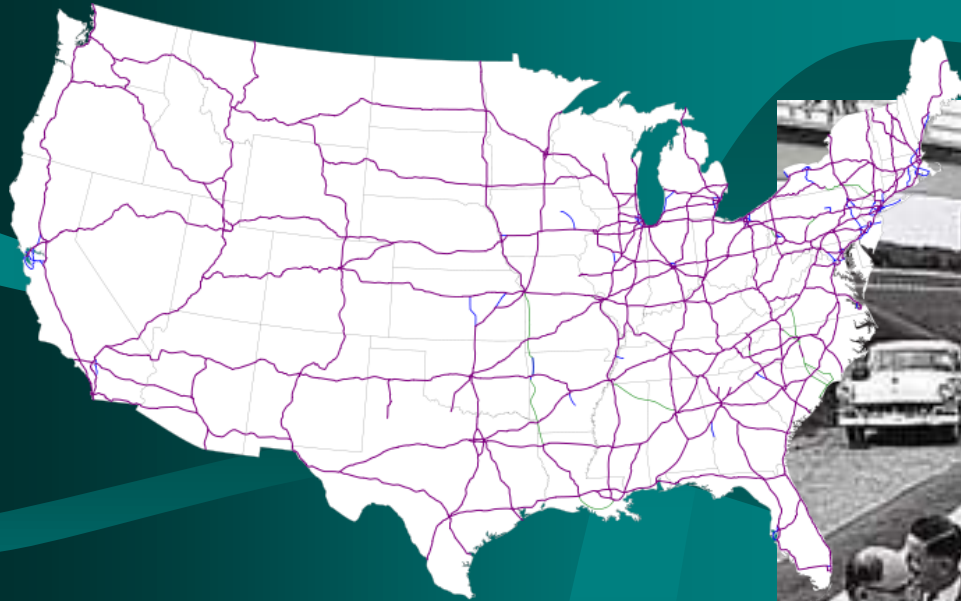


\$10,000 homes – FHA and VA Loans

Levittown



Interstate Highway System



Consumption Skyrockets!

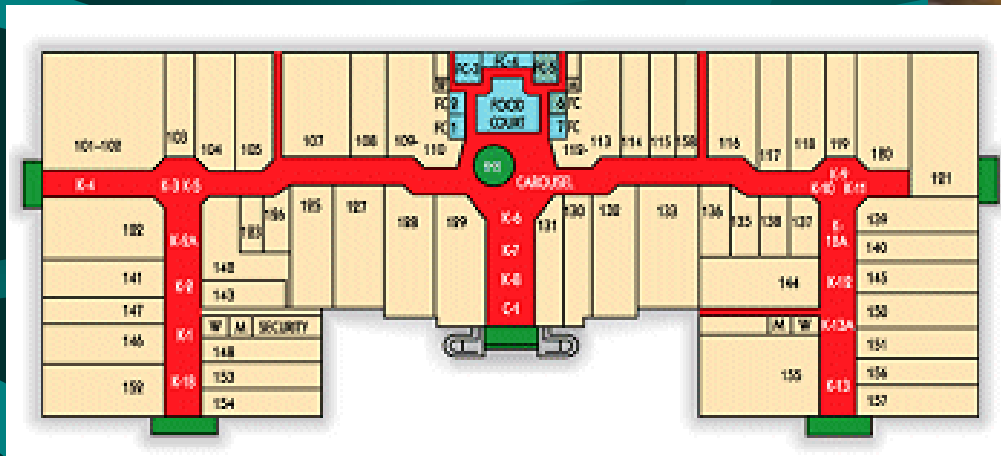


It's Patriotic!



Retailing

- Southdale: Minneapolis, 1956



Populuxe

From Tailfins and TV Dinners
To Barbie Dolls and Fallout Shelters

Thomas Hine



**now...let the
party begin!**



Lift the lid and the stage is set. Nalley's Chip Dips make the party, good company will do the rest!

Deliciously different flavors, ready to serve right from the cup, make Nalley's Chip Dips a welcome friend at any get-together. Try them all...you'll find Nalley's Chip Dips in the refrigerated dairy case at your favorite market.

