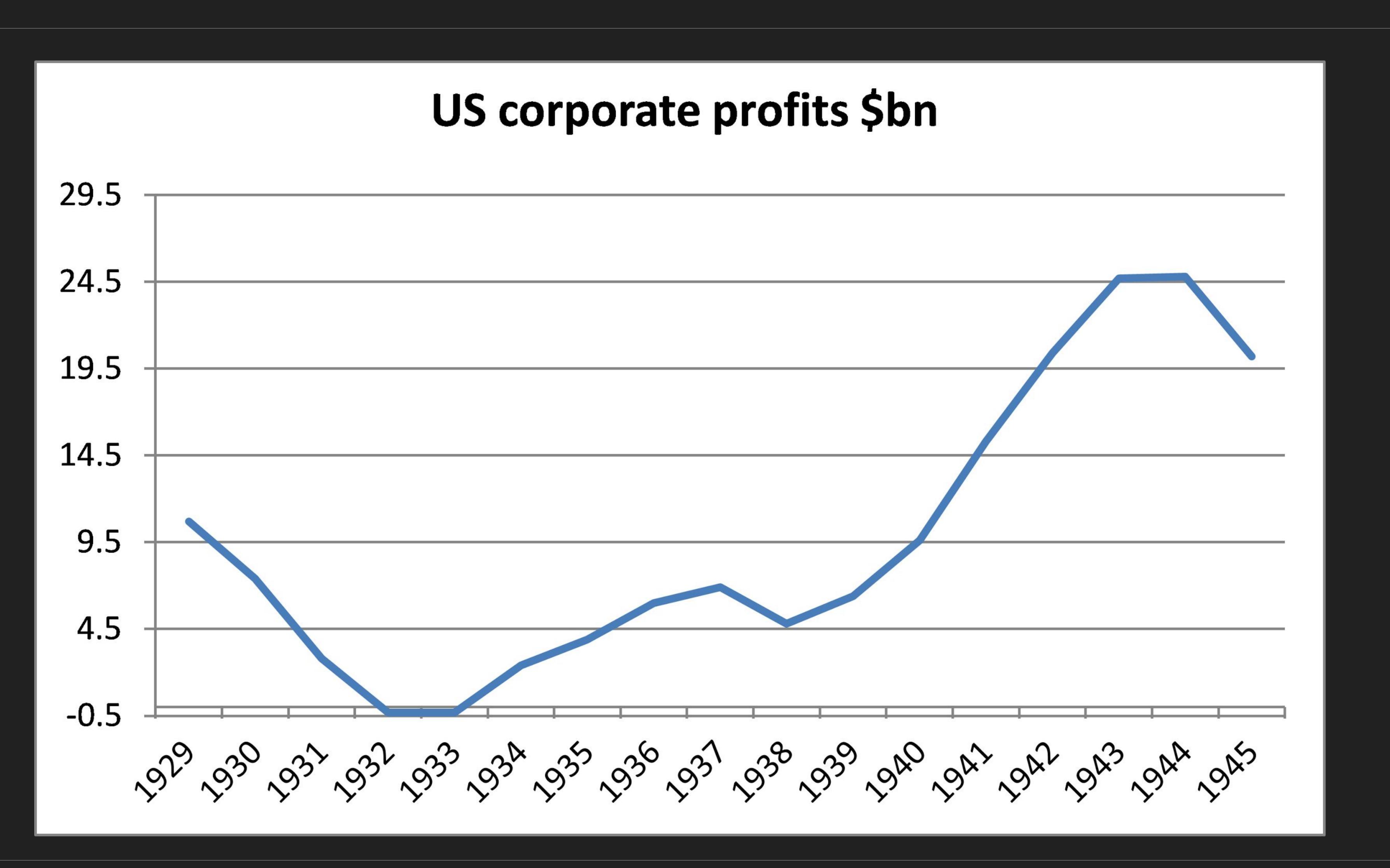


#### A Dilemma

The Earth is a Machine → go ahead and use if up as quickly as possible because we believe that standards of living will get better and increasingly improve people's lives. Maybe or maybe not.

