Social History of the 1950s:
The Culture of Conformity

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I. Women and Family: The Standard Narrative


Their Sheltered Honeymoon

The stunt might have been called "Tellout can be fun." As the belles of a Miami beach shelter builder, newlyweds Mr. and Mrs. Melford Minnemas this month subjected their bridal marriage to the strain of 14 days of cruellest dangers of nuclear war in 22-foot steel and concrete panic shelter 12 feet underground. When they emerged last week, the Minnemas were in fine spirits and the stunt had produced some useful evidence on underground survival.

In the shelter they slept for four days, the Minnemas had been hot and stuffy but they did not suffer from claustrophobia until near the end. They found they could do without their fresh-air blowers for six hours at a time without suffering ill effects. This could provide an important margin of safety in a real emergency. They wished they had had a better variety of foods and more tools to fix little things that went wrong. These inconveniences of their confinement behind them, the Minnemas were now looking forward to two more weeks together, above ground in Mexico, on a holiday paid for by the grateful shelter builder.

"Wedding gifts," which were mostly desired by the Minnemas, included stocks of food and some of special equipment to be used later in the shelter. The bomb-shelter entrance is at right rear, on level back of small house.
Family in the Shelter, Snug, Equipped and Well Organized

Inside the Kelsey-Hayes shelter which he and his son have put together (pictures at top), Art Carlson and his family demonstrate how a family might divide the responsibility for making it safe and livable. Here Carlson shows a table full of equipment which he would care for. It includes emergency tools like shovel and pick for digging out through debris, a fire extinguisher, first aid kit and bottled gas stove for cooking. Mrs. Carlson sits next to the larder of canned foods and the supply of water which she will keep fresh by frequent changes. Daughter Charlene (left) is in charge of bedding for the folding cots and fold-up bunks. Son Claude looks after the candles, flashlights, transistor radio and a fresh supply of batteries. Daughter Judy is the shelter librarian with a stock of books and games to help pass the time. The shelves also contain paper napkins, cups and plates, toilet tissue, cooking utensils, and changes of clothing for everyone. The inside walls of the shelter are painted bright colors to add a note of cheerfulness and increase illumination.
II. Women and Family: The Revisionist Narrative


Weiss, Jessica. *To Have and To Hold: Marriage, the Baby Boom and Social Change* (2000)

The culture of conformity

Percentage of women, ages 35-44, who are married

*by 1957, 97 percent of Americans of “marriageable age” were married
Average age at first marriage

*20th century low point for women, 20.1 years in 1956
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Fertility rate

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The culture of conformity

Fertility rate

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**Popular culture**

- Premiered Oct. 1951 on CBS
- No. 1, 2, or 3 show throughout run
- Ratings for single episode (71.7) top those of Eisenhower inauguration in 1953
- Sign in Marshall Field dept. store in Chicago: “We love Lucy, too, so we’re closing on Monday Nights”
“Hey! We almost forgot the most important thing!”

Remember to remember your camera this weekend. And for beautiful snapshots in color—load it with Kodakolor Film.

All good times just naturally "sparkle" in color. So why not catch them that way... in Kodakolor snapshots... to enjoy over and over again.

Kodakolor snapshots are every bit as easy to take as black-and-whites. And how they sparkle! Look at the pictures on this page, for example. See how brilliant the colors are? You can have your Kodakolor snapshots processed locally in many cities, or processed by Kodak. Just ask your dealer.

See Kodak's "The Ed Sullivan Show" and "The Adventures of Ozzie and Harriet!"

EASTMAN KODAK COMPANY, Rochester 4, N.Y.
"Any cereal starts the day right ... as long as it's Post Bran Flakes!"

LIFE IS SWELL WHEN YOU KEEP WELL... Do you do when you enjoy the "keep regular" benefits of Post OX Bran Flakes.
Tastes so good, too—lots of folks eat it for the flavor alone.
That's probably why Post is the biggest-selling bran flakes in the world.
Try some—see if you don't feel swell yourself!

