

**Objective: To examine how America changed in the years immediately following World War II.**



# Postwar Leaders

Election of 1948: Harry Truman (D) v. Thomas Dewey (R)



*Iowa,  
1948*

**Harry Truman's Whistle-Stop Campaign (July - October 1948)** *"The idea was his own. 'I want to see the people,' he had said. There would be three major tours: first cross-country to California again, for fifteen days; then a six-day tour of the Middle West; followed by a final, hard-hitting ten days in the big population centers of the Northeast and a return trip home to Missouri."*

*(McCullough, David. Truman. Simon & Schuster: New York, 1992. Page 654)*

*President Truman speaking to a group of boys from his train during his 1948 campaign.*



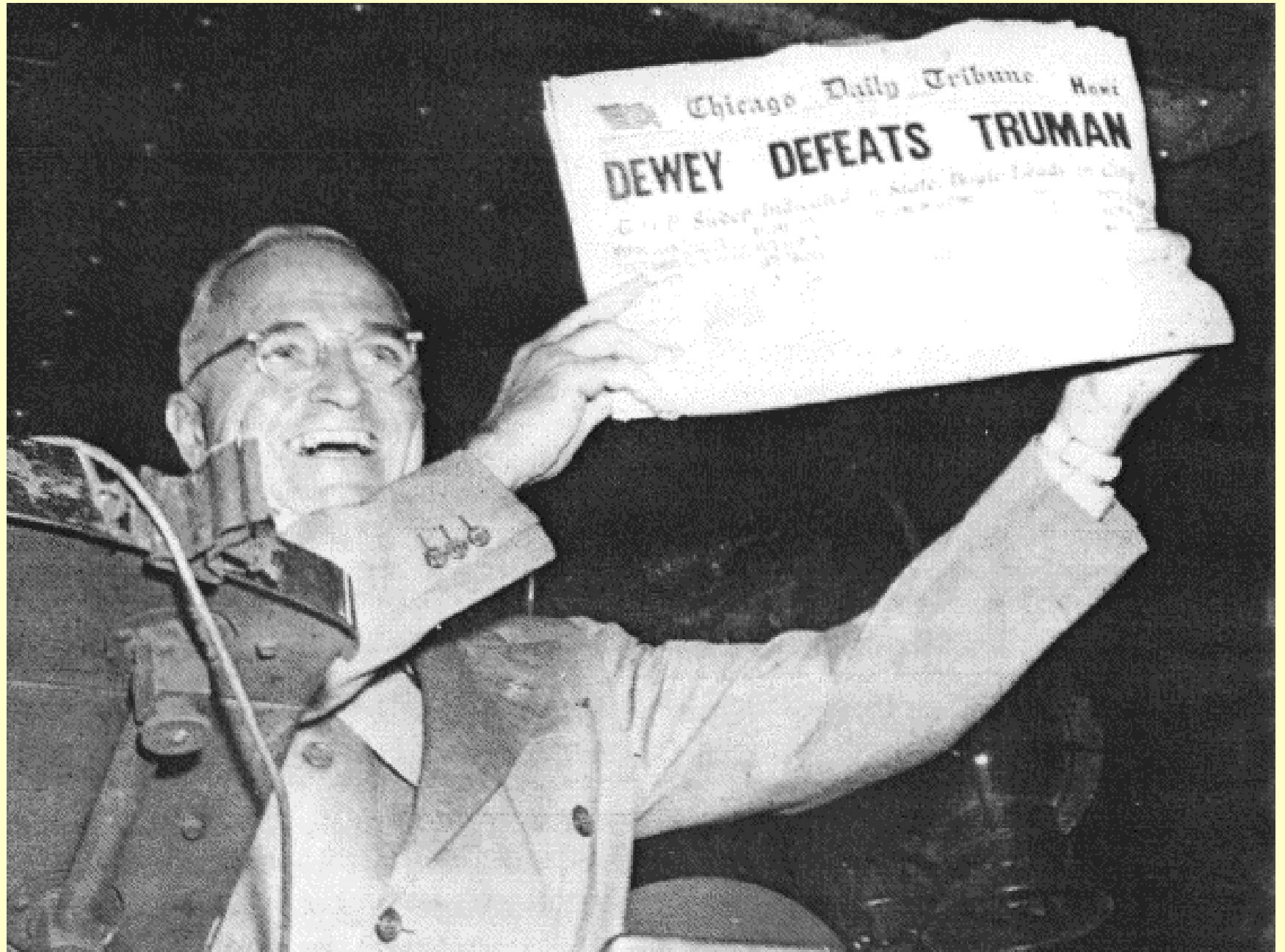


*Press aboard campaign train, 1948*



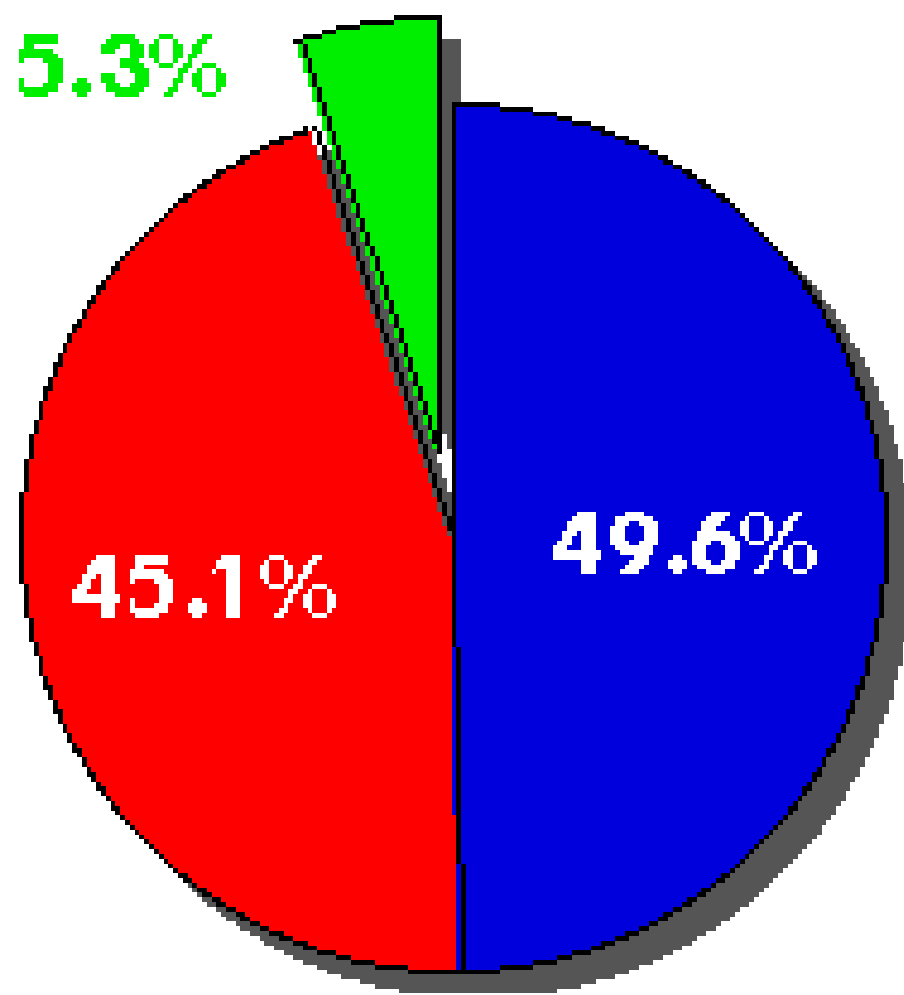
*Campaigning for Truman, 1948*

- Truman narrowly defeated Dewey.