*the original pure
Sour Cream base
party dip!*

Nalley's
CHIP DIPS



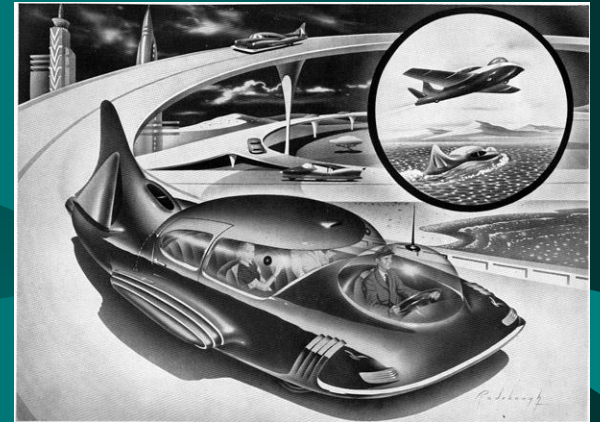
FRENCH ONION • GARLIC • BLEU CHEESE • CLAM • BARBECUE • HORSERADISH • DILL PICKLE • OLIVE PIMENTO

Credit Cards

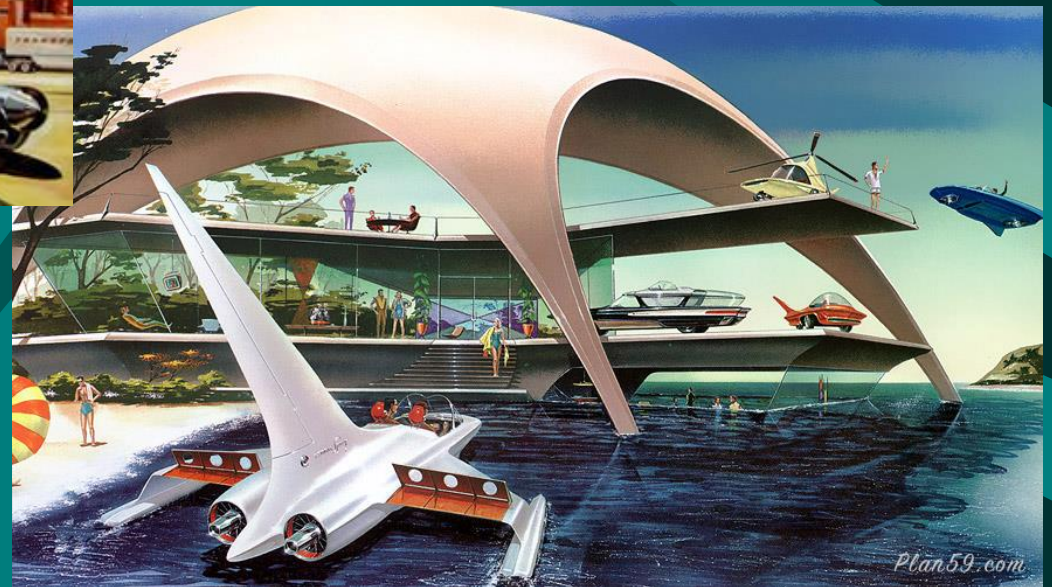
- Diners' Club for the Jet Set
- Sears cards for the rest of us



The Future Will be Fantastic!*



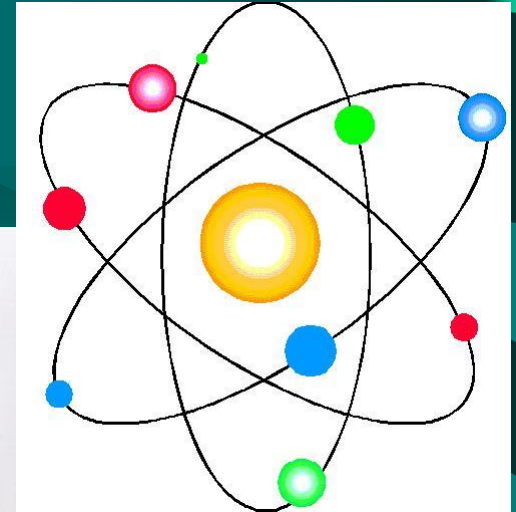
**If we don't blow
each other up*



New Business Models to Serve the Leisure Market



New Industries



The Organization Men



Irony: What about Individualism?

