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**SOCIAL CHANGES IN THE NINETEEN FIFTIES IN  
THE USA**

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Andrea Huclová

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## **ABSTRACT**

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The main object of this undergraduate thesis is the nineteen fifties in the United States of America. The aim of the thesis is to familiarize the reader with social events in this decade, namely the weakening of the social status of women and their massive return to home. The whole thesis is separated into three major parts, namely the chapters and each chapter is divided into several sub-chapters. The first part focuses on the history of women's struggle for equality. This chapter deals both the Enlightenment and feminism and simultaneously tries to capture the main moments of these seasons. This chapter follows the second part, which deals with the main theme of the thesis, namely the change of the social status in the nineteen fifties. It tries to present this change to the reader and describe all the aspects that caused it, including the mass media, baby boom and the development of suburbs. The chapter points on the education of women and fashion in the nineteen fifties, and also seeks to outline all innovations that were developed to help facilitate the work of women in their now new, modernistic role of housekeepers. The last part deals with the important women of the nineteen fifties who did not succumb to the new social pressures at play at this time, thus eschewing the need to become an exemplary housewife. The chapter tries to describe the uniqueness of these women and thereby explain the inclusion of their names in this thesis.

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## INTRODUCTION

In modern society women are emancipated, are the heads of important companies and corporations, and are even leaders of major political parties. They have almost the same status and rights as men. They can vote, own property, study at the university or freely decide about their lives. If woman wants be a doctor or lawyer, it is no problem. If she wants prioritize her job before family life, it is no problem. If women decided not to have children, it is no problem.

In modern developed countries women are human beings with their own rights. But it was not always so. Gender roles and status in society experience constant evolution. This evolution and changes in women's social position is certainly influenced by historical events such as wars or development of women's movement. Meanwhile, some of the most considerable changes in the status women have been experienced during the twentieth century.

In this undergraduate thesis I will focus on the period of the nineteen fifties and I will endeavour to define the change of middle-class woman's position in society embedded within this decade. Simultaneously, I will try to answer questions which the reader may ask. How did women live in the nineteen fifties? What changed the perception of their role? How they fought for their rights? What outlook was there for women in attaining education? Or, how did they dress?

During the nineteen forties and because of the World War II, women were called upon to be completely independent of the men and often even performed male work in factories. But, in the nineteen fifties the situation changed. In this decade emphasis was placed on the family and traditional roles returned. Women return to the household and became primarily the housekeepers, mothers and wives. As described the article "1950-1959" written by Becky Bradley "the end of World War II brought thousands of young servicemen back to America to pick up their lives and start new families in new homes with new jobs" (Bradley). After the period of unrest associated with war, people yearned for a peaceful and especially comfortable life in a family house. Because of the Federal Housing Administration, mortgaging allowed for a longing for homes that became possible for even the poorest Americans, who could take out a loan and buy a new house. As states Harold Evans in the book *The American Century* "some 13 million new homes were bought in the decade after 1948" (Evans 435). In the nineteen



fifties so greatly increased the number of owners of family houses effectively caused development of suburbs. This development of suburbs had of course, an impact also on the women who would live there. As described in the article “Women at work” published by John Curtin, Prime Ministerial Library, “for women, the emphasis was on modernising homes to take the drudgery out of housework and to provide facilities within the new housing settlements that were mushrooming in the suburbs” (John Curtin Prime Ministerial Library). It was accepted that women would leave their job in the cities and with moving to the suburbs, become housekeepers.

Furthermore, to the home sales joined also the sales of other goods that made life easier and more enjoyable. In order to facilitate the work of women in the household, stores offered revolutionary devices such as automatic washing-machines or dryers, in order to entertain people and make their life better. Sales markets were full of goods such as televisions and cars. According to Evans “83 percent of American homes had television” (435) and according to Harvard Sitkoff, professor of History at the University of New Hampshire and author of the book *Postwar America: A Student Companion* “in the 1950s, Americans bought million new cars alone” (Sitkoff 78). It is therefore clear that, although America was affected by The Cold War in the nineteen fifties, the living standard of the average American was getting better. The incomes of Americans “nearly tripled” (435) and “America, with 6 percent of the world’s population, was consuming one third of the world’s goods and services” (435). The fifth decade, very often known also as the Golden Fifties, is slowly becoming a decade of consumerism, innovative products, suburbs and happy families. To summarise, we can see that even after tragedies such as World War I, The Great Depression and World War II that a blossoming of the United States of America had begun.

Additionally, there were other ‘bloomings’. Equally important, the increase in population during the so-called baby boom, when according to Evans during the years 1950 to 1960 was born 40 million babies. During the nineteen fifties the United States experienced the progress also in the medical and scientific field. Between the noted successes that were achieved in this era, it would be beneficial to mention the establishment of the National Aeronautics and Space Administration (NASA) in 1958, the production of the first computer in 1951, production of vaccines against polio in 1952, first heart operation in 1953 or selling of the first transistor in 1954. Last but not least

the nineteen fifties was an era beneficial also for Afro-Americans. While the United States of America led the Cold War with the Soviet Union, African-Americans led fights for their rights. As described Sitkoff “although African Americans had been agitating for civil rights since before the Civil War, developments in the 1940s and 1950s permitted revolutionary advancements in the struggle for black equality in the United States” (60). Amongst these achievements 1954’s indisputably significant events in the United States Supreme Court (when the National Association for the Advancement of Colored People, in short NAACP), reached a verdict in the case *Brown v. Board of Education of Topeka, Kansas* state laws about school segregation of Afro-Americans as unconstitutional. Undoubtedly considerable merit of the African-Americans’ achievements during the era of the Rights Movement carried also Rosa Parks, one of the African-American women of the nineteen fifties. One should not overlook the immutable rise in fame of one the most famous women in American history, is that of Marilyn Monroe- a beautiful American ‘femme fatale’, actress, singer and model who helped to export the ever growing motion picture industry in Hollywood.

In conclusion, we could argue that although in the post-war nineteen fifties the United States of America thrived and began to flourish in the artistic, medical and scientific arts/industries, this decade meant one step back for women. As asserted in the first moments of this introduction, the Golden Fifties expected women return to the household to perform the role of loving wife, flawless mother and perfect housekeeper. In this thesis I will try to describe the main issues that influenced this return to the home, as well as to explain in exactly what ways this impacted on women and how these events interrelate with one and other. I wish to focus on these factors: the suburbs, baby boom, education, cookbooks, housewife’s helpers, mass media as well as on fashion, which experienced a revolution in the nineteen fifties. With the support of various creditable and relevant historians’ views supported by other materials, magazines, books and pertinent articles, the thesis tries to summarize history of women in the nineteen fifties. Ultimately, it aims to give the readers of this thesis an idea about the complex interplay of factors affecting women’s roles in this period of time.

## **HISTORICAL BACKGROUND**

The first thing I will focus on in my bachelor thesis is researching women's fight for their rights and better position in society. At the beginning it would be important to highlight the status that women have in society nowadays. Women in times past had no such status and this position had to develop step-by-step. For a long time women were subordinate to men, in this way we can say that they were human beings without rights. As described by James C. Thompson in his article "What Athenian Men Said about Women", for example in antiquity it was considered that, "man is by nature superior to the female and so the man should rule and the woman should be ruled" (Thompson). The position of women in society had not improved even by relatively modern times, when their status is best captured by Napoleon Bonaparte: "Nature intended women to be our slaves...They are our property...They belong to us, just as a tree that bears fruit belongs to a gardener. What a mad idea to demand equality for women! Women are nothing but machines for producing children". With this quotation we are in the Napoleonic period in the eighteenth century. But according to Jim Cullen, the author of the book *The American Dream*, one of the American dreams is dream of equality. It is not surprising therefore, that women began their fight for equal rights as those of men, in this specific part of the world.

### **Enlightenment**

As stated at the beginning, for a long time the role of women primarily was to be a mother, a wife and a housekeeper. Until the eighteenth century they had almost no rights and with few exceptions they were not allowed to go to the school. They were completely subordinate to men. This subordination, confirmed here by Lauren Axelrod who in article "Enlightenment: The Role of Women in Society", writes that women's "opinions meant little and their place was in the home" (Axelrod).

Nevertheless, the changes in the understanding of women's roles arrived in the eighteenth century, when according to Lynn Abrams, the professor of gender history and author of book *The Making of Modern Woman: Europe, 1789–1918*, women first became aware of their subordination to men and began to take their first steps to equivalence. The eighteenth century is among other things the century of Enlightenment, the cultural movement of rationalism and humanism, which culminated in Europe

in the French Revolution and in America in the American Revolution of Independence. In my opinion it is no coincidence that, in *The Declaration of Independence* it is mentioned about equivalence of all men because just the Enlightenment is the age of the first consideration about equality, although initially Enlightenment philosophers “pointedly failed to address the legal status of women” (britannica.com).

However, during the Enlightenment women “began to demand that the new reformist rhetoric about liberty, equality, and natural rights be applied to both sexes” (britannica.com). Their effort even supported important male personalities of that age, according to Abrams for example, Marquis de Condorcet, a French philosopher and political scientist and Theodor Gottlieb von Hippel, a German writer, both demanding equal rights for women as for men. In this time also appear several female intellectuals, for example Mary Wollstonecraft, the British writer and philosopher, who in her work *A Vindication of the Rights of Woman* published in 1792, where “she proposed that women and men be given equal opportunities in education, work, and politics” (britannica.com). In this book Wollstonecraft also expresses the view that if women are silly “it is only because society trains them to be irrelevant” (britannica.com). Another very important woman was the playwright Olympe de Gouges, who published the book *Declaration of the Rights of Woman and the Female Citizen*, in which she declared “women to be not only man’s equal but his partner” (britannica.com). Even though her opinions later inspired many feminists, her views were in the eighteenth century, sharply criticized and in 1793 Olympe de Gouges was executed.