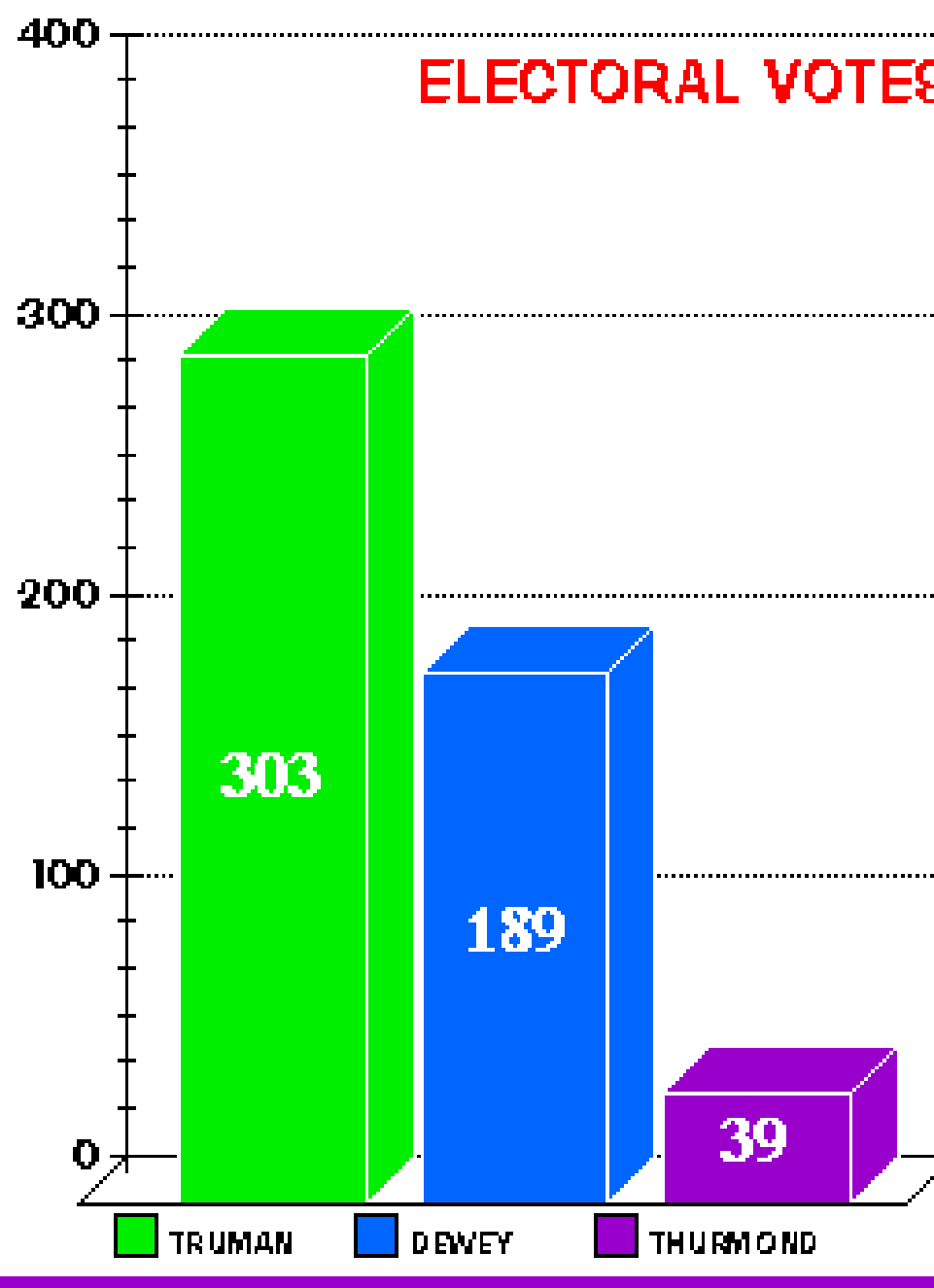
# POPULAR VOTE

5.3%



- Harry S. Truman (D)
- Thomas E. Dewey (R)
- Other

# ELECTORAL VOTES

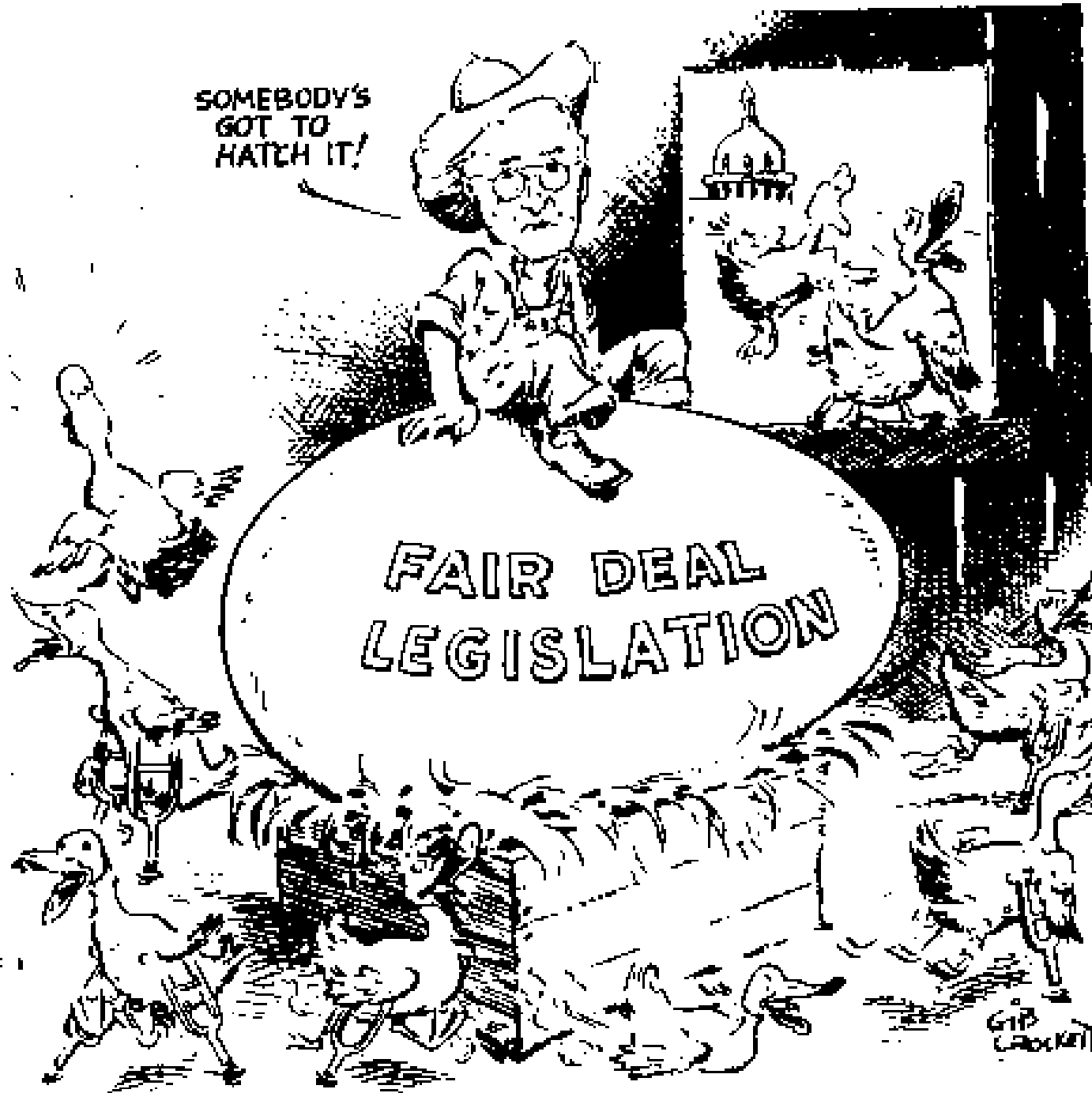






*Upset Cart,  
by Jim  
Berryman*





- However, Congress rejected Truman's plan for the government to provide health insurance for all Americans.