Fifties prosperity is delivering the
highest standard of living in the
world...

Who Could be Unhappy?

ALIENATION



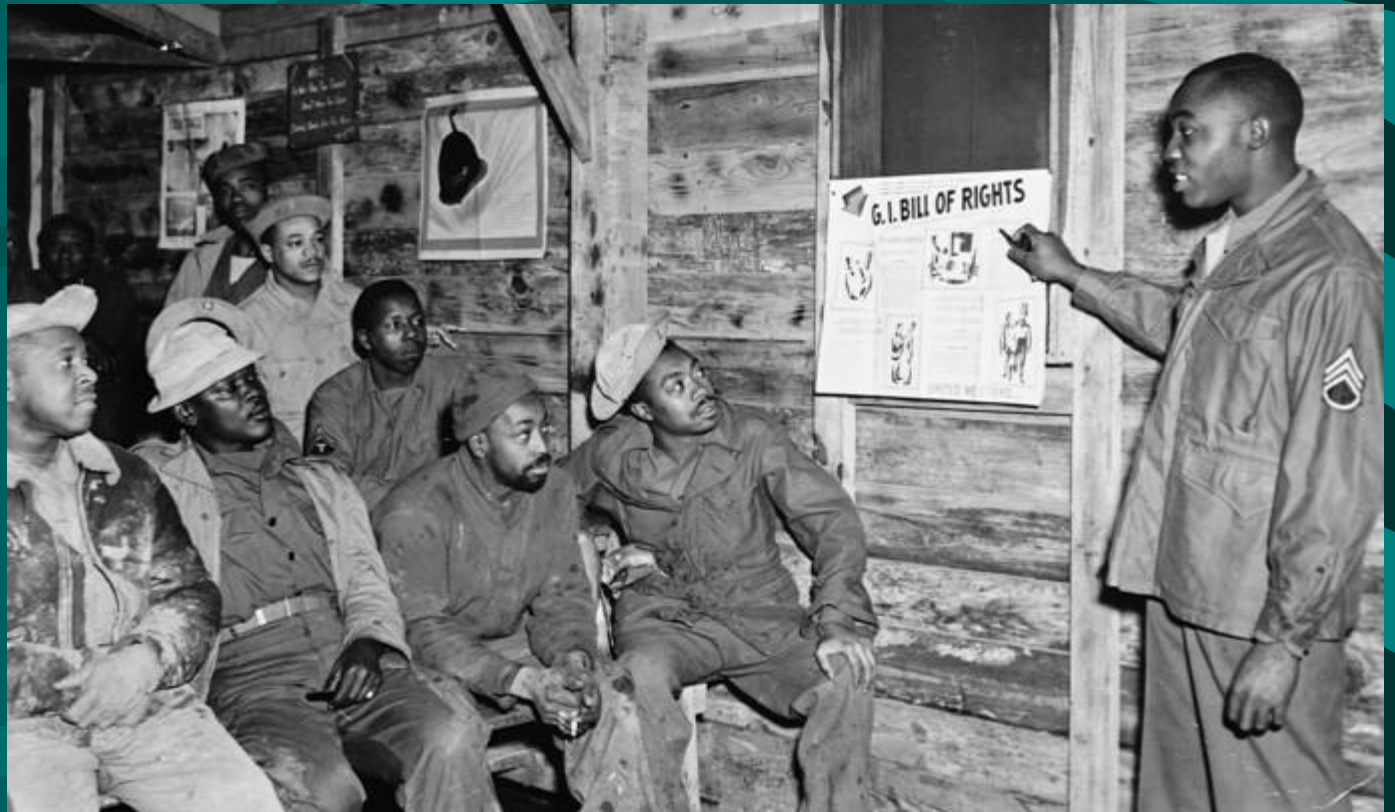
Alienation due to Exclusion



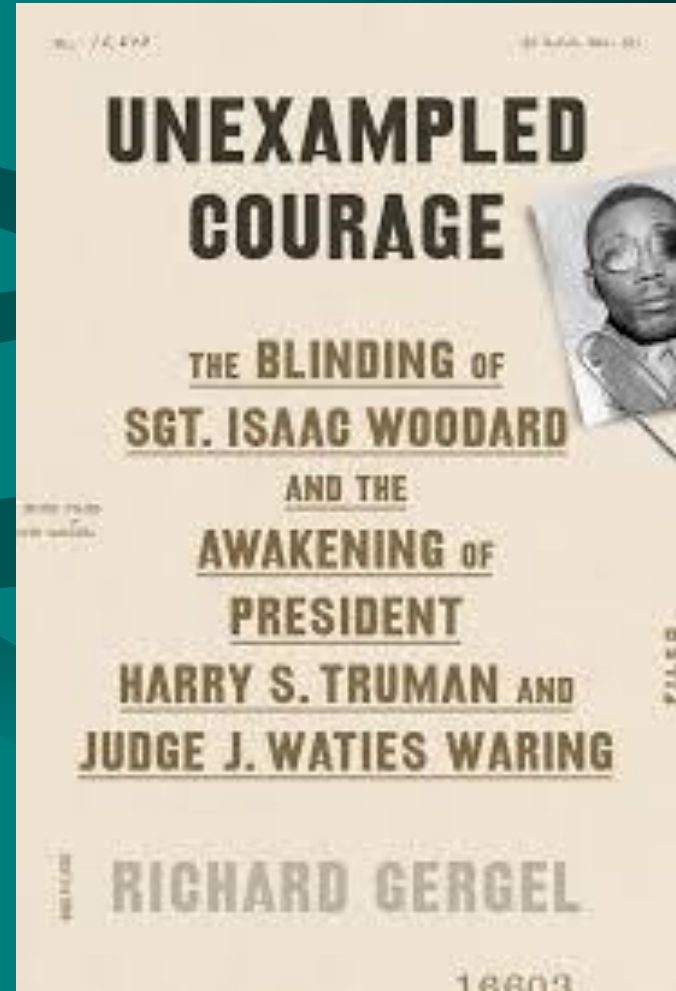
Most African Americans Live Second Class Lives