ALL POST CEREALS HAD TO BE JUST A LITTLE BIT BETTER...
CHANGING ROLES IN MODERN MARRIAGE

Studying causes of our disturbing divorce rate, psychiatrists note wives who are not feminine enough and husbands not truly male

by ROBERT OUGHLAN

NOT since the age of chivalry has so much activity revolved around the idea of masculine love as in post-Nouvelle Vague France. Hollywood's romantic comedies, the French equivalent, have been on the rise, as have films that depict contemporary America. In the American culture, the image of the perfect marriage is entering a new phase. The marriage is becoming more a symbol of economic status and social standing than a backdrop for romantic gestures.

In a study of marriage in the United States, the researchers noted that the divorce rate has been rising, and that many couples are leaving the institution. The researchers found that the main reasons for divorce were lack of communication and commitment, and the inability to cope with the demands of modern life. The study also found that the divorce rate was higher among couples who had been married for less than five years, and that the rate was higher among couples who had children.

The researchers suggested that the increase in divorce could be attributed to a number of factors, including the changing roles of men and women in society. They noted that the traditional roles of the sexes had been changing over the years, and that this had led to a rise in the number of couples who were not able to cope with the demands of modern life.

The researchers suggested that the solution to the problem of divorce was to change the role of men and women in society, and to provide couples with the support they needed to cope with the demands of modern life. They noted that this would require a change in the way society viewed marriage, and that this would require a change in the way society viewed the role of the sexes.

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MODERN MARRIAGE

Studying causes of our disturbing divorce rate, psychiatrists note wives who are not feminine enough and husbands not truly male

by ROBERT COUGHLAN

NOT since the age of chivalry has so much activity revolved around the idea of romantic love as in contemporary America. In song and story, in the movies and on the stage, in boy-girl relationships from the kindergarten through college, love is the thing. And not since the age of Victoria has the ideal of the happy home compelled such overt sentiment and general admiration. The advertisements with their happy parents and rosy children in a setting of contentment reflect and dramatize child's dependence implies a need for protection and support for the mother. These primary feminine qualities—receptivity, passivity and the desire to nurture—color a woman's entire emotional life.

For the male, the sexual role requires aggressiveness and a certain degree of dominance, even of exploitative ness (the desire to utilize others for one's own advantage). These male characteristics are carried into marriage, living in your own. Since the male's primacy
III. Causes of conformity: The Standard Narrative

IV. Causes of conformity: The Revised Narrative

Brinkley, Alan. “The Illusion of Unity in Cold War Culture” and
Filene, Peter. “‘Cold War Culture’ Doesn’t Say It All” in
Rethinking Cold War Culture, Kuznick and Gilbert eds. (2001)
Cohen, Lizabeth. A Consumers’ Republic: The Politics of
Mass Consumption in Postwar America (2003)
V. Postwar Prosperity: economic indicators

- National output of goods and services doubled between 1946 and 1956, and doubled again between 1957 and 1970
- Percentage of people with middle-class incomes 60 percent in 1955 (never higher than 31 percent in 1920s)
- Percent of 1955 American families owning
  - cars = 73%
  - televisions = 81%
  - refrigerators = 96%
  - electric washing machines = 87%
  - electric vacuum cleaners = 67%

The culture of conformity
VI. Postwar Prosperity: economic causes

A. supply

B. demand

C. marketing

D. government support
**My Heart's Overseas**

**It my Hands are on the Job!**

Look at my hands ... grimy,搞得 all chippy. I used to be so proud! Not that it would hurt overseas.

"Why" ... that means O.K. to me, Virginia! "Why" ... funny looking little thing ... they tell me the nation that helps my Tom about right and true. Each sharp, Virginia ... mean.

Up to this date, swapping my O.K. may mean death to Tom?

"Why" ... that means O.K. to me, too, because what you're doing spells Victory! A love, we know, to close the lid on that war for the duration and peak away those moments for a production soldier's overall.

We get the right idea.