## Election of 1952:

- Pres. Truman announced that he would not seek reelection.
- Republican General Dwight D. Eisenhower defeated Democrat Adlai Stevenson for the Presidency.



*General Eisenhower  
Speaking to  
Paratroopers before the  
D-Day Invasion*

# I LIKE IKE

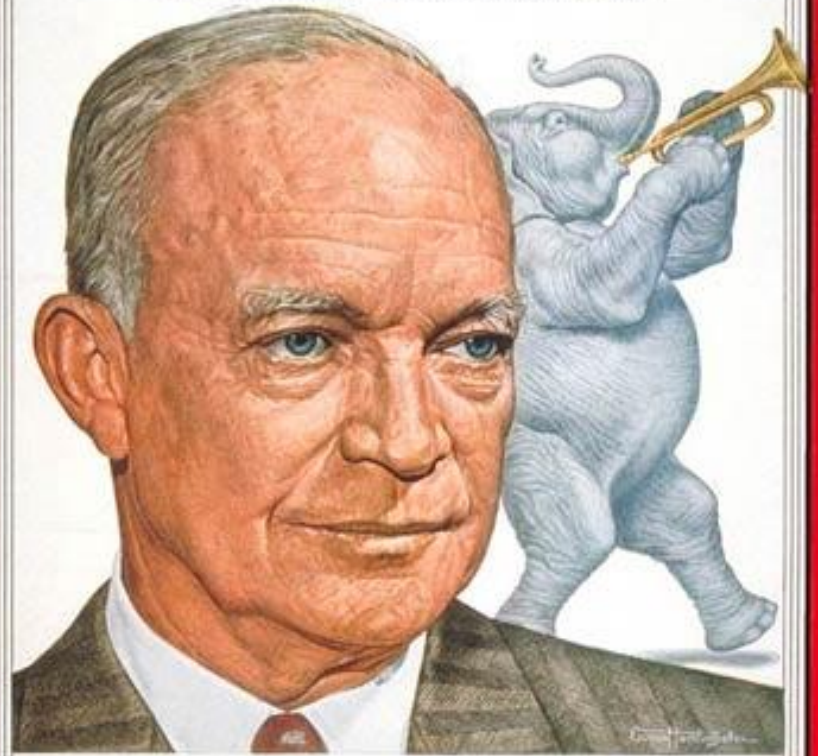
Words and Music by **IRVING BERLIN**



**IRVING BERLIN**  
*Music Corporation*  
1305 AVENUE OF AMERICAS, NEW YORK, N. Y. 10019

# TIME

THE WEEKLY NEWSMAGAZINE



CANDIDATE EISENHOWER  
Do the American people want a change?

## “They Like Ike”, by Irving Berlin (1952)

The presidential year will soon be drawing near  
The people soon will choose their fav'rite son  
I wonder what they'll do in Nineteen fifty-two  
I wonder who they'll send to Washington

They like Ike  
And Ike is good on a mike  
They like Ike  
-But Ike says he don't wanna  
That makes Ike  
The kind o' feller they like  
And what's more  
They seem to think he's gonna

-But Harry won't get out  
-They're in for plenty of fights

-Harry won't get out  
-He's got squatter's rights

But there's Ike  
And Ike is good on a mike  
And they know  
The votes that he can carry  
-But don't forget there's Harry  
But they like Ike

They won't take Saltonstall and Stassen's chance is small  
The same would go for Vandenberg and Taft  
And Dewey's right in line with William Jennings Bryan  
There isn't anyone that they can draft

They like Ike

And Ike is good on a mike

They like Ike

-But Ike says he won't take it

That makes Ike

The kind o' feller they like

And what's more

They seem to think he'll make it

-But Harry's on the ground

-And should Republicans win

-When they come around

-He won't let them in

If it's Ike

Your Chief can get on his bike



And his things  
A moving van will carry  
-They can't do that to Harry!  
But they like Ike

For nearly twenty years we've had the people's cheers  
The Democrats continue to advance Of course, they could  
arrange to make a sudden change But no one's 'round who  
seems to have a chance

## Life in the 1950's:

- In the 1950's, the nation experienced a **baby boom**.