What we do know is that we are using up resources as fast as possible. Why?



### The WW2 Full Employment Machine

- 69,000 airplanes (aluminum industry) 🕶 70 planes per day
- 5,000 naval battleships 5 ships per day
- 7 million aircraft bombs (4,000 bombs per day)
- 31 million artillery shells (18,000 shells per day)

You have returned home from serving in World War II to find that your country is changing. The cities have swelled. Outlying suburbs are being built up with almost identical homes. America produces more and cheaper goods. In a booming economy, couples marry and start families in record numbers. As you watch clever ads on TV for the newest labor-saving gadgets, you feel nostalgia for a simpler time.

Increased prosperity is the American dream of the 1950s? Only if we have large demands can we expect large production. Therefore, it is important that in planning for the postwar period, we give adequate consideration to the need for ever-increasing consumption on the part of our people as one of the prime requisites for prosperity. (Robert Nathan 1944 - an economic advisor to the White House).

Our enormously productive economy demands that we make consumption our way of life, that we convert the buying and use of goods into rituals, that we seek our spiritual satisfactions, our ego satisfactions, in consumption. The measure of social status, of social acceptance, of prestige, is now to be found in our consumptive patterns. The very meaning and significance of our lives is today expressed in consumptive terms (Victor Lebow 1955 - The Journal of Retailing)

Some new words

- Consumerism
- Franchise
- Planned Obsolescence

This leads directly to the Throw-away Society

How does pressure to conform affect the American dream?

How does advertising promote certain lifestyles and ideals?

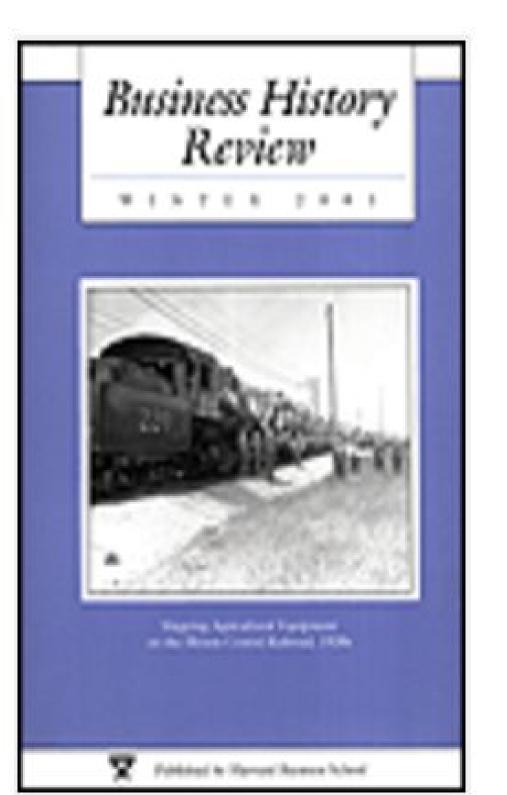
Who might be excluded from the new prosperity?







- The mainspring of the American standard of living is High and Increasing Productivity!
- We take abundance for granted as we consume more than half of the world's coffee and rubber, almost half of the steel, a quarter of the coal and nearly two-thirds of the crude oil ( At this time the US had only 1/15th the population of the world ).



JOURNAL ARTICLE

The Selling of America: The Advertising Council and American Politics, 1942-1960

Robert Griffith

The Business History Review

Vol. 57, No. 3 (Autumn, 1983), pp. 388-412

Published by: The President and Fellows of Harvard College Stable URL: http://www.jstor.org/stable/3114050 Page Count: 25

The 1946 Employment Act named "purchasing power" as one of the things government was meant to promote. Along the way the Ad Council cheered them on, casting consumption as what distinguished happy capitalists from those poor beleagured souls living under the communist boot.