Although the eighteenth century is the first time when women openly attempted to improve their position in society, their actions did not bring them great success. Even in the United States, where the Enlightenment resulted in the “United States Bill of Rights”, the 10 amendments to the U.S. Constitution which protected the fundamental democratic rights such as liberty, but which simultaneously excluded women as well as Afro-American people or Native American. On the other hand, although the age of Enlightenment did not bring any major changes in women’s rights, something had shifted. The issue of inequality between men and women in society became more and more discussed and women gained more and more followers and supporters. It was a very long-term process which culminated in the first wave of feminism.

## **Feminism**

Initially, we should explore what the term feminism means. The definition of this term is not entirely clear and different authors bring different views. For example one explanation offered can be found in the *Encyclopædia Britannica*, according to which feminism is “the belief in the social, economic, and political equality of the sexes” (britannica.com). Meanwhile the article “Topics in Feminism” written by Sally Haslanger and Nancy Tuana define the term feminism “refer to a historically specific political movement in the US and Europe” (Haslanger, Tuana). Nevertheless, simply said, feminism is a philosophical movement refers to a series of fights for women’s rights. These fights began to form in the nineteenth century and we could say they continue to linger in today’s social climate. During this time period, which is divided into three waves, women achieved many successes in the field of women’s rights and their status, and the feminist movement so became one of the largest movements of all.

The first thing, to which I would focus in this subchapter, is the first wave of feminism. As the first wave of feminism is termed all efforts and activities to promote women’s right during the nineteenth and early twentieth century, especially in the United States and in the United Kingdom. It is the period of time, when women fought for political equality and suffrage - for this reason this period is also known as the suffrage movement. In addition, in the United States except suffrage was one of the goals of feminists as well as property rights for women and abolition of slavery. The beginning of the first wave feminism is considered to be in July 1848, when the first women’s rights convention called Seneca Falls Convention was held. According to Craig Walenta who wrote the article “The Declaration of Sentiments”, women’s Seneca Falls Convention “took eight years after the slavery convention”(Walenta) in London, which indicates the poor status of women in society at that time.

On the other hand, although it was the first women’s convention, it is evident that it was very successful, because there the *Declaration of Sentiments and Resolutions* was signed. This declaration is a document written by Elizabeth Cady Stanton, American suffragist and president of National Woman Suffrage Association, which as her title indicates offered among other things several resolutions on gender equality. Martin Kelly, the author of the article “Seneca Falls Convection” adds that “the *Declaration of Sentiments* contained several resolutions including that a man should not withhold

a woman's rights, take her property or refuse to allow her to vote” (Kelly). Among other things, Stanton as one of the first to deal with the question of birth control, which was followed up on Margaret Sanger, who I pay attention in the last chapter entitled “Famous Women”.

Nevertheless, what the *Declaration of Sentiments and Resolutions* is concerned with, as described Kelly in his article, Stanton based her declaration on the *Declaration of Independence* of 1776, by which she was inspired. It is certainly no coincidence that the sentence which is mentioned in *the Declaration of Independence* is strikingly similar to the sentence, which uses Stanton in the *Declaration of Sentiments and Resolutions*. The sentence reads: “We hold these truths to be self-evident: that all men and women are created equal; that they are endowed by their Creator with certain inalienable rights” (Rutgers, The State University of New Jersey). In fact, in the *Declaration of Independence* is written “that all men are created equal, that they are endowed by their Creator with certain unalienable Rights” (Jefferson).

However, in 1848 Seneca Falls Convention “passed 12 resolutions” (britannica.com), including the right to vote, which “served as the cornerstone of the woman suffrage movement” (britannica.com). But there was still a long way to go to lead to a woman’s right to vote. This way had both many supporters and many dissenters, among others for example Lucretia Mott, which is very interesting because Mott “with Elizabeth Cady Stanton, founded the organized women’s rights movement in the United States” (britannica.com). On the other hand, the struggle for women’s suffrage found many supporters such as Alice Paul, even Eleanor Roosevelt, the First Lady of the United States. The greatest merit however, probably was that Carrie Chapman Catt, American suffragist, founder of International Alliance of Women and League of Women Voters and as Stanton also president of National American Woman Suffrage Association, the main suffrage organization. Her efforts and the efforts of all activists for women's suffrage culminated in 1920, when the Nineteenth Amendment to the United States Constitution was admitted, which gave women the right to vote and which is considered the end of the first wave of feminism in the United States. According to Kelly “it took women 50 more years to achieve suffrage than it did African-American men” (Kelly), but the Nineteenth Amendment means “first major triumph” (britannica.com) for American feminists and large step forward for women. After almost seventy years this

triumph concludes the first wave of feminism and social events slowly culminated in a second wave of feminism, commonly known also as women's movement, which was "seeking equal rights and opportunities for women in their economic activities, their personal lives, and politics" (britannica.com).

The second wave of feminism dates back to the period between 1960s and 1970s as a reaction to the social events and social position of women in the nineteen fifties and it is the reason I included this wave of feminism in this thesis. By social events I mean the American civil rights movement, which I also cover in the chapter "Famous Women" and by which were second wave's followers became inspired. In short, American civil right movement refers to the period between 1955 and 1968 when African-American people fought for their rights. Also in the second wave feminists fight for their rights. They built on the successes of the first wave of feminism, but unlike the suffrage movement, women's movement "touched on every area of women's experience—including family, sexuality, and work" (britannica.com).

As I mention in the subchapter "Men at work, women back at home" of this thesis, in the nineteen fifties the social status of women had changed. It was expected that women leave the jobs they performed during the World War II, returned to the household, and would perform traditional roles of loving wife, flawless mother and great housekeeper. And indeed it happened. Many women surrendered personal life, retreated from jobs and gave up their desire for a career, to become housewives. This situation, of course, some feminists perceive as oppression of freedom and rights of women and thus the nineteen sixties take the sign of fights for individual freedom. Feminist took to the streets, stood up for their rights and pointed to the inequality of women both in society and at work. Their first major success was achieved in 1961, when President John F. Kennedy created the JFK's Commission on the Status of Women both to supervise the status of women in society and according to John Johnson Lewis who wrote article "President's Commission on the Status of Women" also "to find compromises that advanced the equality of women's workplace opportunity" (Lewis). In 1963, the Commission recognized inequality between men and women, and that same year passed Congress the Equal Pay act of 1963, which prohibited employers to discriminate against women.

Another very significant event during the women's movement takes place in the same year as Congress passed The Equal Pay in 1963. The publication of the revolutionary book *The Feminine Mystique* written by Betty Friedan, one of the most well known feminist crusaders of the nineteen sixties became another noteworthy event. I mention Betty Friedan deliberately, because her opinions in the book *The Feminine Mystique* describe the time of nineteen fifties and several times in this thesis I refer to the opinions of Betty Friedan. In addition, according to Thomas West, who wrote the article "The History of Second Wave Feminism" and who among other things deals with gender and feminism, the publication of *The Feminine Mystique* is even "one of the most pivotal moments in the history of Second wave feminism" (West). West also explains the importance of the book, which according to him "explored the dissatisfaction that many upper and middle class women felt at their limited options in life" (West).

Indeed, in fourteen chapters Betty Friedan reveals the phenomenon of unhappiness of women, whose sole mission was to be housewives, mothers and wives. She as the first showed this problem of dissatisfaction of women, which in the book characteristically named as "the problem that has no name". The problem that many women suffered as housewives without their own career and lives, the problem that they are afraid to talk about it and very often feel alone or even abnormal with these feelings. Considerable blame lies according to Friedan in postwar magazines, which indoctrinated women into believing that they could be happy only in the home alongside their children and husband - I refer to this American postwar magazine in subchapter "Mass Media". The entire Friedan catalogue was interspersed with letters and stories of American women who experienced similar dissatisfaction with their lives in the household. *The Feminine Mystique* sold millions of copies and is still today considered "one of the canonical books of feminist thought" (West).

How important was Betty Friedan for women in the nineteen sixties is summarized in the opinion of Alan Wolfe, the director of The Center for Religion and American Public Life at Boston College, who in his article titled "The Feminine Mystique by Betty Friedan", where Wolfe states Friedan "helped to change not only the thinking but the lives of many American women" (Wolfe). In addition to publishing *The Feminine Mystique* in 1966 Friedan helped establish the National Organization for Women (NOW),



“the largest organization of feminist activists in the United States” (now.org) which began to fight for legal equality. Two years later the group NOW wrote its goals at eight points in a “Bill of Rights for Women”, where among other things they demanded Congress pass the Equal Rights Amendment “introduced to Congress in 1923, shortly after women in the United States were granted the right to vote” (britannica.com), which proposed equality of women and men under the law. Another points of “Bill of Rights for Women” made up for example, the requirement for equal education, maternity leave right, liberalization of contraception or equal job opportunity.

However, the result of all feminist efforts was that during the second wave of feminism women achieved many successes in the field of women's rights. As states Professor of History at University of New Hampshire Harvard Sitkoff in his book *Postwar America: A Student Companion* “newspapers stopped listing jobs under “male” and “female” heading, and by 1970 some 40 percent of women had full-time jobs outside the home” (Sitkoff 104). Among the greatest achievements of this wave belong to “divorce laws were liberalized; employers were barred from firing pregnant women; and women’s studies programs were created in colleges and universities” (britannica.com). Another significant attainment occurred in March 1972, when the Equal Rights Amendment approved by the Senate. In the same year approved by Congress also the Higher Education Act, which according to the essay written by Jennifer C. Madigan, student of San Jose State University, “protects students from discrimination on the basis of sex in educational programs that receive federal financial assistance” (Madigan). Lest but not least success was in 1973, when abortion was legalized by the United States Supreme Court.

In conclusion, it is no doubt that the main character of this movement was Betty Friedan and that her book *The Feminine Mystique* was an inspiration but also a small psychological helper for many women. On the other hand, Sitkoff states that Friedan ignored “the problems of women of color and lower-class women” (Sitkoff 110). In addition, as described in the article “Friedan's 'The Feminine Mystique'” written by Christina Hoff Sommers, in *The Feminine Mystique* Friedan did not account for women, who had chosen life at home and who were satisfied with this life. I deal with this problem in the next chapter entitled “Cultural background”.