De Jure or De Facto, It Still Spells Segregation

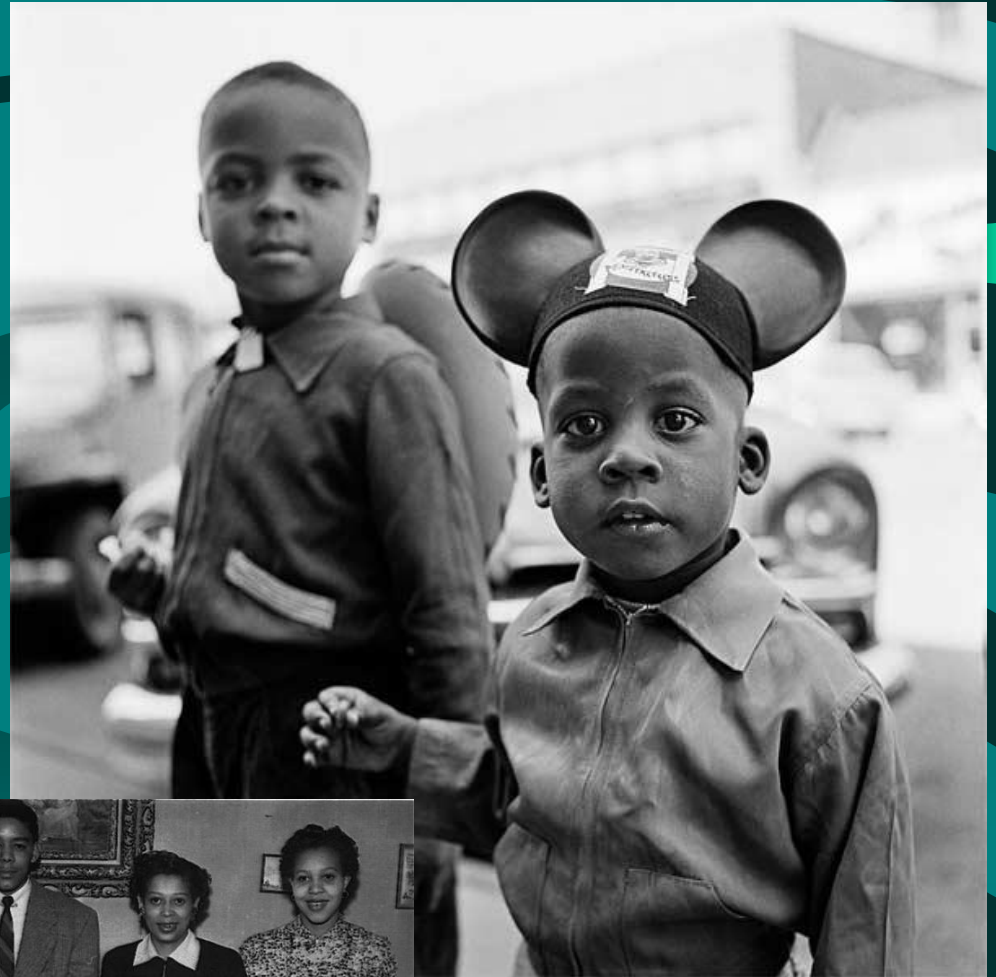


Sgt. Isaac Woodard



Suburban American Dream?





The Warren Court



Brown v Board of Education, 1954