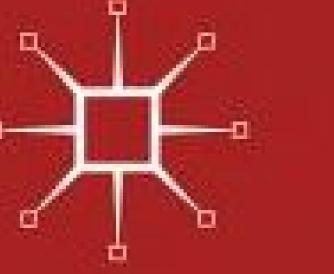
#### Visual themes:

- consumption/buying = freedom
- ofreedom makes people happy
- Men wear hats and smoke pipes
- Women wear skirts/dresses and are always happy
- Kids are spoiled because they get stuff and this is the American Way

# ADVERTISING IN THE AGE OF PERSUASION

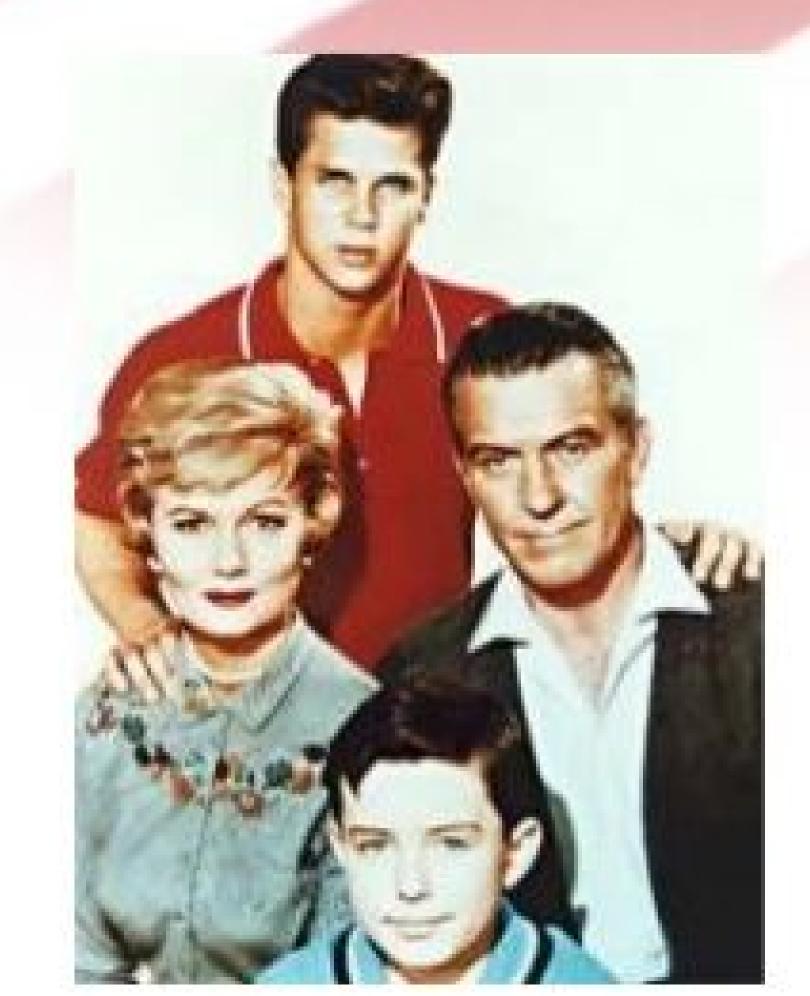
BUILDING BRAND AMERICA,
1941-1961

DAWN SPRING



## Leave it to Beaver

- This classic 1950s TV show is the epitome of the American dream
  - Hard working
  - Clean cut and well-liked
  - Happy nuclear family
  - One income
  - Suburban house
  - Two children
  - Safe, public schools
  - Expanding prosperity
  - Children would have a better future than their parents





American in the 1950s: The Decade that Changed Everything: The Atomic Age; Prosperity for All; Interstates; Suburbia; Television; Rock N Roll; The Age of Advertising; The Happy Homemaker and the Origin of Sexism; The Origin of the Perceived American family unit - two happy white kids ...