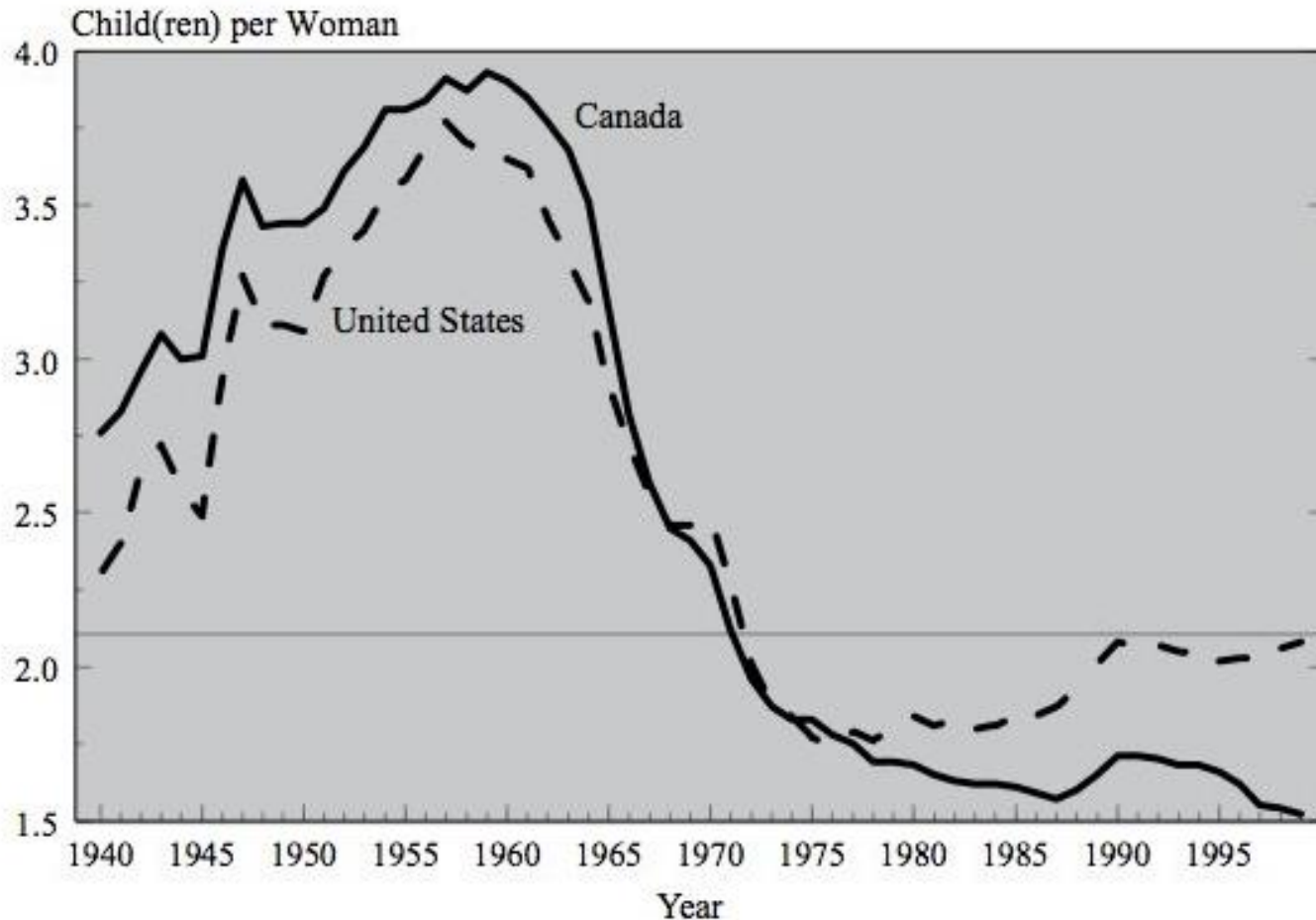
### Decade      Population Growth

1930's	9 million
1940's	19 million
1950's	29 million

# What caused the baby boom?

- the economy was the best it had been since the 1920's
- many couples waited until after WWII to have children

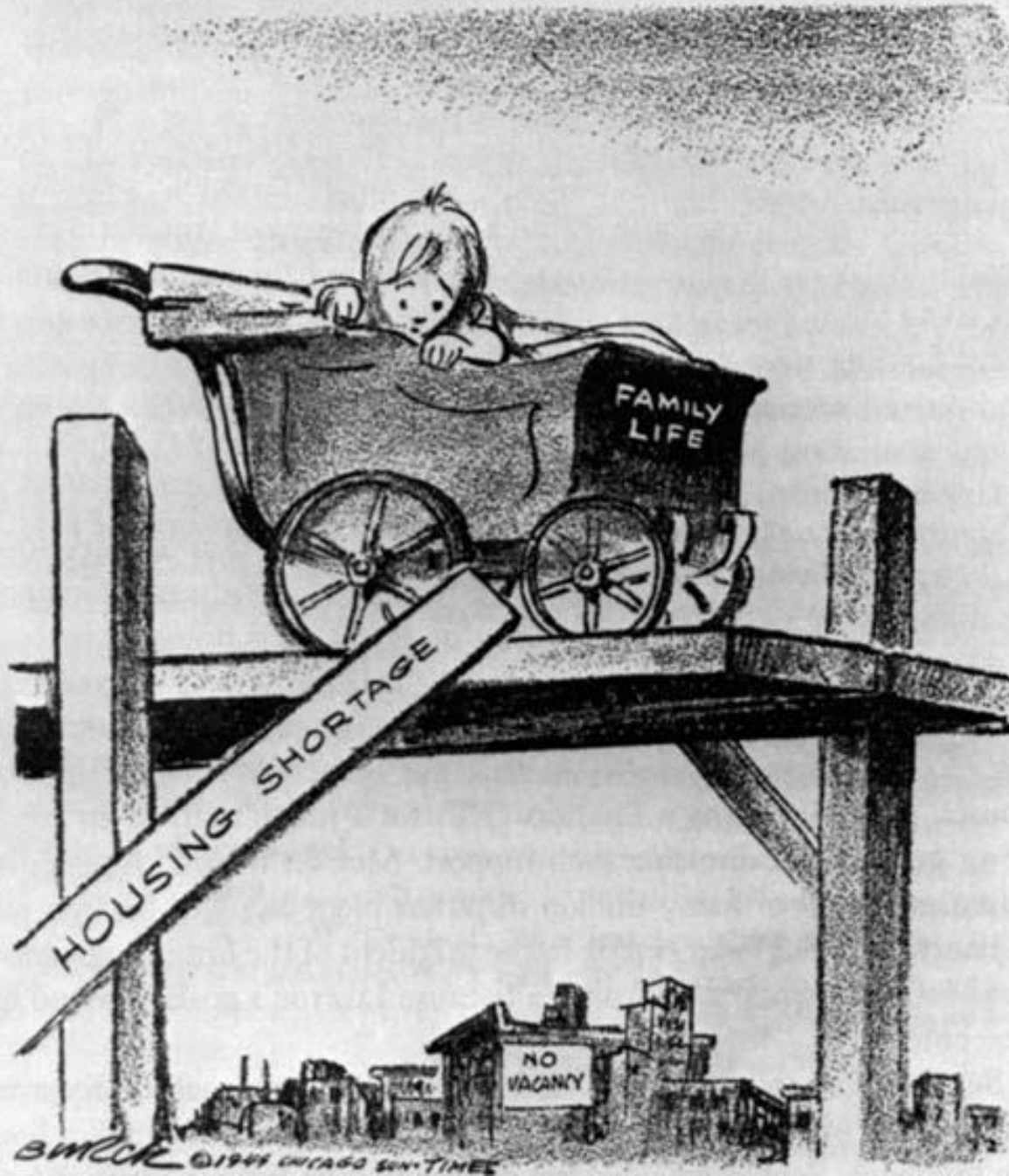
Figure 1. Total Fertility Rate, Canada and United States, 1940-1999





