

Vanessa Aldana

Kesler Jackson

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### Golden Age of America

What and when was the Golden Age in America? The Golden Age was said to have taken place between the years of 1945-1973. It was the Golden Age of capitalism which included economic expansion, fixed prices, low unemployment, and rising standard of living. In almost in every way diet, housing, income, education, and recreation improved tremendously. Children were living better than their grandparents did. Although, The Golden Age of America was truly a time of stability and growth, it was not entirely the true definition of what a Golden age is.

Ancient Greece was one of the most advanced civilizations for their time. Ancient Greece defined the Golden Age as a period of primordial peace, harmony, stability, and

prosperity. Ancient Greece definitions of Golden Age reflects on America. Post World War II

America was in a period of growth, which allowed America to become stable and grow in every imaginable way.

However, America was not entirely in peace, which would disqualify it from Greece account of a true Golden Age. After World War II the U.S. emerged itself to the world's greatest power. During, the said Golden Age, America was facing issues with the Soviet Union and their communist belief. America urged to contain the spread of communism in fear neighboring countries would eventually share the Soviet Unions ideas. Due to this, in the said "Golden Age" it resulted in wars, the Korean and cold war. The cold war did result in benefits for America, but it was definitely not truly a Golden Age.

The economy was changing because of the Cold War. The cold war fueled U.S. industrial production and redistributed Americans population and economic resources. In 1956 for the very first time in American History, there were more white collar workers than blue collar workers. Also, with in decade the south had a transformation. There were new tractors

and machines to harvest, with this new machinery there were less workers needed. Leading to, more than 3 million black and white workers to migrate somewhere else for work. Finally, farms on California, ran by Latinos and Philippines migrant workers produced an endless supply of fruit and vegetables. Items such as oranges and orange juice that used to be for the wealthy now was an essential part of the American diet. The Golden age changed the view point on American standard of living.

Due to the Standard of living rising came the suburbs. After World War II there was a spike in population called the baby boom. The baby boom stressed the demand for housing, tv, home appliances, and cars. During the 1950's the homes in the United States doubled in order to accommodate the increase in population. The new suburban areas needed shopping centers where people can purchase their good such as clothing, which the car became a necessity in order to drive to the malls.

The automobile became part of the American dream. The nice home, family, and automobile was the ultimate sign that you have arrived. Also, interstate high way which made

traveling time shorter and faster became a normal part of an average American life. In result of highway came conveniences like motels, drive in movie theaters, road side eating establishments. The highways lead to McDonalds' which even today is consumed regular by almost all Americans. The automobile and production of highways lead to expansion since people can travel longer distances in shorter time and higher standard of living.

The advertisements of the 1950s influenced the middle class especially. Since, many who had Television ads would appear claiming how having a dishwasher was the latest thing. It made many feel like they needed such items to maintain their class. Television also changed Americans eating habits by integrating TV dinners. Overall, Television became the most influential advertisement medium invented.

Unfortunately, unless you were white you didn't exactly benefit from America's changing economy. In the image *Golden Age of America*, it displays Black America's in line for the food bank during sometime in the 1950's ironically by an ad talking about the American

dream. In some states where they seemed to be thriving, others were in poverty waiting in line for food. Can we say accurately that during this era it was a true Golden Age when not everyone seemed to be thriving from all the Golden Age was supposed to offer? In my opinion I think during the era of the Golden Age it was definitely more a change to consumer nation, which we currently are today, instead of new world order.

To add on, during Truman's presidency, Truman reached out to the black community, which you could argue can be the start of social peace. In order to have peace it first starts with fighting for it. Black Americans were allowed to participate in baseball like Jackie Robinson, who represented equality for all. During the Golden Age and its overall stability allowed many to focus on America and social issues, starting civil rights for Black Americans. America we can agree on due to the Golden Age was able to fight at home and work on social peace and justice.

Another minority who faced social injustice during the Golden Age era, was women.

The emergence of suburbia placed pressured on the family, especially the women. During World

War II women were allowed to work, due to the many job opening because of the men at war. In fact, it was encouraged of women to work and be a mom, the most infamous ad would be the Rosie and the Riveter ad, showing a women in a work uniform being masculine. However, only a small percentage of women actually participated in working and being a mother at the same time, it was still a social change. After World War II, women didn't want to give up their jobs, but men needed to work, so the majority of women were terminated and thanked for their service in the war effort. Men were surprised, women actually loved the independence. In result, women too fought for their rights and social justice. The Golden Age was a time of social change and maybe it wasn't peaceful, but it was a time of change.

Adding on, women who did continue to work, worked part time. Working part time was usually not to help financially, but in order for women to have satisfaction with their life.

Women on average made 60% less what men earned. During this time to encourage women to quit their jobs many shows and ads portrayed marriage and family as women's life achievements. In result, it portrayed women in work as neglecting and selfish. Over this time it

created a counter culture fighting for equal treatment. World War II killed millions, but the end result created a time of social enlightenment.

In Conclusion, the Golden Age was more of a shift into consumerism it included economic expansion, fixed prices, low unemployment, and rising standard of living. The standard of living rose, what used to be luxuries like oranges, automobiles, suburban houses, and television were now readily available to anyone who worked for it. Economic expansion occurred with traveling with vehicles making it easier to relocate and jobs being displaced. However, the Golden age can't be fully defined as a Golden Age considering the war and social wars occurring. However, the Golden Age was defiantly time of social enlightenment, while minorities were fighting for equal rights. Overall, the Golden age was a time of growth, stability, and change.

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