School Integration



Little Rock, 1957



Public Accommodations and Jobs

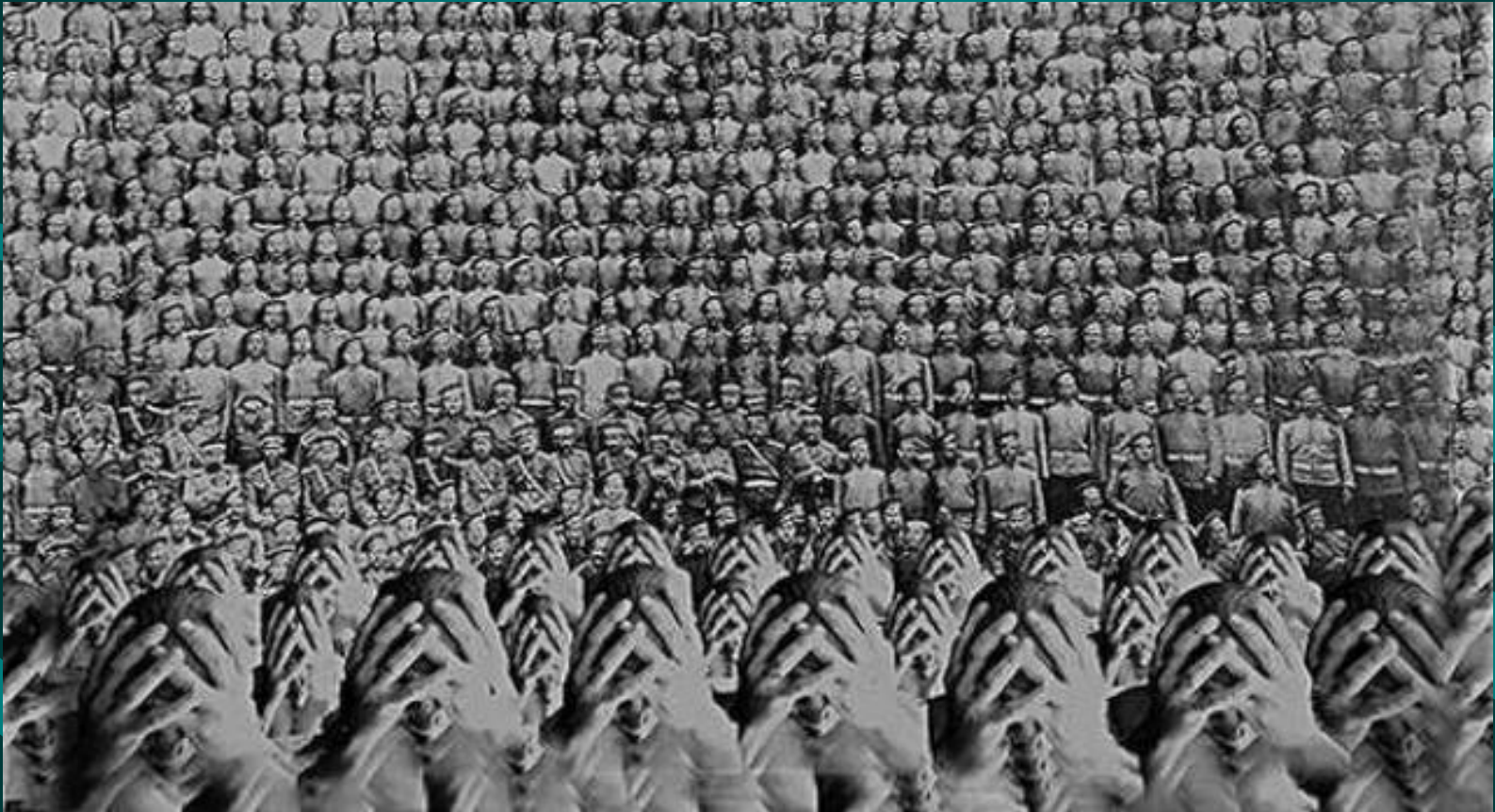
Economic Justice No Less Important than Integration