- health care improved for pregnant women and newborn infants
- Dr. Jonas Salk created a vaccine against polio.

# Left High and Dry



*Stranded baby carriage.  
[Chicago Tribune, 1947]*



*It's a promise!*

JIM'S going away tomorrow . . . and there will be long, lonely days before he comes back.

But that little home sketched there in the sand is a symbol of faith and hope and courage. It's a promise, too. A promise of gloriously happy days to come . . . when Victory is won.

Victory Homes of tomorrow will make up in part at least for all the sacrifices of today . . . and that's our promise!

They will have better living facilities . . . electrical living with new comforts, new conveniences, new economies to make every day an adventure in happiness.

Plan for your Victory Home now . . . the one sure way is to buy War Bonds. Every Bond you buy is an investment in your future happiness and security . . . every dollar you put into Bonds helps bring our boys back sooner—and safer. Buy another Bond today.

The General Electric Consumers Institute at Bridgeport, Conn., is devoted to research on wartime home problems such as: Nutrition - Food Preparation - Food Preservation - Appliance Care - Appliances Repair - Laundering - Home Heating and Air Conditioning. Helpful booklets are available from your G-E Appliance Dealer, or General Electric Consumers Institute, Dept. L-3-B.

APPLIANCE AND MERCHANDISE DEPARTMENT, BRIDGEPORT, CONN.

**GENERAL ELECTRIC**



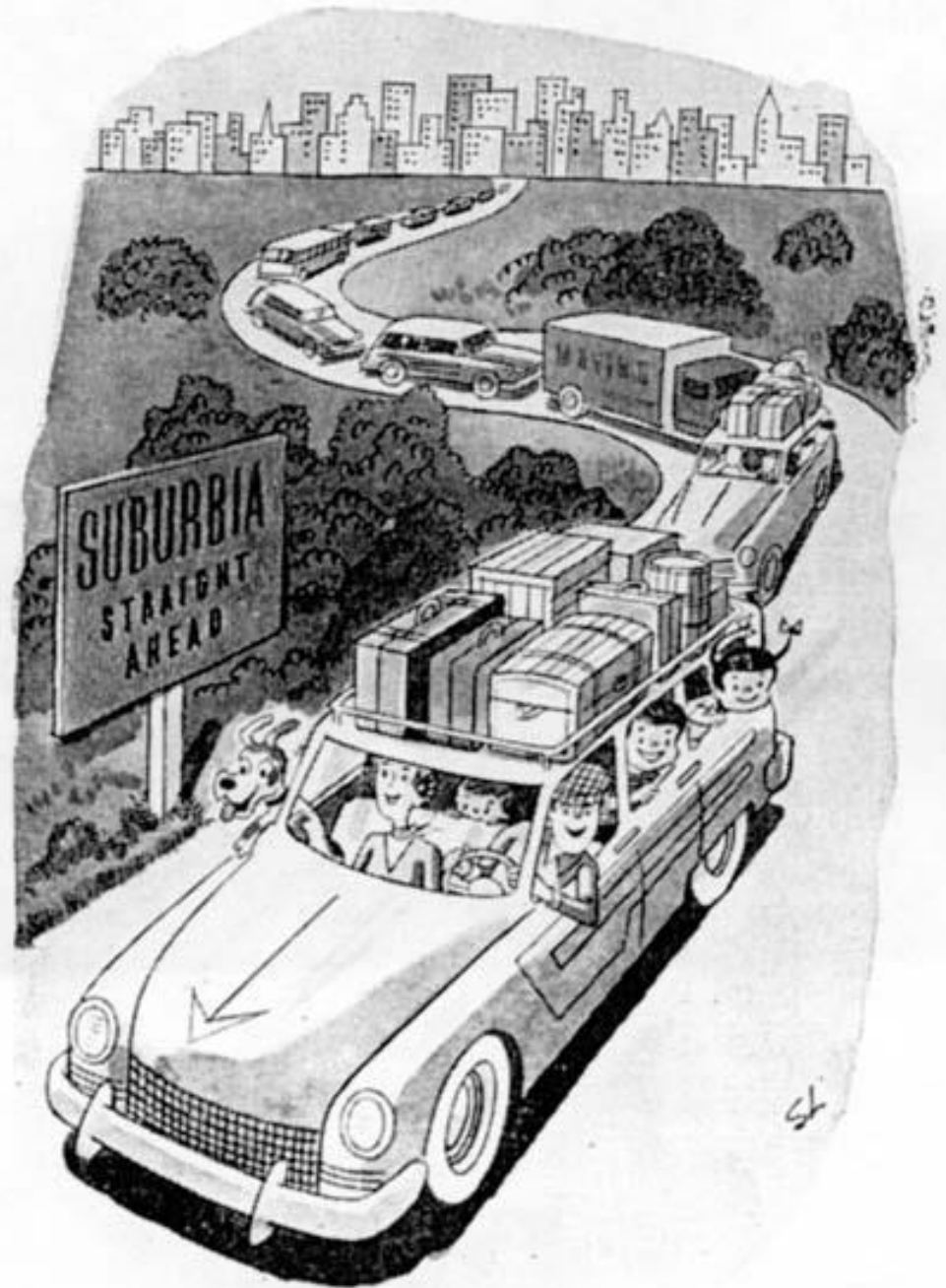
From left to right: Toaster, Coffee Maker, Lamp, Vacuum Cleaner, Refrigerator, Stove, Washing Machine, Dryer, Radio, Record Player.