Finally, I would like to outline the third wave of feminism began in the nineties of the twentieth century and continues practically until today. The followers of this wave

built on the successes of the first and second wave, particularly in terms of gender identity. Among other things, third-wave feminists criticize the bad media image of feminists and misapprehension of feminism. They try to disprove these bad ideas. More than the struggle for women's rights, which have been achieved in previous waves, their main aim is “reclaim, and redefine the ideas, words, and media that have transmitted ideas about womanhood, gender, beauty, sexuality, femininity, and masculinity” (britannica.com). Nowadays feminism is divided into several streams, for example cultural feminism, erotic feminism, lesbian feminism, radical feminism or in the United States also African-American feminism, known also as Black Feminism.

In conclusion, as states Luther S. Luedtke, Professor of English at University of Southern California in the book *Making America: The Society and Culture of the United States* “although women comprise a majority of the population, they nonetheless are often treated like a minority group – assigned a definite 'place' in the social order, denied access to careers and power in the public arena, and viewed as dependent, weak, and submissive by 'nature” (Luedtke 258). On the other hand, it is no doubt that the position of women is getting better and better in society. Nowadays social status is almost equal with the status that men have in society and it is no doubt that a great merit in this position has feminism. From the nineteen century feminists have achieved great successes and although in the nineteen fifties the position of women was weaken in the society, since the nineteen sixties the situation again improves.

## **CULTURAL BACKGROUND**

In the first chapter we are familiar with the formation of women's rights and status in society. In this chapter I will focus on the main topic of thesis, namely the social changes in the fifties of the twentieth century in the United States with regard to women. I will describe the main issues of the fifties, specifically the return of women to the household, than I will focus on the factors that influenced this return, on education of women as well as on their appearance in this decade.

### **Men at work, women back at home**

As I lightly outlined in the introduction, in the nineteen forties women had to force to become more independent. Since 1941, when U.S. involved in World War II, millions of men were called up into the army. This resulted in several thousands of job vacancies in the factories that had to be filled. According to the article "Women of the Century" published on *Discovery Education* "an aggressive media campaign urges more than 6 million women into the workforce" (discoveryeducation) and many women had to have "male" jobs. Women learned to work with wood and steel, and they were employed in industrial factories, shipyards and mills for the manufacture of weapons "to help the war effort" as is described by Chris H. Lewis in article "How did World War II affect women's lives in the 1950s?". As a symbol of the working woman Rosie the Riveter turned up, American female cultural icon of 1940s. Rosie the Riveter, woman determined and strong as a lion, display with the dotted red scarf in her hair and the motto "*We Can Do It!*", whose portrait you can see in the part called "Appendix" of this thesis

During the nineteen forties women began do things formerly considered masculine. They for example as well founded baseball teams – e.g. The All-American Girls Professional Baseball League and dedicate themselves to also other men activities. Women during the Second World War II proved that they can be independent and that they can stand up for male occupation both in heavy industry and in national economy. Although the war brought about many deaths, damage and evil, for women it was a time with strong position in society, which was in the next decade weakened. However, after the September 2, 1945, soldiers began to return from army. The jobs, they performed before the war and before they enlisted in the army, now principally engaged women. Vacancies almost were not. According to the article "Women at work" published by John Curtin Prime

Ministerial Library in 2005 “the expectation at the end of the war was for married women to voluntarily resign, leaving positions available for men” (John Curtin Prime Ministerial Library). And so it happened. Women returned to the household and cared about children, husband and house.

In addition to Government, the housewives policy strongly supported also Mamie Geneva Doud Eisenhower, the First Lady of the United States from 1953 to 1961. Mamie herself represented ideal of American wife in the nineteen fifties, because she gave up her own career and her life dedicate to her husband Dwight D. Eisenhower for who she all her life cared. According to the book *První dámy Ameriky: od Marthy Washingtonové po Hillary Clintonovou* (the original title *Mrs. President: von Martha Washington bis Hillary Clinton*) written by German historians Philipp Gassert and Christof Mauch, Mamie with her statements and actions demonstrated what is in the society the role of women, which she saw in an effective serving to husband. According to Mamie, as described Philipp Gassert and Christof Mauch, caring for husbands was be the best career women could choose and indirectly dared women to give up to achieve their own career at the expense of their husbands. Thus Mamie worked on women, who she certainly by small extent influenced. Finally, according to the authors of the book the statements of the First Lady were influenced by education and atmosphere of the nineteen fifties, which encouraged women to become primarily a housewife.

In conclusion, the return of women to the household belongs to several reasons, beyond statements of Mamie Eisenhower and the Government which encouraged women stayed in household because they needed to free up jobs for men. In the fifth decade both women and men began to yearn for a new home life after the period of military unrest. American dream became a peaceful life in a family house with family, which caused boom of suburbs and baby boom in the nineteen fifties. Mainly, a higher birth rate required women to stay at home on maternity leave. More information about housing and baby boom in postwar period I intend to explore in the next parts named “Suburbs” and “Baby boom” of this thesis.

## **Suburbs**

As I lightly outlined in a previous subchapter, in the nineteen fifties experienced the USA two booms. It was baby boom and boom suburbs. These two booms certainly

linked together and in addition both partly supported a phenomenon of the nineteen fifties: the return of women to the household. First, we are familiar with the suburbs or “A Comfortable Concentration Camp” as Betty Friedan entitled one of the chapters in the aforementioned *Feminine Mystique*.

Initially, in the section named “Historical background” of this thesis I stated that according to opinion of Jim Cullen, the author of the book *The American Dream*, one of the American dreams is the dream of equality. However, in his book Cullen alludes also to another American dream, namely the dream of home ownership. This dream was not hard to meet in the fifties of the nineteenth century in the USA. In fact, this decade is usually referred to as decade of consumerism. One of the reasons is certainly Servicemen's Readjustment Act, sometimes also known as G.I.Bill of Rights, which was passed by Congress in 1944 and which ensured veterans from World War II free education, advantageous loans to buy house and thus a higher level of living. To better housing contributed greatly to American families the Federal Housing Administration mortgage insurance, which ensured that even poor Americans could take out a loan and buy a new house. According to Becky Bradley, the author of the article “American Cultural History”, “people could afford single family dwellings and suburbia was born” (Bradley).

At the beginning we should clarify what is meant by the term ‘suburb’. According to Harvard Sitkoff, from whose book *Postwar America: A Student Companion* someone whose work I have cited several times in this thesis, “suburbs are politically and legally independent towns that are outside a big city but economically and socially linked to it” (240). The greatest expansion of suburbs falls into the postwar era when it was necessary to ensure housing for veterans returning from war and for their families. As the first truly modern suburb is considered Long Island Levittown, named after its founder William Levitt, who built Levittown just “for returning servicemen and their families” (Bradley). This small town comprised about 17,000 houses and consisted also of “schools, shopping centers and playground” (241). The suburb celebrated a great success in the USA and soon began to build more and more suburbs, for example in New Jersey or in Pennsylvania.

However, as I wrote at the beginning of this part, the boom of suburbs partly supported the return of women to the household. Moving to a suburban home took them from their jobs which they had in cities and women became determined of caring for new

house, children and husband. New houses in suburbs, consumerism and thus better standard of living in postwar America prepared a firm ground for baby boom.

### **Baby boom**

The term “baby boom” denotes the post-war period of time between 1946 and 1964 which witnessed an incredibly increased birthrate. It is mainly “the generation of children fathered by veterans returning to civilian life at the end of World War II” (28), which are also called ‘Baby Boomers’. The cause of the baby boom is certainly prosperity of country after World War II, consumerism, financially secure stable home and partly also optimism in the better future after the war-time. As described Matt Rosenberg, the author of the article “Baby Boom” during this period of time “79 millions babies were born” (Rosenberg) and according to the professor Sitkoff “in 1957 alone, a baby was born every 7 seconds” (28).

However, it is clear that the baby boom influenced mainly women. During this period of time there was a great emphasis on family, because “the family was seen as the strength of the United States” (29). Women were supposed to stay at home and care for children. There was a widespread belief that “motherhood was a full-time job” (29), women entered maternity leave and in many cases stayed at home also even after children entered school. How to properly care for the family women were inspired by the mass media, mainly by television and broadcast shows such as “Leave it Beaver”, which “presented its own vision of the 'perfect' 1950s American family, in which clean-cut children came home to an orderly house after school, did their homework, and had dinner with both parents once Dad arrived from the office” (29). I will explore more information about mass media in the nineteen fifties in the part “Mass Media” of this thesis.

In conclusion, in the nineteen fifties the main role of the woman was mother, housewife and housekeeper. Thanks to the baby boom that ran from the forties to the sixties of the nineteen century, women have become younger mothers, often after completion of education.

### **Education**

In chapter “Historical Background” we learned that second wave of feminism brought study programs for women in universities as well as that, in 1972 Congress passed

the Higher Education Act, which ensures equal right to education for both men and women. But how was the situation before second wave of feminism, especially in the nineteen fifties?

The education of women and girls in the United States slowly formed from the 17<sup>th</sup> century. The first schools the girls attended were dame schools as it is called, because they were not allowed to go to town school. The situation changed in the early 19<sup>th</sup> century, when the first girls began to attend town school and private secondary schools and during the middle and late 19<sup>th</sup> century even the first colleges for women were found. As is described in the article “Women's Colleges in the United States: History, Issues, and Challenges” written by Irene Harwarth, Mindi Maline, Elizabeth DeBra, the establishment of colleges for women and need for higher education of women was due to social events such as “an increase in labor-saving devices in the home, a shortage of teachers due to the growth of common schools, a proliferation of reading materials for women, and more philanthropic and some limited employment opportunities for women due to the Civil War” (Harwarth).