Freedom, Freedom, Freedom

Through convenience

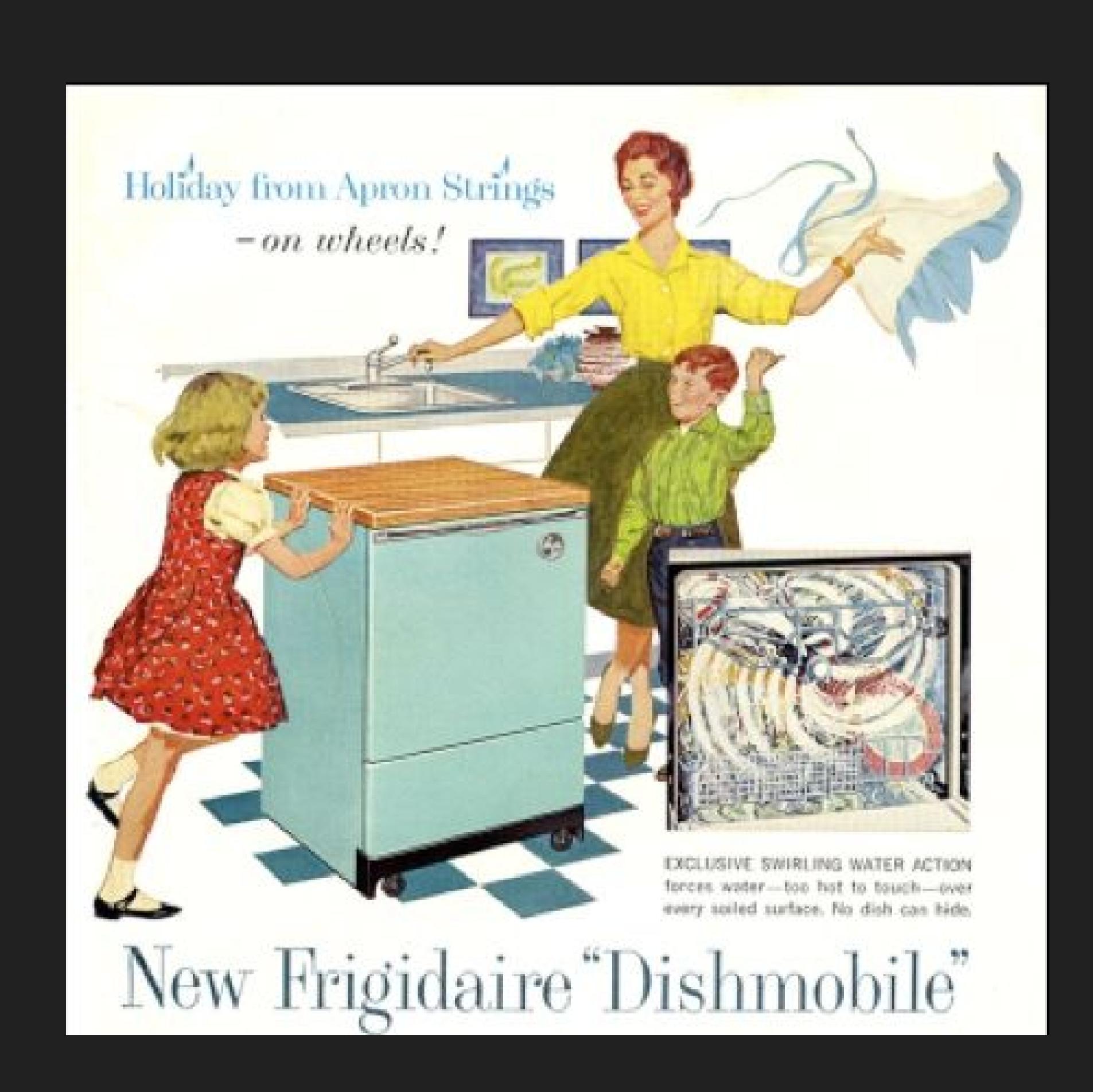
Ain't technology grand

### Slogans R US and We car Sell

American, Any Fucking
Thing just by making up
words and creating Leisure
Time







