

# Living History: The 1950s



## Segment Three Run Time: 14:03

### Overview

Entertainment was both visual and auditory due to the television and radio, respectively. A teenage subculture also emerged during the 1950s.

Poodle skirts were the latest fashion and had a unique dance and sound. Moreover, in the Lehigh valley "cruising" drive-in theaters and the Ritz barbeque dominated the social scene.



### Spotlight: The Development of the TV in the 1950s

#### 1950:

\*APRIL: 5,343,000 TV sets are in American homes

\*OCTOBER: 8,000,000 TV sets are in homes and 107 stations exist

#### 1951:

\*JUNE: 13,000,000 TV sets are in the USA

\*SEPTEMBER 4th: First coast-to-coast telecast occurs (President Truman speaks)

#### 1952:

\*APRIL: I Love Lucy is watched by 10.6 million homes, setting a new record

\*JULY 7-14th: First International Television Hookup!

#### 1953:

\*50% of Americans now have a television set (25,233,000 homes)\* NOVEMBER 22nd - The first program broadcasted in RCA electronic compatible color was the showing of *The Colgate Comedy Hour*

(continued)

### Discussion/Questions

1. Why do you think the local TV station failed? List 3 potential reasons?
2. How do you think the 1950s affected your life today?

### Activities

1. Compare the Lehigh Valley in the 50s to now. Discuss this issue with family and friends who were living during the 50s.

## **Spotlight: The Development of the TV in the 1950s** (cont'd)

### **1954:**

- \* JANUARY 1st: The first national coast-to-coast colorcast takes place, with the broadcast of the "Tournament of Roses Parade" from Pasadena, California to 21 network stations.
- \* MARCH: First color commercial by Pall Mall cigarettes

### **1955:**

- \* OCTOBER 3rd: *The Mickey Mouse Club* is first telecasted on ABC
- \* RCA sells 20,000 TV sets -- most all are 21" models

### **1956:**

- \* APRIL 2nd: The #1 Daytime Serial starts: *As The World Turns*
- \* RCA sells 90,000 TV sets -- Model CT-4

### **1957:**

- \* Hungarian TV Broadcasting Begins
- \* 41,000,000 homes now have television in the USA

### **1958:**

- \* RCA sells 80,000 color TV sets -- Model CT-7
- \* OCTOBER 17th: *An Evening With Fred Astaire* is telecasted on NBC

### **1959:**

- \* 42,000,000 American homes have television with some having 2 sets already
- \* RCA sells 90,000 TV sets -- Model CT-9

## **More information**

[http://www.fashion-era.com/1950s/1950s\\_3\\_fashion\\_dressmaking.htm](http://www.fashion-era.com/1950s/1950s_3_fashion_dressmaking.htm)

## **Academic Standards**

Living History: The 1950s is specifically designed to address the Academic Standards for History as set forth by the Commonwealth of Pennsylvania. This program supports the successful achievement of standards 8.3 United States History, as defined under grade 12 measurement criteria: 8.3.12

A. Identify and evaluate the political and cultural contributions of individuals and groups to United States history from 1890 to Present