However, although the possibility of women on education in late nineteenth century improved, a teacher of history and the founder of *Spartacus Educational* John Simkin in article “Women & University Education” adds, that “at the beginning of the 20<sup>th</sup> century it was very difficult for women to obtain a university education” (Simkin). The situation has not improved even in the mid-20<sup>th</sup> century, when social and cultural events of the decade caused the return of women to household. In the nineteen fifties the society returned to traditional values and as I describe in the subchapter “Women’s new deal”, it was expected women will perform the role of loving wife, flawless mother and perfect housekeeper. There were several women's colleges such as Wellesley College in Massachusetts, Wilson College in Pennsylvania, Bennett College in North Carolina or Saint Mary of the Woods College in Indiana, but according to the aforementioned article “Women of the Century”, “in 1950, women make up only 30 percent of enrolled college student” (discoveryeducation). After high school women stayed at home to take care of husband, children and household, what was preparing many textbooks and subjects taught at colleges.

One of the textbooks which prepared high school women to live in the household was the *1950’s Home Economics Textbook*, published for American high school girls,

which gave advice to them on “How to be a good woman”. The textbook included some tips on how make their husbands happy. Nowadays, these pieces of advice sound a bit ridiculous, but in the nineteen fifties could housewives in this book read some advice such as: “Have dinner ready”, “Prepare yourself”, “Clear away the clutter”, “Prepare children”, “Minimize all noise”, “Make him comfortable” or “Listen to him”. The whole textual discourse was then to sum it all up into one goal, “Try to make your home a place of peace and order where your husband can renew himself in body and spirit“. These pieces of advice later also appeared in May 13<sup>th</sup> 1955 in the magazine called *Housekeeping Monthly* in an article “The good wife's guide”. The whole text of the article “The good wife's guide” you can see in the part called “Appendix” of this thesis. However, regardless of this article it can be generally said, that other published magazines and books deeply influenced the social position of women in the fifth decade of the twentieth century.

### **Cookbooks**

Postwar cookbooks also stimulated and supported the new woman's role in the home. With this statement I base on the opinion of Jessamyn Neuhaus, the author of the book *The Way to a Man's Heart: Gender Roles, Domestic Ideology, and Cookbooks in the 1950s*, who examined several the post-World War II cookbooks, which in the nineteen fifties experienced its boom. According to Neuhaus this cookbooks boom encouraged new appliances in the kitchen such as blender, mixer or electric range and considerable merit had also the convenience food which demanded the new recipes. The cookery texts should help women to cope with work in the kitchen, make the food preparation easier and faster, to show how to decorate the food and learn how to please a family with a good meal.

During the studying of the post-World War II cookbooks Neuhaus came to the conclusion that these books “sought to limit women's roles to those of wife, mother, and homemaker” (Neuhaus). According to her opinion postwar cookbooks encouraged traditional women's role in the kitchen. On the top of that, some foods in this period of time were in the cookbooks even divided into female and male, as the example Neuhaus states hunks of meat for man and gelatin salads designed exclusively for women.



Among the books which Neuhaus examined, belongs also promotional *Betty Crocker's Picture Cook Book*. Although the book was first published in 1950, the name of Betty Crocker is known since 1921, when her person was created by company The Washburn Crosby Company of Minneapolis, which later merged into General Mills with another six companies. According to the article "Who was Betty Crocker?" which was published by Roy Rosenzweig for *Center for History and New Media*, Betty Crocker was created because this company needed someone, who could respond to women's questions about baking, which The Washburn Crosby Company of Minneapolis received between 1910 and 1920. The best solution for the company seemed to be a creation of the character Betty Crocker, perfect and neat housekeeper in a red suit with white shirt or scarf, who should answer all these questions. In the same year in 1921, Betty got her own signature, created by the company secretary. Three years later she got her own voice and in 1936 even got a face. Betty Crocker became soon one of the famous American women.

Although Betty Crocker was a fictional character, she represented the ideal of feminine. She inspired many women in the nineteen fifties in the USA, she advised them on cooking and baking and generally helped them to be a better housekeepers. To this day you can find on the website of Betty Crocker published hundreds of the delicious recipes, by which can 'inspire' women. In this way Betty Crocker helps women to be better cooks till now.

### **Housewife's helpers**

Not only *1950's Home Economics Textbook* and cookbooks but also other helpers advised and helped to women with housework in the fifth decade. In this section of my thesis, I will focus on big or small helpers that should facilitate the work of women in their new role in the nineteen fifties. By these helpers I mean innovative inventions such as the washing machine or dishwasher or such trifles as one-armed faucet or newly designed kitchen, of which the magazine *Popular Science* informed. Thank to these helpers had a woman housework easier and, moreover, she gained more time for her children and husband. But here should be noted that according to Powell Polly and Peel Lucy the authors of book *'50s and '60s Style*, this comfort in the form of helpers in household

concerned mainly middle-class American women living in the suburbs, not poor African American or population in slums.

And as if it was not enough, nineteen fifties magazines such as *Popular Science* promised to women even better future with the even better kitchen helpers. In March 1956 this published magazine, which will be one of the main sources of this subchapter, the article “A Kitchen to Dream About and Maybe Get – Tomorrow” about future modern appliances that will save even more time for women, such as “a full view, glass-domed rotating oven and a marble-topped range that cooks without getting hot” (*Popular Science* 158), “revolving refrigerator, in which deliverymen can put milk and frozen foods from outside” (*Popular Science* 158) or “a recipe maker that selects and measures ingredients and a phone device to start dinner when you dial from downtown” (*Popular Science* 158).

Although such a recipe maker was a bit unrealistic for the fifties of the twentieth century, in November 1958 the magazine *Popular Science* published the three-pages article named “The Wonderful New One-Armed Faucets”, in which described - as the name suggests - new faucet, which was designed to facilitate the work for many women. The article, in which the faucet is also clearly described and delineated, offered also several reasons why this faucet should not be missing in any household, for example “if your hands are full or greasy, you can flick the control handle with you wrist or elbow” or “you won't scald yourself, because you preset the temperature you want before you turn the water on” (*Popular Science* 201). The price was around \$20 to \$35, which was only around \$5 more than was the price of ordinary faucet.

However, the greatest attention at all paid *Popular Science* to the kitchen, probably because it was one of the most important rooms in the house of the fifth decade. A woman in the kitchen preparing lunch, dinner, snacks, homemade biscuits and cakes. The kitchen was the heart of the house and therefore this room deserves the most attention. The aim was to make the work in the kitchen easier for woman and adapt the kitchen to her needs. With improvement of kitchen dealt Cornell University's home economics department, which took account of height of women and proposed the kitchen to “save energy” (*Popular Science* 172) to women, about which in September 1953 informed *Popular Science* in the article “New Kitchen Built to Fit Your Life”. The principle of such kitchen was in division of the kitchen into five centers such as: “serve centre, range centre, sink

centre, mix centre and oven and refrigerator” (*Popular Science* 173). Moreover, the shelves and cabinets were designed to fit the woman and the rest of family.

Another company dealt with the improvement of kitchen was General Motors, corporation focuses mainly on production of cars, which on its show Motorama focused also on the women's audience. In 1954 Motorama presented to women the dream kitchen, of which informed *Popular Science* in April 1954 in an article named “What Would Grandma Say?”. This dream kitchen had “cabinets that open from either side, a viewing screen to shows menus, the sink in middle of room, a waist-high refrigerator built into wall, an automatic dishwasher in the sink” (*Popular Science* 121) and much more. According to the article the main aim was to enable women to cook their “own food better” (*Popular Science* 121). One year later, in 1955, introduced Motorama another type of kitchen called “Kitchen of Tomorrow”, which was equipped with a TV screen, where the woman could see what was happening in another room. Thus she always had her children under control.

Moreover, in July 1955 *Popular Science* promised to women even better future with the help of buttons. In the article named “Buttons, buttons” wrote about modern future kitchen, in which by pressing a button “full set of utensils swings down, coffee maker, mixer and toaster pop up, the electric range and wall oven start cooking and accordion doors lined with an assortment of pots and pans swing open” (*Popular Science* 111).

In addition, in the kitchen certainly belongs a dishwasher. In January 1950 published the magazine *Popular Science* the article with the title “Simplified Dishwasher Solves Husbands' Problems”, which informed readers about new dishwasher constructed by Jerry La Raus developed at the beginning of the nineteen fifties. At the time most dishwashers, that stores offered “shot water up from the bottom of the tub by a fan” and so “some dishes didn’t come clean” (*Popular Science* 117). So already once washed dishes women had to wash again in hand. Jerry La Raus developed a dishwasher that “wash off dried eggs, dried breakfast cereal, dried jam, and cigarette butts immersed in cold bacon grease” (*Popular Science* 116). In addition this dishwasher saves the time of women were also at an affordable price \$169.50.

Finally, between the housewife’s helpers of the fifth decade belongs also a washing machine. Although the history of the washing machine dates back to the end nineteen century and the beginning of the twentieth century, when the first attempts to assemble this

appliance took place, popular became in the United States in the nineteen fifties. According to the article “Household Appliances of the 1950s” written by G. D. Palmer washing machine available in the nineteen fifties “cost about a month's wages for most ordinary people” (Palmer). Nevertheless partly due to boom of consumerism after World War II, partly due to saving time that washing machine offered, in the nineteen fifties washing machine had become indispensable in every household.

In conclusion, in the nineteen fifties the world has become the world of the buttons, as stated in the book *50s and '60s Style* Powell Polly and Peel Lucy. Although being a woman in the fifties of the Twentieth century in the United States was so really no easy task, her work in household was facilitated by new inventions, of which informed predominantly mass media. However, mass media influenced the women in the fifth decade more than just information about new assistants to the household.

### **Mass media**

As mentioned in the previous subchapters, mass media significantly influenced woman in the nineteen fifties. On the one hand smiling movie stars on the television screens and front pages of magazines inspired them on the field of fashion, advertisements suggested what they could not miss in household, magazine articles gave several pieces of advice how to be a good woman and housekeeper. On the other hand mass media exerted a specific pressure on women. In fact, mass media created a sort of ideal image of woman, by which was the society through the television and the magazines indoctrinated.