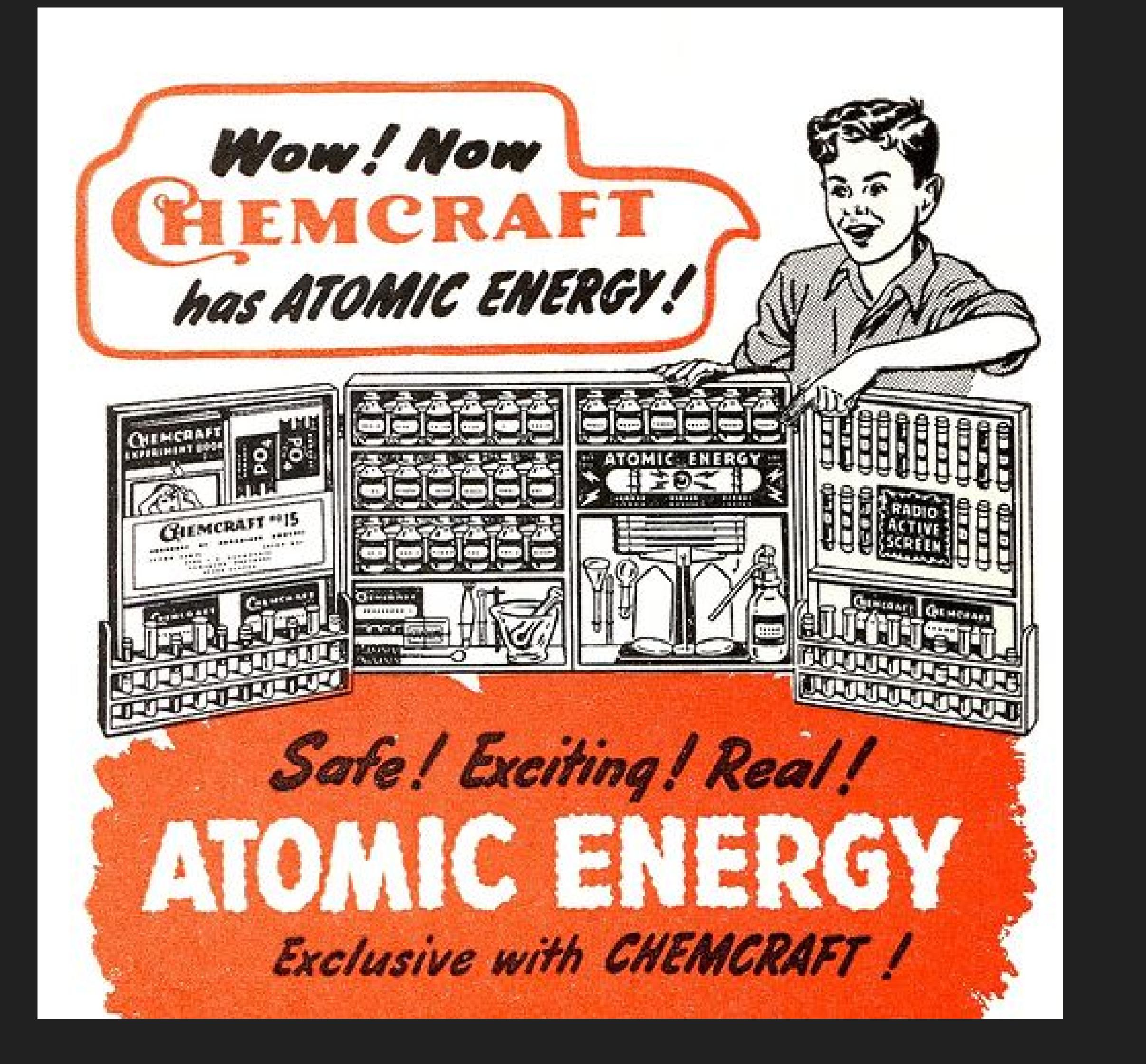






















you just plug in and play!















m performance!











The 1950s Wholesale Conversion to Suburbia and Conformity

What happened to Rugged Individualism?