Grass-roots activists persist in a prolonged struggle



The Alienation from Affluence:

Chaos, Spontaneity, Nonconformity

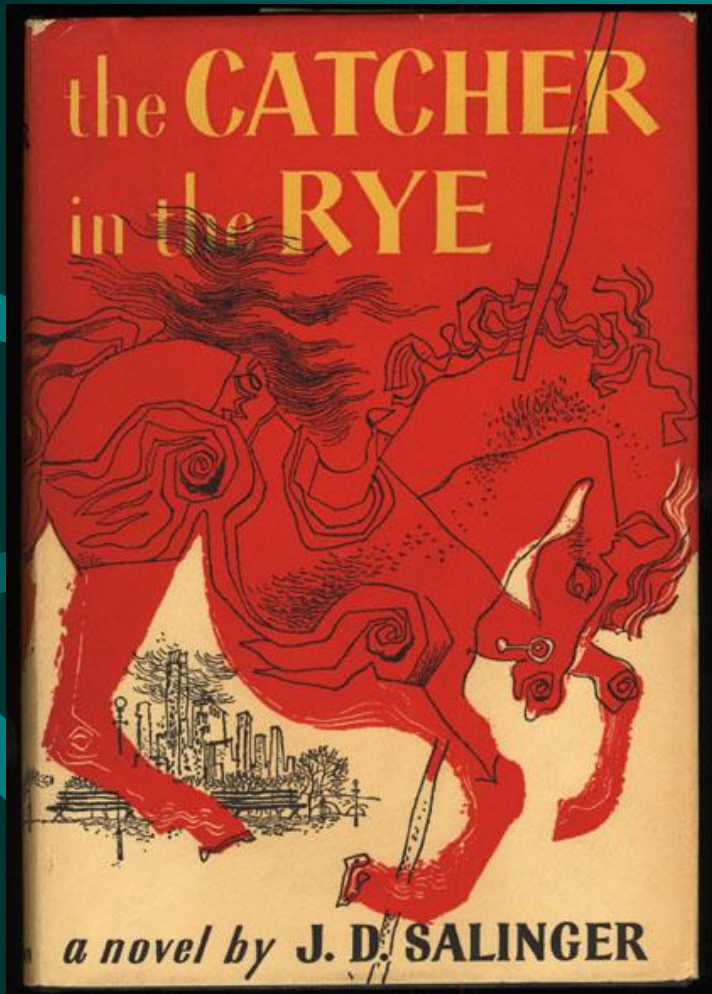


Abstract Expressionism



Jackson Pollock