In this thesis I revisit and reassert the social position of women in the fifth decade of the nineteenth century changed. Working women in the nineteen forties gradually became housekeepers in the nineteen fifties. According to the opinion of Robert D. Marcus and David Burner, who wrote the book *America Since 1945*, this “transformation reflected in the pages of the women’s magazines” (Marcus 130). As example we can have the names of articles of that decade, which the authors of book also mentioned. Women could read articles such as: “Have Babies While You’re Young”, “Are You Training Your Daughter to be a Wife?”, “Careers at Home”, “Do Women Talk So Much?” or “Cooking to Me is Poetry” (130). There is no doubt, that these type of articles certainly influenced women, their opinion, thinking and last but not least also appearance.

In terms of the magazines, between the best known women's journals in the nineteen fifties belongs the magazine *Housewife*, *Life Magazine*, *Ladies Home Journal*, *Women Cosmopolitan* which "tried to appeal to women by featuring articles on cooking and how to look after children" (Grandwell) as states Poppy Gradwell in the article "Women's magazine: 1950s to present day". Last but not least, very popular was also the previously mentioned magazine *Popular Science*, which informed among other things about innovative products that could facilitate the work of housewives. But as I indicated in the introduction of this subchapter "Mass Media", most of women's magazines helped create ideal image of woman. It is certainly no coincidence that most of journals about such women "were mainly produced by men" (Grandwell).

Another, but also very important mass media was the television in the nineteen fifties. As I indicated in the introduction, the fifth decade carried the sign of consumerism and commerce. It is clear that among other things, these consumerism and commerce supported the development and sale of television. As Sitkoff described in the book *Postwar America: A Student Companion* "a color TV was just one of many items that people were able to afford during the economic boom of the postwar years" (78). And according to the statistics, which Sitkoff in the book also features "the number of American households with a television set increased from 940,000 in 1949 to more than 20 million in 1953 and more than 40 million by 1959" (246).

With the growth of color television experienced a boom also advertising. Although advertisements appeared initially in magazines, color television commercials attracted more attention. Most frequently appeared in television advertisements for food, but the viewer could see the advertising for cigarettes, cosmetics and last but not least for innovative inventions such as the washing machine, which became in the United States and in Europe popular in the Nineteen Fifties. According to Powell Polly and Peel Lucy, commercials closer formerly luxury goods to the people, which they could now afford and which became more common. As is described in book *The Fifties* written by David Halberstam, an American historian, one of the most famous faces of advertising has become the face of Betty Furness, who according to him the creators of advertisements tried to stylize the role of housekeeper like for example fabricated Betty Crocker was.

The way women were presented in the media had an impact on their real life. One of the opinions on how the women were portrayed in the nineteen fifties on television, has

been highlighted Betty Friedan. Betty Friedan is very important person for this thesis, because her feminist views summarized and described the social atmosphere of the fifth decade. As states the article “Gender and Television” published on the website of The Museum of Broadcast Communications, in 1964 in one essay titled “Television and the Feminine Mystique” Friedan stated that the American woman is on television represented as a “stupid, unattractive, insecure little household drudge who spends her martyred, mindless, boring days dreaming of love- and plotting nasty revenge against her husband”. In terms of Betty Friedan, as described in the article “Betty Friedanová – jedna z matek feminizmu” the author Irena Ryšánková, “in her book discovered Friedan a shocking fact: under the influence of successful advertising strategies American housewives really began to believe, that if during the scrubbing kitchen floors have not experienced an orgasm, they must be fools or almost freaks” (Ryšánková; translation mine). Another, but also not very complimentary opinion, brings the author McLucus, who at the beginning of the article “TV Women of the Fifties” writes: “ask someone how television portrayed women in the Fifties and you will likely get a reference to Barbara Billingsly as June Cleaver [“Leave it to Beaver”] cleaning house while wearing high heels and pearls” (McLucus). Apart from June Clever, another example of such character was Donna Stone in “The Donna Reed Show” or Harriet Nelson in “The Adventures of Ozzie and Harriet”.

As is clear from the extract, in the nineteen fifties TV shows presented woman primarily as a housewife, whose biggest goal was tidy house, warm dinner, tend to a loving husband and children, and a neat look in every situation. With the help of these types of sitcoms, postwar America has put high demands on women, who had a very difficult task – be perfect housekeeper and beautiful woman. As you can read in subchapter “Fashion” of this main chapter, in the nineteen fifties the society placed great emphasis on appearance of women, who were very often inspired by fashion of movie stars. One of these movie stars was for example Marilyn Monroe, one of the most famous actresses in the nineteen fifties, who appeared in most films of this decade. On the other hand, in most films she in the first place portrayed the adorable and naive fame fatale, for example in film *Gentlemen Prefer Blondes*, *How to Marry a Millionaire* or *The Seven Year Itch*, which women's media image did not improve.

In conclusion, in the nineteen fifties the most famous actress of the silver screen was no doubt Marilyn Monroe, who in the movies mainly embodied a more beautiful woman for men to yearn for than ambitious and independent woman. With respect to sitcoms and TV shows, “a female character in the fifties could be a teacher, a secretary, a business owner, a journalist or even a cop” (McLucus). However, the common female role was the role of housekeeper, which but “wasn’t as tedious as the real life role of housewife” (McLucus).

### **Fashion of Women**

If we compare photographs of women from wartime America and postwar America, we cannot help noticing that in addition to the social status, women also changed their appearance, clothes, hairstyle and accessories. While on the photographs of the Nineteen Forties, women posing with a hammer such as Rosie the Riveter, in the nineteen fifties they exchange tools and they pose with a grin, a cooking spoon and with a tea towel in hand in a polished kitchen. It was important that in every photograph they look elegant, neat and clean. This part of thesis describes the appearance and fashion of women in the fifth decade of the Nineteen century.

The first thing, to which I would focus in this subchapter, is clothing. The postwar period of the late Nineteen Forties and the early Nineteen Fifties gave birth to several new American fashion designers such as James Galanos, Norman Norell or Pauline Trigère. And at the head of all designers was the French name Christian Dior. This French fashion designer set tone modes of the Nineteen Fifties and according to the German journalist Charlotte Seeling, the author of book *Století módy 1900-1999* (the original title *Mode, Das Jahrhundert der Designer*) Dior endowed fashion of this decade by appearance, which Seeling calls by the term, “New Look”. The principle of the “New Look” was hourglass – or if you want - the shape of female figure. This fashion direction will soon spread to architecture and industry and in so many ways, the modern American family could not miss this dining table or glasses in “New Look”.

However, it is necessary to mention that Dior’s “New Look” naturally most influenced fashion. Women wear dresses underlining their female figure - narrow waist and wider hips and shoulder. This appearance they achieve by the use of tightening corsets and pads on the shoulders and hips. Very popular were dresses with “pencil style”, long

and slim skirt with a narrow cut to emphasize body shape or “halter dress”, known above all from famed Marilyn Monroe skirt-blowing scene in the movie *The Seven Year Itch*. Evidence of why this was Marilyn Monroe’s most dress popular is illustrated by the website *Urbanity Chic* in an article titled, “Fashion Icon – Marilyn Monroe”, where is written that “the white halter dress she wore became an instant iconic fashion symbol, and it just so happened to hug her curves in all the right places” ([urbanitychic.com](http://urbanitychic.com)). In the late nineteen fifties strict lines were violated and also the “swing skirt” became popular, rich drapery skirts with a length above the knee. High boots with stiletto heels completed the “New Look”.

Although the dresses were the preferred and most popular clothing in the nineteen fifties, the author of the article “1950s Fashion” Suzanne MacNevin adds that, “some of the most admired new trends for women in the 1950's included button-up sweaters with simple necklines, fitted blouses, and full knee-length skirts” (MacNevin). Elegant costumes were also becoming more permitted in society. During one’s free time, in sport or on holiday, casual clothes such as shorts and top or shirt emphasizing femininity, were becoming more acceptable and prevalent. In the late nineteen fifties, jeans slowly started to become popular. Especially for teenagers, as Marilyn Monroe wore them in the film *River of No Return* in 1954.

In general, in the nineteen fifties, Marilyn Monroe and her fashion were very iconic and influential for women. In general we can say that almost every popular movie star has a definite influence on fashion, but why was Marilyn Monroe so influential and inspirational?

The Website *Daily Fashion and Style* has this to offer:

Always wearing feminine outfits that worked to her advantage, Marilyn was a true source of inspiration for many women. Beautiful dresses that were quite modern and revealing for those times, lovely gowns, beautiful pencil skirts and pin-up outfits made Marilyn a fashion icon. With a sweetheart look, Marilyn managed to maintain good taste while expressing her sensuality and this is what made her name timeless. ([dailyfashionandstyle.com](http://dailyfashionandstyle.com))



There is no doubt that Marilyn Monroe was one of the most famous women in the fifth decade of the Nineteen century and more information about her I bring in chapter Famous Women of the Nineteen Fifties.

However, the condition of every woman of the Nineteen Fifties was to be neat and prim. As described in the article "Fifties Dresses" written by Michael Rich "good grooming and a tailored look were prized. Acting and looking "every inch the lady" was taught virtually from the cradle and wearing a dress was a given." (Rich). Women should represent her husband in every situation, such as at a business meeting, at dinner with friends, in society but also at home. Various types of magazines and television programs advised how to be a good wife to your husband, which showed tip-top brushed and perfectly dressed women and housewives. With regard to fashion in the nineteen fifties, its development affected besides of new designers and styles also other factors. According to Seeling it was new materials such as synthetic fibers, new department stores or ready-made clothes, so modern fashion could be affordable to any woman. It is therefore not surprising that in the book *'50s and '60s Style*, the authors Polly Powell and Lucy Peel states that the third largest industry in the fifth decade in the United States was garment industry.

