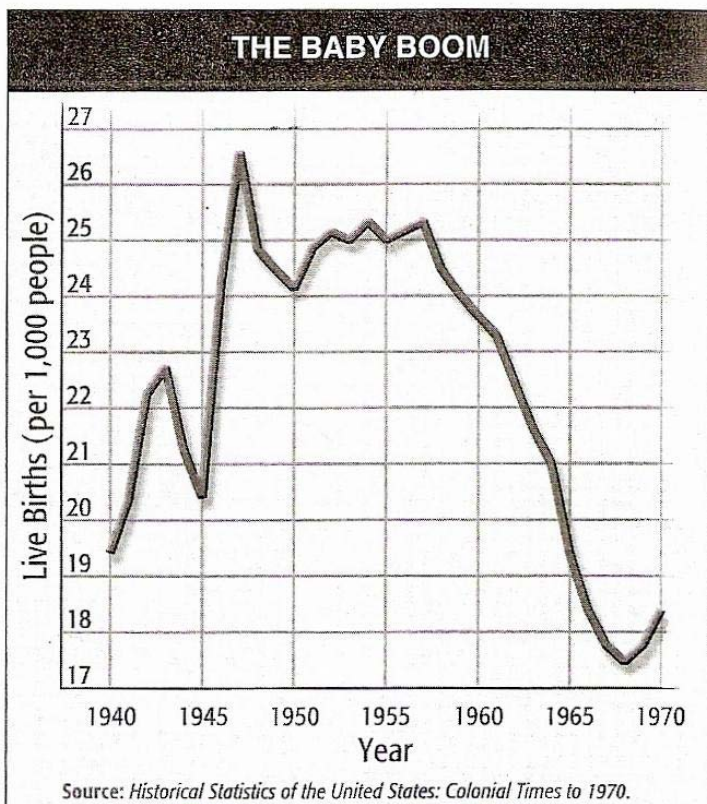


Document A

Baby Boom and Growth of the Suburbs

Directions: Read and analyze the following documents with the help of your group members to answer the questions that follow.



Young males returning to the United States following tours of duty overseas during World War II began families, which brought about a significant number of new children into the world. This dramatic increase in the number of births from 1946 to 1964 is called the **Baby Boom**.

The dramatic increase in births during the Baby Boom helped to lead to exponential rises in the demand for consumer products, suburban homes, automobiles, roads, and services.

When the number of persons is rising rapidly it is necessary to prepare for the increase. Houses and apartments must be built; streets must be paved; power, light, water, and sewer systems must be extended; existing factories, stores and other business structures must be enlarged or new ones erected; and much machinery must be manufactured.

(Source: <http://geography.about.com/od/populationgeography/a/babyboom.htm>)

Growth of Suburbs

One of the most profound social changes of the postwar era was the rapid growth of suburbs.

Suburbs, which only began to emerge as fringe (outside) communities around central cities in the late 1940s, became the country's main hometown.



In the ten years following 1948, 13 million homes were built in the United States; 11 million--85 percent--were built in the suburbs. Newlyweds caught in the postwar housing shortage flocked to Levittown by the thousands. When the first phase of construction was completed, 17,500 families had moved in. A second massive development, near Philadelphia, housed 70,000 people.

By 1960, as many Americans lived in the suburbs as in central cities, and the suburban way of life was shaping the patterns and rhythms of American life.

(Source: http://www.gilderlehrman.org/teachers/module.php?module_id=537)

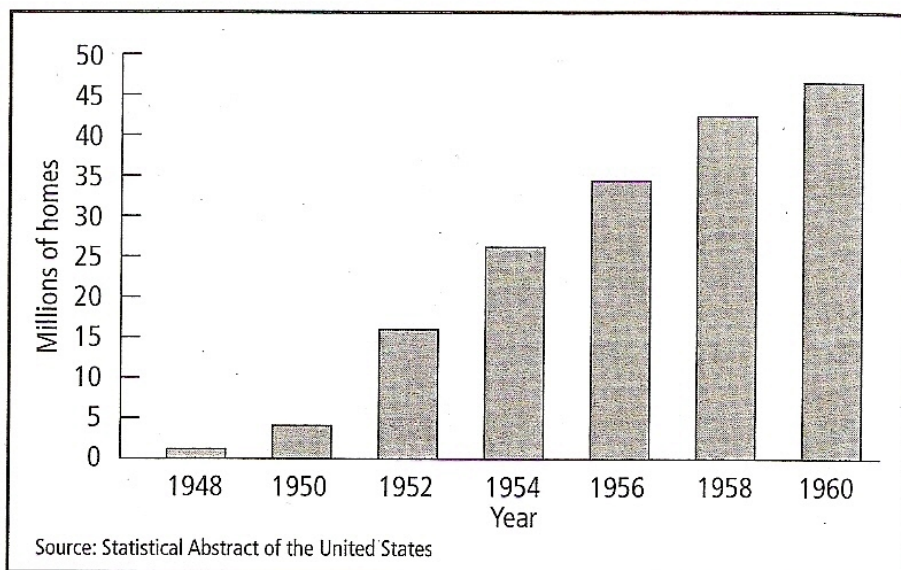
Additional Question: With the growing population and growing suburbs, what industries and jobs might develop too? Think of some examples with your group members.

Document B

Television and Rock 'n' Roll

Directions: Read and analyze the following documents with the help of your group members to answer the questions that follow.

Homes with Television Sets, 1948–1960



ANALYZING DOCUMENTS

Examine the bar graph at right. Between which two years did the number of homes with television sets increase most dramatically?