*Returning war veterans sparked an unprecedented demand for housing after World War II. Cheaper materials and government-backed mortgages enabled home builders to meet that demand.*

## The suburbs grow:

- As families grew, people began to move out of the cities and into the suburbs.

*The new suburbs combined country comforts with city conveniences. With the help of modern production and financing methods, builders like Levitt and Sons made the American dream of homeownership affordable to millions.*





NO. 1



NO. 2



STAR VIEW OF ALL HOUSES

THE  
*1950 House of Levittown*  
 •  
 TELEVISION EQUIPPED  
 by ADMIRAL!  
 •  
*Complete Price - \$7990*



- William Levitt bought large tracts of land on which he built thousands of identical houses.

*"Any fool can build homes—what counts is how many you can sell for how little." - William J. Levitt*





*Before and after  
aerials showing  
Island Trees,  
New York, site of  
the first  
Levittown  
development.*

- These communities were known as Levittowns, the first of which was built on Long Island in 1947.



*You'll love the life you'll live in Levittown!*



**It's like a vacation!**  
You'll have eight champion swimming pools and children's wading pools.



**Levittown schools are modern,**  
and all within walking distance. Six public schools include every grade.



**Levittown youngsters enjoy**  
fully-equipped supervised playgrounds and organized sports.

Take a good look at your future home — it's authentic Cape Cod, built by Levitt & Sons, comfortable, sturdy and complete. No extras to buy.

You get a Bendix Automatic Laundry, a General Electric Range and G.E. Refrigerator, Tracy steel kitchen cabinets. You get a built-in Dutch cupboard and kitchen exhaust fan.

You get a York-Shipley Oil

Burner, a gorgeous, colored steel tile bath, built-in book cases, spacious closets and literally dozens of "extras" all included at Levittown's famous low price.

Why continue to pay high rents (with more increases due)? Put that hard-earned money into your own home.

Visit Levittown. See with your own eyes how much you get for so little!

*Come to South Village Green*

**Levittown**  
CAPE COD HOMES

Finished Model Home open daily 9 a.m. to 6 p.m. and 7 to 9 p.m.  
Sat. and Sun. 12 a.m. to 4 p.m.

NORTHERN STATE PARKWAY to exit 12c Wainwright State Parkways to Levittown East #3; past Howard Johnson's 12 to 1st Avenue on your speedometer; on Wainwright Turnright to Silver Lane; RIGHT ON SILVER LANE TO SOUTH VILLAGE GREEN AND 45 ACORN LANE.

SOUTHERN STATE PARKWAY to Levittown sign at Exit 28; north on Wainwright Ave. to Cotton Lane. LEFT ON COTTON LANE TO OLD OAK LANE AND OUT OAK LANE TO SOUTH VILLAGE GREEN AND 45 ACORN LANE.