In addition to clothes, the soft feminine look was also made up of accessories, which made up integral part of the clothing. The overall image of women of the Nineteen Fifties belongs to the little hat, which was very popular "for the reason that they were believed to add a final touch of glamour to any woman's outfit" (MacNevin). An essential part of the outfit featured gloves, which indicated a higher social status of women. Women could choose from a myriad of gloves, from creamy white leather gloves through the warm winter fur gloves to long satin gloves with a cocktail dress. The overall appearance illustrating: belts emphasizing the slender waist, broaches, jewels such as earrings or pearl necklaces, scarves, nylons, shoes with high heels and handbags whose colours matched with shoes. At the beach or pool we saw popular swim caps, which guaranteed, that a woman's' hair was always perfect, and as importantly would match with swimsuit.

As well as clothing and accessories hairstyle and make-up were for a woman equally as important, illustrated in the Nineteen Fifties "New Look". As described by Paul Jones, the author of article "1950's: An Era of Elaborate and Dressy Hairstyles", "every woman during this time aspired to look stylish and well groomed" (Jones) Favorite helpers

of women were curlers in this decade, which helped conjure up a feminine appearance of the Fifties style. Women very often slept in curlers and they were ever ready to go out into society. For casual activities one was allowed to wear a scarf in which the hair was circled. According to Seeling an integral part of equipment of every woman was a hairspray. In her book, Seeling even likened women's hair to candy-floss because of their fluffy and bouffant look.

Important and necessary friends for women were cosmetics in the fifth decade. According to the book written by N. J. Stevenson, a fashion writer and stylist, *The Chronology of Fashion: from Empire Dress to Ethical Design*, developed also because of the development of colour films. Women were inspired by Hollywood icons such as Marilyn Monroe and soon began to copy her style. During the day were preferred pastels colours, skin and cheeks had a touch of peach. Cat's eyes were emphasized by the black line and framed by draw elongated eyebrows. Evening make-up permitted the bright colours, lips were emphasized by red lipstick, eyes by colored eye shadows. The black beauty spot on her face was kind of a bonus.

However, fashion is philosophy and the appearance of women has a correlation to the social changes in the fifth decade of the past century. According to Jones, the Nineteen Fifties "was the time when women were just returning to their homes after the demands of wartime. Because of this reason, women now could spend more time on their make-up and hairstyles" (Jones). In this period of time, women wanted to look more feminine after the age of the Great Depression and world wars, when there were no time for fashion and "the look was strictly utilitarian" (Jones).

Although according to Jones "the essential aspiration was to look like a domestic goddess, one who effortlessly did household work despite looking like a diva" (Jones). On the other hand, Michael Rich on his website adds that "real wives and mothers did not go around doing housework in dresses accessorized by pearls and heels" (Rich). Housekeepers were allowed to wear more comfortable clothes as simple or wrap dress and shoes with no heel. In spite of that I must say that women of the nineteen fifties have for me some inexplicable charm, elegance and beauty that caress my soul whenever I see a photograph of women of this decade.

## **FAMOUS WOMEN OF THE NINETEEN FIFTIES**

I would like to dedicate the last part of this bachelor thesis to significant women of the nineteen fifties from the United States. Although in this decade, women collectively returned to households and performed the role of loving wife; flawless mother and great housekeeper, there were some women who had much higher ambitions. If I were to choose one representative of such women from the cultural background, one representative from the political sphere and one from the medical-scientific field? These three women would have something in common. None of these women were housekeepers! These women either inspired women or significantly contributed to improving their lives both in the fifth decade and to this day. In addition, on speaking about this disparate selection of women from contrasting backgrounds, I want also to show that each woman had other dreams, desires and idea about life. In showing that the nineteen fifties could be seen as a mass return of women to household, there were also those women who had higher goals than to care for children, husband and household or ultimately- their social status did not allow them being a housekeeper

### **Parks Rosa**

The first women I would like to devote me to is a freedom fighter Rosa Parks. She is just one of those women, whose social status did not allow her stay in the household and fulfill the role of housekeeper. But in my thesis I have included her for one simple reason. With her bravery and conviction she greatly influenced the life of not only women of the African-Americans, but also all African-American people as a community. Her contribution was characterized by Jesse L. Jackson, the author of article named "Appreciation: Rosa Parks" for the magazine *Time Magazine U.S.* In the article Jackson states Rosa Parks "transformed a nation and confirmed a notion that ordinary people can have an extraordinary effect on the world" (Jackson). In addition, as I lightly outlined in the chapter "Historical Background" of this thesis, the second wave feminists were inspired by American Civil Right Movement, which was caused among other things by an act of Rosa Parks. In this way Rosa did not affect only African-Americans people, but improved the situation in society of women of the nineteen sixties and in following years.

At the beginning I would like to say a little about her life. Rosa Parks was born on February 4<sup>th</sup> 1913 in Tuskegee, small city in Alabama to African-American parents. After completed Montgomery Industrial School for Girls, Rosa enrolled in an Alabama State University, an African-American university, where she graduated in 1934. During her studies she met her future husband Raymond Parks, whom she married in 1932. Raymond was a member of The National Association for the Advancement of Colored People (NAACP), an African-American civil right organization established in the United States in 1909. The aim of NAACP is to achieve equality of rights for African-Americans. Rosa Parks joined NAACP in 1943.

First of all, in the beginning it is worthy of mentioning that at that time Americans and African-Americans people in the United States were segregated in every sphere of life - on public transport, education, healthcare, restaurants or cinemas. Under the doctrine "Separate but Equal" and Jim Crow law were Afro-Americans people legally discriminate and separate from white Americans. Especially in public transport are seats for African-Americans segregated. According Joy Hakim, the author of book *Freedom: A History of US* "laws say that the seats in the front are for whites and, when the bus is full, whites get prior on all seats" (Hakim 316). And here begins play out the story of until then unknown Rosa Parks.

In 1955 works Rosa Parks as a seamstress in a department store in Montgomery. On the evening of December 1, 1955 after all-day work in the department store Rosa boarded the bus. Because all white-only seats were full, after boarding a white man asked the driver Rosa to give her seat to this man. The similar story, which happened Joe Ann Robinson, describes Editors of Time-Life Books Alexandria, Virginia in the book *African Americans Voices of Triumph*: "in 1949 Jo Ann Robinson, an English teacher at all-black Alabama State College, had been humiliated on a Montgomery bus when she was ordered to walk to rear by the driver; she got up and ran off the bus" (Editors of Time-Life Books Alexandria, Virginia 192). But Rosa did not run off. She refused to leave her seat. In this moment began the Civil Rights Movement which significantly affected the position of African-Americans in U.S. society. Rosa Parks was arrested and taken to the prison. At that moment, she probably had no idea how much her act on the bus still inspires African-American people and how much it has changed their lives. While was Rosa waited for the court, a group of African – American people, headed by E. D. Nixon, president

of NAACP, and Martin Luther King, an clergyman and one of the most important leader of Civil Right Movement, planned a bus boycott in Montgomery.

Although Rosa was accused of violation of segregation, in Montgomery a very special situation set in. There raised a huge wave of cohesiveness and solidarity between African-American people. They began together to fight for their rights, because according Hakim not only on Monday, but “they stay off the buses on Tuesday. They stay off them all weekend. And all month. And on and on, in rain and cold and sleet and through the heat of the summer” (317). The result of their cohesiveness and spirit culminated on June 4, 1956, when federal district court ruled segregation laws in Alabama as unconstitutional and on November 13, 1956 when the Supreme Court upheld its decision.

Finally, I would like to add those events which happened in Montgomery in 1955. As I described very briefly, but I hope all the essential I express. Rosa Parks, with a small figure but great a spirit, has become a heroine and inspiration for myself and countless others. Her bravery is also described by Harold Evans, who in the book *The American Century* mentions that although Rosa’s husband Raymond warned her she could be killed for this stand, Rosa still agreed to help the NAACP. She perhaps did not know what her action in December 1, 1955 on the bus caused. But according to her autobiography *My Story* she fully realized what she was doing:

People always say that I didn't give up my seat because I was tired, but that isn't true. I was not tired physically, or no more tired than I usually was at the end of a working day. I was not old, although some people have an image of me as being old then. I was 42. No, the only tired I was, was tired of giving in... (Harris)

In conclusion, Rosa Parks disproved the cult about women of the nineteen fifties. She did not belong to the American middle class and her position did not afford her to stay home and take care for the household and the husband. Although Rosa Parks is not a typical example of the woman of the nineteen fifties, she is an example of courage and bravery. An example that individual can accomplish incredible things- the power of one.

## **Marilyn Monroe**

The second woman I would like to pay attention to is Marilyn Monroe. Although she was “only” an actress, in my opinion she also belongs to the significant women of the nineteen fifties. She certainly influenced women; at least in terms of modes and her name is one of the most famous from the fifth decade in the United States. Her name is even better known than name of Rosa Parks, who was such an important figure of the fifth decade. However, Marilyn’s life resembles fairytale story, when poor girl became one of the most beloved, most popular and most successful of women.

This fairytale story begins to unfold on June 1, 1926 in Los Angeles. In one of the largest public hospitals in the United States, Monroe as Norma Jeane Mortenson was born. Her childhood was very difficult. She grew up without a father and partly without a mother, she herself was very ill. Therefore Norma was raised by foster parents or even by orphanage Children’s Home Society. In 1944, when the United States was involved in the World War II, Norma began at the age of 18 years working in industrial factory like many other women in the nineteen forties. In the Radio Plane Company, she packed parachutes and photographed her army photographer David Conover. Soon, this photo of dark-haired girl with red made-up lips appeared in the magazine *Yank* and so slowly began to unfold her career. Norma Mortenson began to use so well-known pseudonym Marilyn Monroe, started career of a model (in 1953 she appeared even on the cover of the first edition of magazine *Playboy*) and gradually began to start the career of an actress.