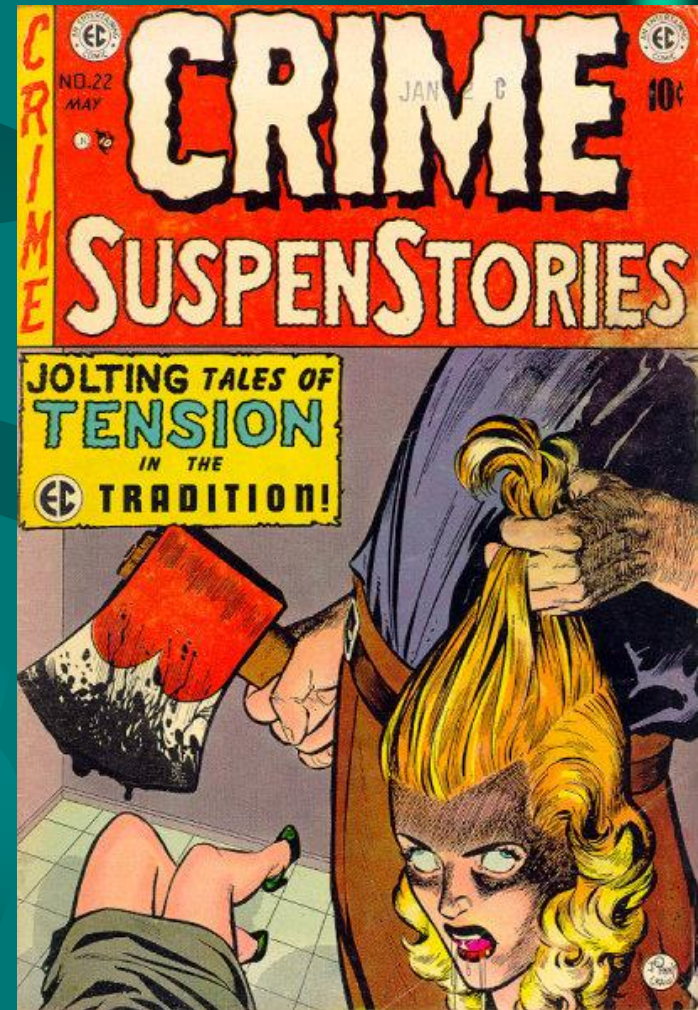
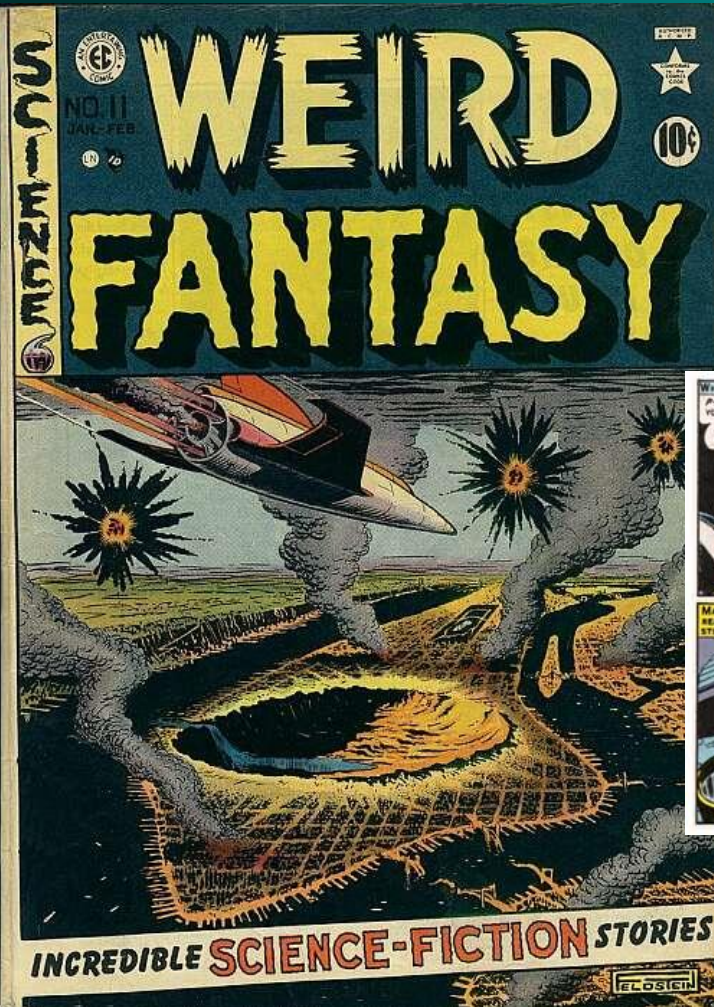
Literature



The BEATS

Burroughs, Ginsburg, Kerouac

Extreme Comics



Sex

- Which View Represented the '50s?