**2 AND 3 BEDROOM  
CAPE COD HOMES**

**\$8,490<sup>UP</sup>**

VETERANS NEED ONLY  
**\$340<sup>DOWN</sup> \$67<sup>MONTHLY</sup>**

CIVILIANS NEED ONLY  
**\$790<sup>DOWN</sup> \$68<sup>MONTHLY</sup>**

Morris Management Co.  
Phone: LEvittown 9-7000

*Newsday Advertisement*  
**June 13, 1953**

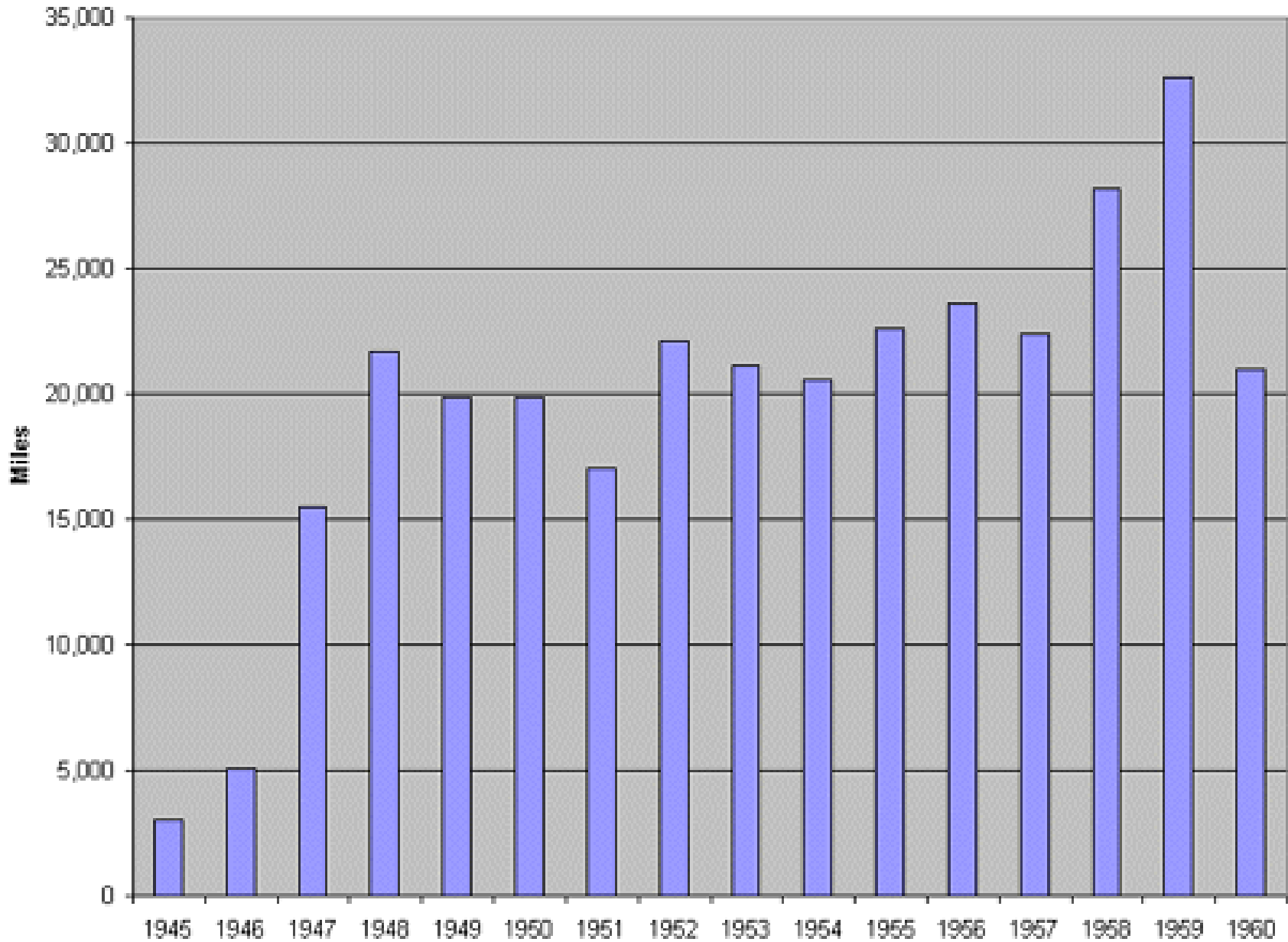
# Cars and Highways:

- The growth of suburbs caused an increased reliance on cars and the construction of highways.

**Example:** By 1960, 9 out of 10 suburban families owned a car.

- The Interstate Highway Act of 1956 built a network of highways across the country linking the nation.

Miles of Highway Completed Annually, 1945-1960





## Television:

- In the 1950's, the television replaced the radio as the primary form of home family entertainment.

*(1951 - 30 inch) This set was by far the largest direct view model of its time, with a 30 inch picture tube. It is the largest black and white set ever made.*

# Take it Easy!

Change TV Programs from your Easy Chair with the Amazing Zenith "Lazy Bones" **REMOTE CONTROL**



Not one knob to touch! That's right—you just hold the "Lazy Bones" control in your palm, anywhere in the room. To change programs one after another, just press lightly with your thumb. Absolutely nothing else to tune or re-tune. All the necessary adjustments are made for you—automatically. It's the far-ahead design and extraordinary stability of Zenith's Turret Tuner that make possible such miraculous remote control! You must try it yourself to believe it. Your Zenith Radio and Television Dealer invites you, today.



New Zenith "Byron" TV Console. 19 inch (238 sq. in.) 2-in-1 Reflection-Proof screen, wider than a newspaper page! New "Super-Range" chassis. Pre-tuned built-in antenna. 18th Century cabinet in rich Mahogany veneers.

©1949

Only \$30, on any new Zenith TV Receiver



Zenith Radio Corporation, Chicago 29, Illinois • Also Makers of Fine Hearing Aids



*(1949 - 12 inch)*

*Zenith was the primary company making "porthole" style sets*

- Popular shows included *American Bandstand*, *Howdy Doody*, and *I Love Lucy*.



*Howdy Doody*



*I Love Lucy*



*American  
Bandstand*