The beginning of her actress career did not well. But after Marilyn had dyed her hair blonde, her career seems to be more successful. She appears in film *The Asphalt Jungle* and after the premiere of this film other offers flock. We are at the beginning of the Nineteen Fifties. *All about Eve, Love Happy, A Ticket to Tomahawk, The Fireball, Right Cross, Home Town Story, Gentlemen Prefer Blondes, As young As You Feel*. These are only few names of films in which Marilyn Monroe played on the beginning of the Fifth decade. One of the most famous roles she, however, portrayed in the film *The Seven Year Itch*, made in 1955, where Marilyn stays in white dress over the ventilation shaft and the wind lifts her skirt. Simply said, the Nineteen Fifties meant golden times in professional life for Marilyn. During this period of time she was very popular

and successful. Although her life ended on August 5, 1962 in her house in Brentwood in Los Angeles, the story titled Marilyn Monroe survives to this day.

Rosa Parks or Marilyn Monroe are not a typical examples of the women of the nineteen fifties in the sense that she was not a housekeeper but she was actress, which is one of the reasons why I included her into this thesis. As said Marilyn Monroe in one interview, which published Richard Meryman in the book *Great interviews of the 20<sup>th</sup> century*, she dreamed about the career of the actress since childhood. And although her childhood was not one of the happiest she managed to become one of the most famous actresses. She is an example that with any luck every woman can fulfill her dream. Whether or not she was happy, one is certain. As Feeney described in his book *Monroe* “Norma Jean paid a huge price, becoming Marilyn, yet here she is – still with us, still charming and enchanting us, still setting the bar high for all other would-be goddesses” (Feeney 12). Exactly, Marilyn was a Goddess. Men loved her and women wanted to be like she. If nothing else, at least Marilyn influenced women in the fashion style of the Fifth decade, and perhaps also in the next years. Norma Jean, or Marilyn Monroe if you want, was one of the most famous and most beautiful women in the Nineteen Fifties and not only in this decade. Till today her charming photos decorate more than one home, her songs people listen and her films people watch. Although she died almost fifty years ago, she is still very loved and popular among people. After all who would not know her “*I wanna be loved by you, ba deedily deedily deedily dum boo boo bee doo*”? And it is one more reasons why this thesis includes her story.

### **Margaret Sanger**

The last woman I decided to include in this thesis is a birth control activist Margaret Sanger. Although her first activity for improvement of women's rights dates back before the fifth decade of the nineteen century, her efforts and work did not weaken and between years 1952 and 1959 she acted as president of Planned Parenthood Federation of America, which “delivers vital reproductive health care, sex education, and information to millions of women, men, and young people worldwide” (Planned Parenthood). As states in the book *Postwar America: A Student Companion* the professor of history at the University of New Hampshire Harvard Sitkoff, “in the 1960s, the United States experienced a relaxation of sexual taboos and greater permissiveness in sexual activity

known as the sexual revolution” (Sitkoff 230). But only few people know that this “grater permissiveness in sexual activity” is due to Margaret Sanger, who contributed to the development of birth control pills in the nineteen fifties. Margaret Sanger made “birth control the object of a national, and ultimately global, social movement” (britannica.com) and Planned Parenthood Federation of America terms Sanger as “one of the movement's great heroes” (Planned Parenthood Federation of America) in planning of being a parent. Simply said, when most of women returned in households, Margaret Sanger participated in the development of birth control pill and fought for the women’s reproductive right.

Margaret Sanger was born as Margaret Louise Higgins on September 14, 1879 in Corning, a city in Steuben County in New York. She completed a nursing program in White Plains and since 1911 she wrote the articles “What Every Girl Should Know” and “What Every Mother Should Know” for the magazine *The New York Call*. These articles were at that time very important, because according to the article “Margaret Sanger” written by Carloff “the works of Sanger were virtually the only source of information for women to learn about their bodies” (Carloff). Later these series of articles were published in the books bearing the same names – in 1920 the book *What Every Girl Should Know* and a one year later the book titled *What Every Mother Should Know*. Moreover, when Sanger found out how women lived from the slums in New York and what sexual suffering they were forced to endure (including illegal abortion), her keenness to change the situation became stronger. She began to publish the magazine titled *The Woman Rebel*, opened the first birth control clinic in the USA, organized various lectures and seminars, visited and informed women of the slums or sponsored a three-day First American Birth Control Conference in New York City. Her work Sanger completed in the nineteen fifties, when - as I mentioned in the introduction of this subchapter - between years 1952 and 1959 she acted as a president of Planned Parenthood Federation of America. Subsequently she convinced her friend Katharine McCormick to give medical science money for the development of birth control pill. Katharine McCormick, who admired Sanger, did it in 1951 and then each following year. In 1957 was Sanger declared as Humanist of the Year.

Although Sanger during her life made many enemies, especially from the religious surroundings, she fights for the right of every woman to decision about her own body.



Although she was arrested several times, she did not give up her fight. Sanger organized various lectures and seminars for doctors, but also for upper-class women from slums, who she inducted into these issues. During her life she published several articles and book about woman's body, contraception or birth control. In her text she advised girls and women and answered them the question about sex, body, hygiene and so on. Besides *What Every Girl Should Know*, *What Every Mother Should Know* she published also the magazine *The Woman Rebel* and the book *Woman and the New Race*, in which she states, that “woman must have her freedom—the fundamental freedom of choosing whether or not she shall be a mother and how many children she will have” (Sanger). In 1928 is published her book *Motherhood in Bondage*, which is composed of five hundred of letters, which Sanger received from women, who “wrote Sanger not just as a means for getting information on birth control, but as a cathartic outlet for their problems“ (Margaret Sanger Papers Project).

Margaret Sanger's fight was long but persistent and last but not least, successful. In 1936 Sanger achieved the American court overturned one of the Comstock laws about contraceptives, which prohibited doctors to provide it to women. The Comstock laws were state and federal restrictions named after Anthony Comstock, United States Postal Inspector and politician. In 1873 Comstock enforced laws in the United States, which made illegal any information about sex, birth control and contraception. In 1965 the Supreme court of the United States even ruled in case *Griswold v. Connecticut* that the birth control in the United States is legal.

In conclusion, we can even say Margaret Sanger is one of the most important women in the medical-scientific field not only of the Nineteen Fifties, but even of the Twentieth century at all. Although it perhaps does not seem, Margaret Sanger impact on the lives of women may be more than you can imagine. According Planned Parenthood Federation of America “women's progress in recent decades — in education, in the workplace, in political and economic power — can be directly linked to Sanger's crusade and women's ability to control their own fertility” (Planned Parenthood Federation of America). Although Sanger's name is not so known as the name of Marilyn Monroe, her work influenced and still affects millions of women around the world.

## CONCLUSION

In focusing on the change of the social status of middle class women in the United States of America, the aim of my undergraduate thesis was to explore the nineteen fifties especially. After an unstable period of time, when the world experienced World War II, it is clear that the United States of America was a special phenomenon. The traditional values returned. Women, who during the war worked and held the man's work mostly in heavy industry, in the fifth decade of the nineteen century returned to home and fulfilled the role of housekeepers, mothers and wives. In the three chaptered parts of this thesis, I have tried to describe this epoch of time relationally as well as to answer the questions which were asked in the introduction.

In the first part of my thesis I summarized the historical background of women's struggle for equality with men. At the beginning of the chapter I briefly described the social position of women in times long past, when women were fully subordinate to men. By this passage I wanted to clarify the reasons why women began fight for equal rights with man. After this part I came to the main topic of this chapter, namely the struggle for women's rights. I began with the time of the Enlightenment, the first significant time in history of women's fights, which has prepared a firm ground for first wave of feminism. This wave, known as the suffrage movement, began in the nineteen century. As its name suggest, during this period of time women fought for political equality and suffrage. Suffrage movement culminated in the Nineteenth Amendment to the United States Constitution, which guaranteed women the right to vote. After the first wave of feminism began the second wave of feminism which arose as a reaction to the nineteen fifties and the already mentioned change in the social status of women. Feminists were inspired by American civil right movement, the movement when African-American people fought for their rights. The main character of the second wave of feminism was certainly Betty Friedan, the author of the book *The Feminine Mystique*, which was one of the main sources of this thesis, because her opinions reflected and thus described the social events in the nineteen fifties. The last period, I very briefly devoted in this chapter, is the third wave of feminism, which completed the feminist movement.

After describing of historical background the thesis gradually go to the second part, namely cultural background of the nineteen fifties. This chapter deals with main topic of thesis, which means social changes with regard to women. At the beginning I tried

to describe the social position of women in the nineteen forties, when they were called into the workforce to performed male jobs. The nineteen forties was period of time, when women had a very strong position in society. After short introduction into fourth decade I began to describe the causations of the women's return to the household. Firstly I tried to include all factors that caused this historical event. I described the boom of suburbs, which took women from jobs which they had in cities. Then I focused on baby boom typical for the nineteen fifties, which brought the birth of 79 millions babies and which caused that women had to enter maternity leave. Last but not least one of the important causation of the women's return to home was mass media, which significantly influenced the opinion of people on the place of woman in society. Great impact had mass media also on the life of women. Magazines advised them how to take care of the house and family and brought also the latest trends in fashion. Television portrayed women mainly as a housewife and advertisement showed goods that family could not miss. One of the faces in commercials became Betty Crocker in the nineteen fifties, fabricated woman who helped to women with cooking and baking and who represented the ideal of feminine.

In the nineteen fifties women taken charge of the role of housekeepers in most cases immediately after completion of high education, only 30 percent of women went to the university. Already these high schools prepared young girls for their future role of mothers and wives. Moreover there were also published special textbooks about housekeeping and about family life. One of these textbooks was for example the *1950's Home Economics Textbook* which taught high school women "How to be a good woman". After describe the education, the *1950's Home Economics Textbook* and cookbooks I dealt also with others housewife helpers that should facilitate the work of women in home such as cookbooks, washing machine, dishwasher or newly designed kitchen. Finally I focused also on fashion in this chapter and I tried to depict charm, beauty and elegance of women that the nineteen fifties brought.