We know what you're fighting for. You're the leader and all that it means to women. But, you're fighting for a little house of your own, and a husband to wake every night at the door, fighting for the right to bring up your children the shadow of fear.

And you're doing a superhuman job... quietly, gallantly, honestly, in the ordnance plants, the munition factories, in transportation services, homeland civilian jobs, and on Eureka's own assembly lines. We know your hands will never idle till every Tom and Dick and Harry, too, come marching home...

Victory!

Today, more than 20% of Eureka's employees are women, making precision parts for machines of war...

EUREKA

**PRECISION... IN WAR AS IN PEACE**

gas masks, signalling devices, the marvelous little electric motors that move and lower the hogs landing gear of our Flying Fortresses. But already we see locks forward to the day when, out of new skills, new materials and new facilities developed in war, Eureka is put into your hands... your world-saving household to work so you've never imagined in your restless days.

EUREKA VACUUM CLEANER CO., DETROIT
VI. Postwar Prosperity: economic causes

A. supply

B. demand

C. marketing

D. government support
IN THE FIRST YEAR ALONE, A BABY NEEDS ALL THIS:

SOAP, POWDER, PANTS AND 236 QUARTS OF MILK
VI. Postwar Prosperity: economic causes

A. supply

B. demand

C. marketing

D. government support
3 "Looks" tell why Admiral is your best TV buy

Look AT THE STYLING
Happy the home that is graced by subtlety so tastefully
stated, so carefully crafted. Whether your preference is
for traditional, modern, or provincial design, there is an Admiral to enhance
the décor of your choice. Created to brighten a modern home,
this stunning 21" TV Model 312DX21 is equipped with Admiral's great
new long distance Super Cassette Chassis...with non-glare Super
Panoramic picture tube...new wide range rear control.

Look AT THE PERFORMANCE
In a city apartment or a rural home in the faraway "bells"
aera, yours is the enjoyment of television's sharpest,
darkest, brightest pictures—thanks to Admiral's long distance
Super Cassette Chassis. Yours, too, is the choice of two VHF-UHF Tuners—
the conventional 12-Channel Tuner-Tuner or the exclusive new Deluxe 32-Channel
Tuner! See this brilliant performance in the Regency Model 312DX16
with 35" square Super Panoramic picture tube—240 square inches...
"TV-Integrated" Radio...Super "600" Triple-Play Phonograph.

Look AT THE VALUE
For a memorable wedding gift...for newly weds on a budget...for anyone who wants the around TV enjoyment for the money—
Admiral's the answer! Get 21" TV—of a TV price—in console, combinations and table models—starting at only $166.45!
See the down-to-earth price tag on 21" TV Model 312DX21,
with Cassette Chassis and Super Dyna-Ray picture tube—223
square inches—21" TV's greatest viewing area!
The culture of conformity

VI. Postwar Prosperity: economic causes

A. supply

B. demand

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D. government support
VII. Suburbanization

✓ One out of every four homes in existence in 1960 was built in the 1950s
✓ 13 million new homes were built in the 1950s, of which 11 million were built in the suburbs
✓ Home ownership in 1960 was 62 percent, compared to 44 percent in 1940
POOLS FOR MANY

A Revlon旭airで描かれた画像は、各住宅区の屋根に設置されているプールを示しています。各住宅には、プールが設置されていることがわかります。

LAWNS FOR ALL

リコメンダーの敷地内では、各住宅区に大きな芝生が敷かれています。これにより、各家族が屋外でリラックスできる場所が確保されています。

RAMBLERS ON THE ROOF

Rambler Corporationの新しい建物の設置が見ることができます。この建物はロサンゼルスの郊外に位置しています。敷地内には、住宅の前庭、芝生、遊び場が設置されています。
The culture of conformity

Percentage of women, ages 16 and over, in workforce

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<td>25.8%</td>
<td>35.8%</td>
<td>33.9%</td>
<td>37.7%</td>
<td>43.3%</td>
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*most of 1950s increase = married with children*
Percentage of women, ages 16 and over, in workforce

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