TELEVISION After limited broadcasting in 1939, national broadcasting began in 1946. Television became the leading form of popular entertainment, and its growth, both as a source of amusement and a tool for learning, has continued to the present day.

Perhaps the most far reaching change in communications worldwide was the advancement in the area of television broadcasting. During the 1950s, television became the dominant mass media as people brought television into their homes in greater numbers of hours per week than ever before. Shows called "sitcoms" like The Honeymooners, Lassie, Father Knows Best, The Adventures of Ozzie and Harriet, and I Love Lucy featured popular characters whose lives thousands of viewers watched and copied. Families enjoyed variety shows like American Bandstand and The Ed Sullivan Show on Sunday evenings. When Edward R. Murrow began offering his weekly radio program (called "Hear It Now") on TV as "See It Now," the world of news broadcasting was irrevocably changed.

(Source: <http://kclibrary.lonestar.edu/decade50.html>)

Rock 'n' Roll

Rock-and-Roll (rāk'n roll') n. first so used (1951) by Alan Freed, Cleveland disc jockey, taken from the song "My Baby Rocks Me with a Steady Roll". The use of rock, roll, rock and roll, etc., is a form of popular music that evolved in the 1950's from rhythm and blues, characterized by the use of electric guitars, a strong rhythm with an accent on the offbeat, and youth-oriented lyrics. A form of popular music arising from and incorporating a variety of musical styles, especially rhythm and blues, country music, and gospel. Originating in the United States in the 1950s, it is characterized by electronically amplified instrumentation, a heavily accented beat, and relatively simple phrase structure.

Some famous musicians of the 1950's included: Bill Haley, Elvis Presley, Jerry Lee Lewis, Buddy Holly, Ritchie Valens, and the Big Bopper. Many of these musicians made themselves famous by performances that were seen on television (e.g. American Bandstand). A wider audience heard their music and SAW them perform, adding to their mass appeal. (Source: <http://www.history-of-rock.com/>)

Additional Question: How did the development of television also influence the growth and popularity of rock 'n' roll music? Discuss with you group members.

Elvis Presley performing on "Stage Show" which appeared on CBS in 1956.

1957 Rexall Drug Store original vintage advertisement. Featuring the Orange & Blue sale with original list prices on a huge variety of items.



"Are pickles worth more than people?"

asks **FEDDERS** WORLD'S LARGEST MAKER OF ROOM AIR CONDITIONERS

Don't laugh! Do you keep your pickles fresh and cool in a refrigerator costing hundreds of dollars more than a Fedders Air Conditioner—while you yourself swelter in humid, unhealthy summer heat?



You don't have to be a doctor to know how much a spell of hot, sticky sleep-destroying weather can take out of you. With a Fedders Air Conditioner in your home supplying clean, cool air you not only live more comfortably, but you give yourself the most modern health protection. Heat, excess humidity, and pollen never reach you.

With a Fedders you will have this protection year after year. Fedders units are the product of the world's most advanced air conditioning research laboratories. This year Fedders introduces the world's first full-size 1/2 hp unit to run on normal house current without special wiring. Called the 1/2 hp Supreme, this revolutionary air conditioner gives full cooling, yet uses 40% less electricity than other big 1/2 hp units! (And gives 30% more cooling than 1/4 hp units.)

Drop in on your Fedders dealer today and ask him to show you the new Fedders line. You'll find his address in the yellow pages of your telephone directory.

Fedders follows "Weather-Proof" design in the mark of America's best-made air conditioning. Choice of colors, models, and prices for every home and budget. Up to these years to stay!

Ask your dealer to show you **FEDDERS EXCLUSIVE NEW SUPER 'F' COOLING SYSTEM**

Integral Fin-Tube Design inserts maximum cooling by leading aluminum fins to scrape refrigerating tubes through a unique Fedders manufacturing technique. This special feature is one of the reasons Fedders Air Conditioners give greater cooling power than other units.

Silver-Bond Synthetic Seal. Heat-applied layer of silver at all joints seals in precise pressure... gives top refrigerating efficiency without expansion or leakage. Silver-bond seal can't shake loose... can't wear out.



New Compressor Valve adjusts to compressor load automatically, provides optimum performance under any operating conditions. Made of imported steel to clear tolerances than those in the best automobile engine. All compressor parts are guaranteed by Fedders for 5 years.

FEDDERS AIR CONDITIONERS

1956 Fedders Air Conditioning original vintage advertisement. Asks the question: "Are pickles worth more than people?" Do you keep your pickles fresh and cool while you yourself swelter in humid, unhealthy summer heat?

Description: 1955 IBM Circuit Board original vintage advertisement. Photographed in rich color featuring a transistor circuit board, predecessor to the silicon chip.



Additional Question: What do the advertisements show you about the changing lifestyles of Americans during the 1950's?

Discuss with your group members.

Panel of decision makers

Today, IBM electronic panels like this are paving the way for a whole new family of lightning-fast computers and data processing machines — "decision-makers," adaptable to large or small business, that can be mass-produced with typical IBM precision.

These tiny, power-packed transistors mounted on printed wiring panels replace bulky vacuum tube assemblies. By greatly reducing heat output and by effecting dramatic savings in space and power requirements, their use in IBM electronic data

processing machines results in vastly simplified installation.

Through the use of developments such as this, IBM is bringing the revolutionary, yet practical, benefits of electronics to more business than ever... helping America work better and faster — at less cost.

International Business Machines Company Limited
Dan Mill Road, Toronto 6, Ont.



World's largest producer of data processing machines