At the end of the thesis I the last chapter I paid attention to significant women of the fifth decade of the nineteen century. Between these important women I included a freedom fighter Rosa Parks, one of the most famous actresses Marilyn Monroe and birth control activist Margaret Sanger. Despite the fact I deliberately chose women from different sphere, these women had something in common. They were not a typical

example of the woman of the nineteen fifties. These women were not the housekeepers but they devoted their life either to their dreams or fights for freedom and women's rights.

Finally I would like to add that apart from women who were pushed into the household and were unhappy, there were also women who the role of mother, wife and housekeepers certainly filled. As described the book *'50s and '60s Style* which based on the statistics published in the magazine *Women's Home Companion* in April 1950, even 52% of women wanted to stay at home. Moreover, the traditional roles have also their charm in my opinion. My view is confirmed by statistics published in the article "Men want women to be more traditional - and women 'are HAPPY to be the housewife". The article states that in the twenty-first century for 44% of men most valued attributes want in women is taking care of the home, for 39% of men it is cooking and for 33% it is cleaning. It is clear that most of women would have a different opinion but I think due to post-war optimism and elegance of women was the nineteen fifties a beautiful and magic period of time and I am pleased I chose this topic for my thesis.

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## SUMMARY IN CZECH

Hlavním tématem bakalářské práce jsou padesátá léta dvacátého století ve Spojených Státech Amerických. Cílem práce je přiblížit čtenáři sociální dění v této dekádě, konkrétně oslabení společenského postavení žen a jejich masivní návrat do domácnosti. Práce je rozdělena do tří částí, tedy kapitol, z čehož každá část se dále dělí do několika podkapitol. První část je zaměřena na historii boje žen za rovnoprávnost. Zabývá se jak osvícenstvím, tak feminismem a snaží se zachytit hlavní momenty z těchto období. Na kapitolu navazuje druhá část, která se věnuje hlavnímu tématu práce, tedy změně sociálního postavení žen v padesátých letech. Snaží se čtenáři prezentovat tuto změnu a popsat všechny aspekty, které ji zapříčinily, včetně hromadných sdělovacích prostředků, poválečné populační exploze a rozvoje předměstí. Kapitola poukazuje na vzdělání žen v padesátých letech, módu a rovněž se snaží nastínit veškeré inovační prostředky, které měly za úkol ulehčit práci ženám v jejich staronové pozici. Poslední část se zabývá významnými ženami padesátých let, které nepodlehly sociálnímu proudu a nestaly se příkladnou ženou v domácnosti. Snaží se nastínit jejich výjimečnost a tím důvod zařazení jejich jmen do této bakalářské práce.

APPENDIX

Picture of Rosie the Riveter



[http://cs.wikipedia.org/wiki/Soubor:We\\_Can\\_Do\\_It!.jpg](http://cs.wikipedia.org/wiki/Soubor:We_Can_Do_It!.jpg)

### **Woman in the Nineteen Forties**



<http://www.picturehistory.com/product/id/3533>

### **Woman in the Nineteen Fifties**



<http://www.dailymail.co.uk/femail/article-1050094/Men-want-women-traditional--women-HAPPY-housewife.html>

## The good wife's guide

*Housekeeping Monthly* 13 May 1955



Advertising Archives

### ***The good wife's guide***

- Have dinner ready. Plan ahead, even the night before, to have a delicious meal ready, on time for his return. This is a way of letting him know that you have been thinking about him and are concerned about his needs. Most men are hungry when they come home and the prospect of a good meal (especially his favourite dish) is part of the warm welcome needed.
- Prepare yourself. Take 15 minutes to rest so you'll be refreshed when he arrives. Touch up your make-up, put a ribbon in your hair and be fresh-looking. He has just been with a lot of work-weary people.
- Be a little gay and a little more interesting for him. His boring day may need a lift and one of your duties is to provide it.
- Clear away the clutter. Make one last trip through the main part of the house just before your husband arrives.
- Gather up schoolbooks, toys, paper etc and then run a dustcloth over the tables.
- Over the cooler months of the year you should prepare and light a fire for him to unwind by. Your husband will feel he has reached a haven of rest and order, and it will give you a lift too. After all, catering for his comfort will provide you with immense personal satisfaction.
- Prepare the children. Take a few minutes to wash the children's hands and faces (if they are small), comb their hair and, if necessary, change their clothes. They are little treasures and he would like to see them playing the part. Minimise all noise. At the time of his arrival, eliminate all noise of the washer, dryer or vacuum. Try to encourage the children to be quiet.
- Be happy to see him.
- Greet him with a warm smile and show sincerity in your desire to please him.
- Listen to him. You may have a dozen important things to tell him, but the moment of his arrival is not the time. Let him talk first - remember, his topics of conversation are more important than yours.
- Make the evening his. Never complain if he comes home late or goes out to dinner, or other places of entertainment without you. Instead, try to understand his world of strain and pressure and his very real need to be at home and relax.
- Your goal: Try to make sure your home is a place of peace, order and tranquillity where your husband can renew himself in body and spirit.
- Don't greet him with complaints and problems.
- Don't complain if he's late home for dinner or even if he stays out all night. Count this as minor compared to what he might have gone through that day.
- Make him comfortable. Have him lean back in a comfortable chair or have him lie down in the bedroom. Have a cool or warm drink ready for him.
- Arrange his pillow and offer to take off his shoes. Speak in a low, soothing and pleasant voice.
- Don't ask him questions about his actions or question his judgment or integrity. Remember, he is the master of the house and as such will always exercise his will with fairness and truthfulness. You have no right to question him.
- A good wife always knows her place.

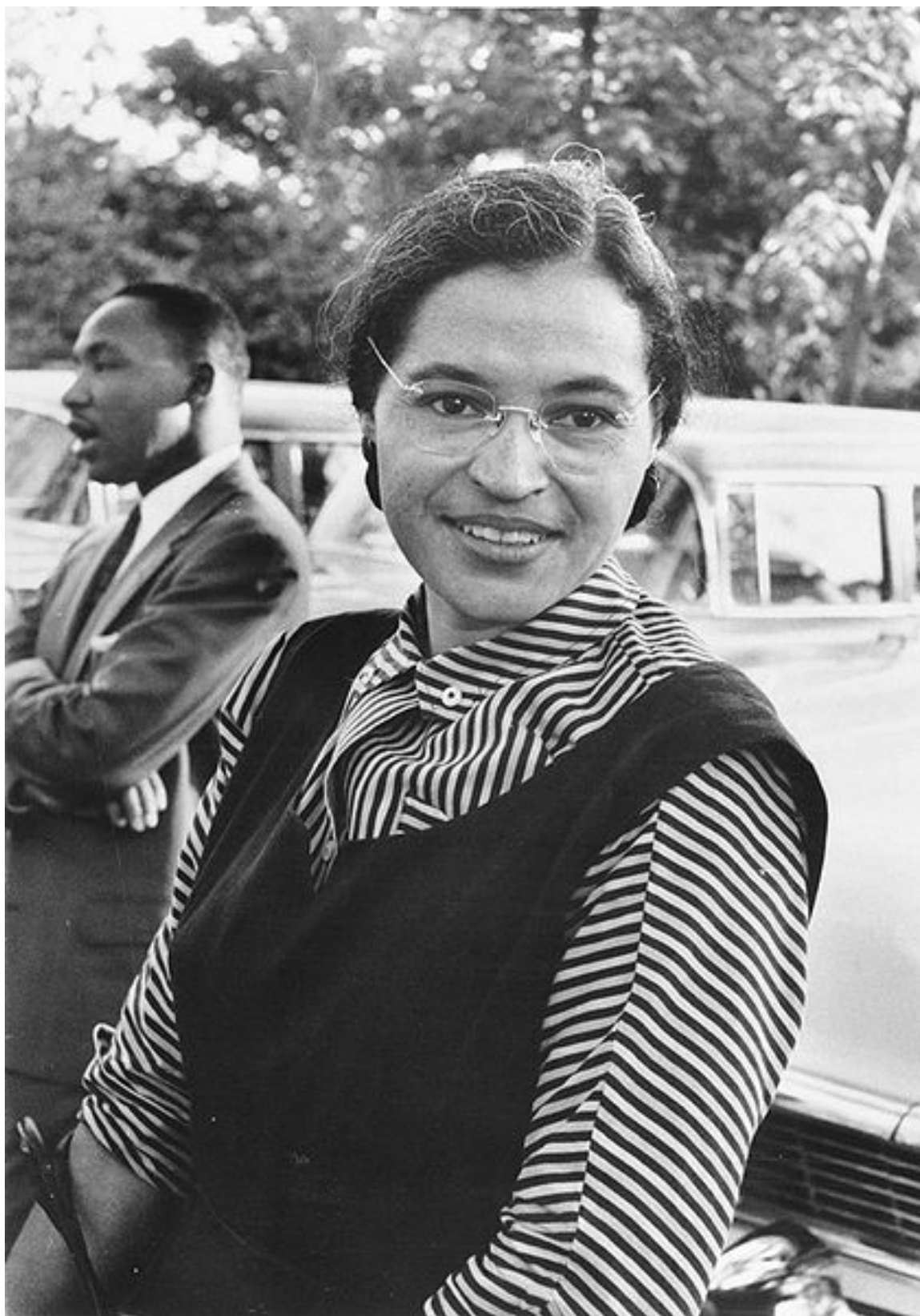
<http://www.snopes.com/language/document/goodwife.as>

## Woman Look in the Nineteen Fifties



Seeling, Charlotte. *"Století módy 1900-1999."* Trans. Yveta Blovká, Jiří Kanta, Petra Martínková, Liselotte Teltcherová. Nakladatelství Slovart, s.r.o., 2000 (284)

**Portrait of Rosa Parks**



[http://jet.wikia.com/wiki/File:Rosa\\_Parks.jpg](http://jet.wikia.com/wiki/File:Rosa_Parks.jpg)

## Portrait of Marilyn Monroe



[http://www.messagefrommasters.com/Osho/osho\\_on/Osho-on-Marilyn-Monroe.html](http://www.messagefrommasters.com/Osho/osho_on/Osho-on-Marilyn-Monroe.html)

**Portrait of Margaret Sanger**



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