

# Post War – 1950s



# Highway System

- Ability to commute from suburbs to the city
- Travel cross country by car
- Beginning of the Interstate Highway system we have today

# Prosperity

- Economic power
- Encouraged to buy more household items & T.V.s
- Get married & start a family
- Move to new areas –buy homes (Levittown)
- Conform – fit in & be like your neighbors
- Medical – Salk Polio vaccine

# Baby boom

- Increased population
- Grew by 30 million
- Encouraged Suburbs – move their families

# Consumerism

- American Dream
- New appliances & Air conditioners
- TVs & record players
- IBM – 1<sup>st</sup> mainframe computer

# Non-conformance

- New form of entertainment - Rock & Roll
- Beatniks – resisted conformity
- Teenagers –new term

# Women's Role

- Leave wartime jobs & become housewives
- “keepers of the suburban dream”
- Jobs limited: teacher, nurse, office help