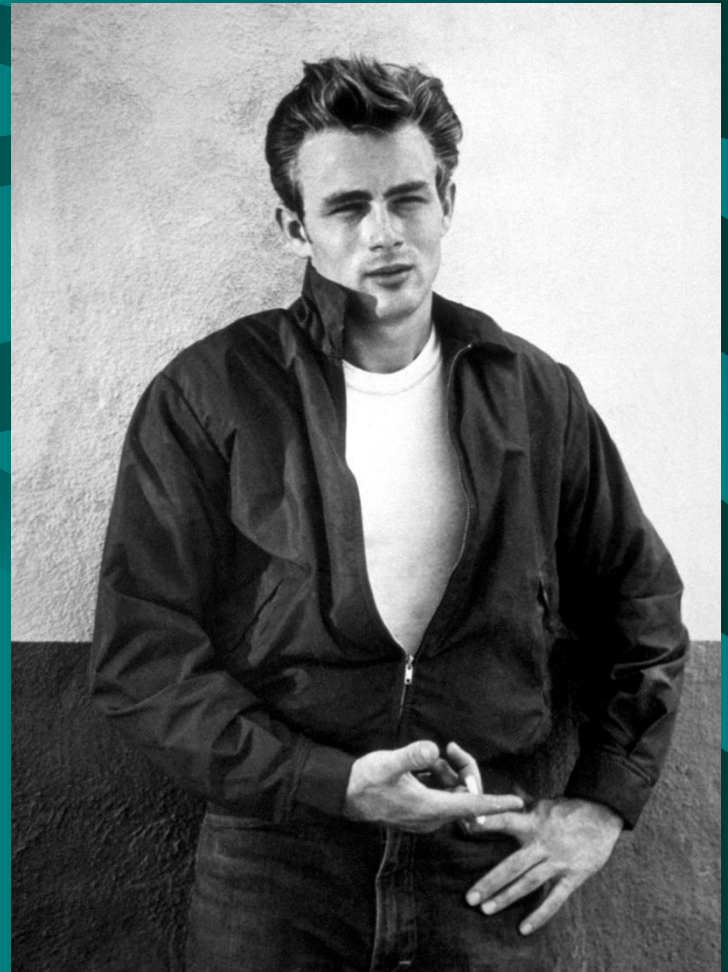


Playboy
1953



- Anti-Materialism
- Anti-Conformity
- Marlon Brando
- James Dean

Youth culture and rebellion



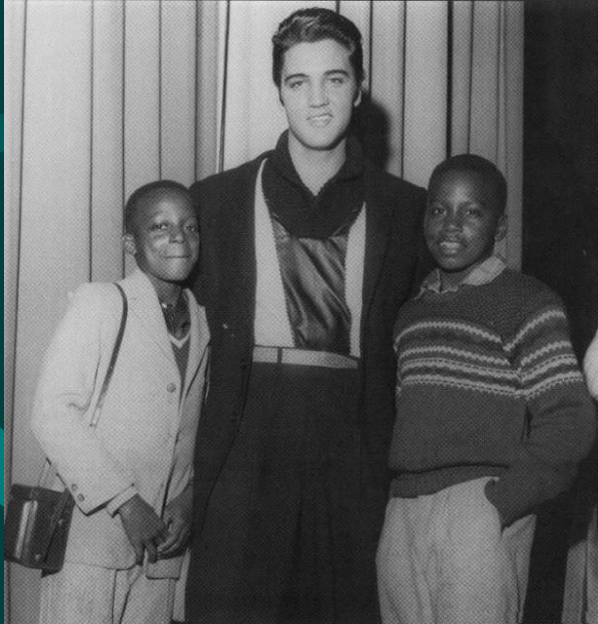
Rock – Rebellion or Racket?

- First Teen Market
- New “technology”
 - 45s and Transistor Radios
- Elvis Presley changes everything



The “threat” of Elvis Presley

- Race
- Sex
- Protestant Work Ethic



A 5th “A”??

Anticipation



The Fifties – The Four A's

ANXIETY, ANTI-COMMUNISM,
AFFLUENCE, ALIENATION