This is just another form of the Soviet Man







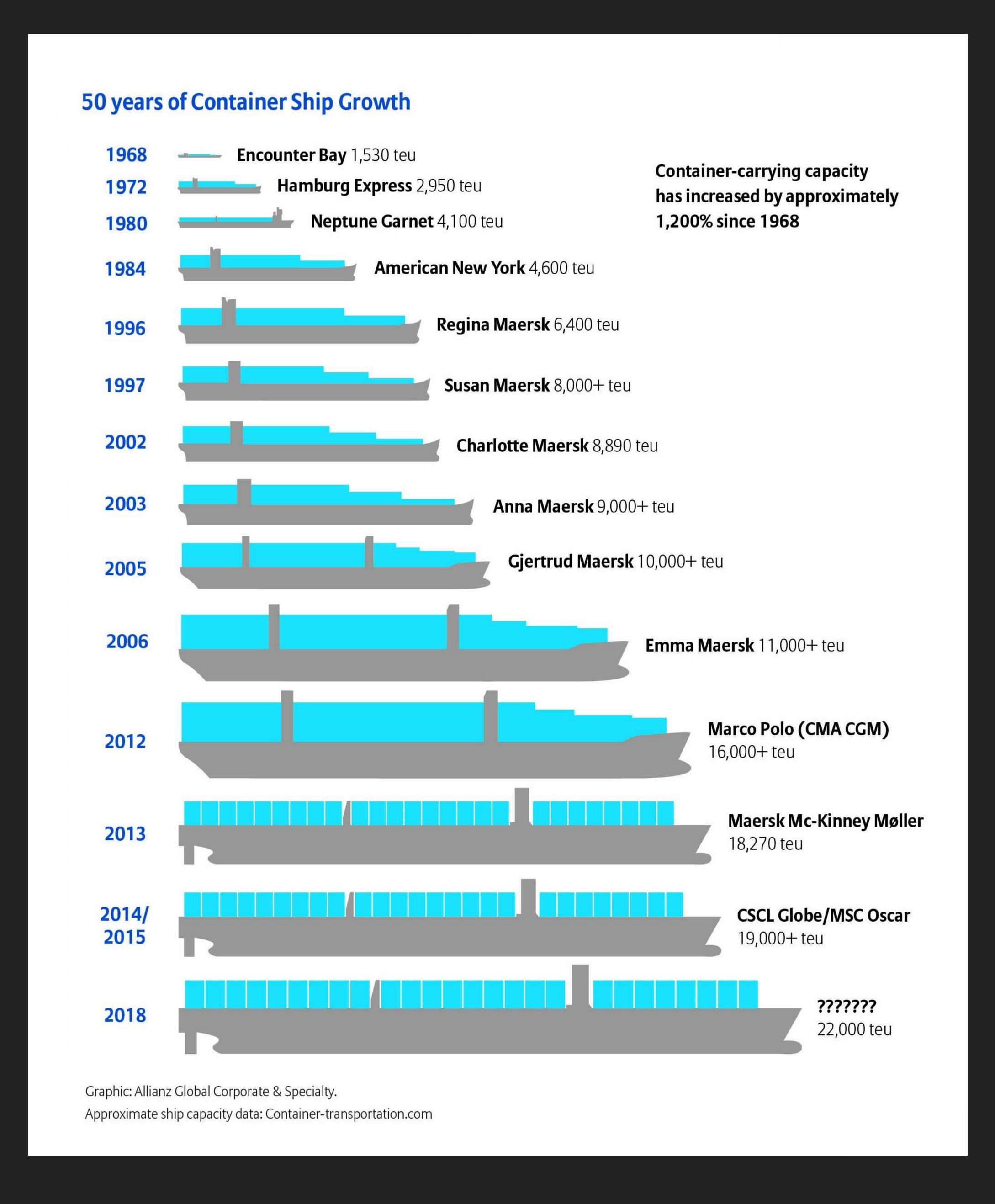
As a result of suburbia + interstates the US built the most energy intensive transportation economy that could be built. But since the price of gas was so low, and America produced 50% of world oil during the 1950's, any problems with this approach in the longer term were wholly ignored.

And so set the stage for every increasing production and consumption. American prosperity required dominating the world in trade and products and for a long time we did and in the short term, it certainly did pay off. Life in the 1950s and 1960s was a lot better than life in the 1920's and 1930's - personal prosperity and personal productivity were very high and the free market society was borne without boundaries.

But what will life be like in 2045 compared to 2015?

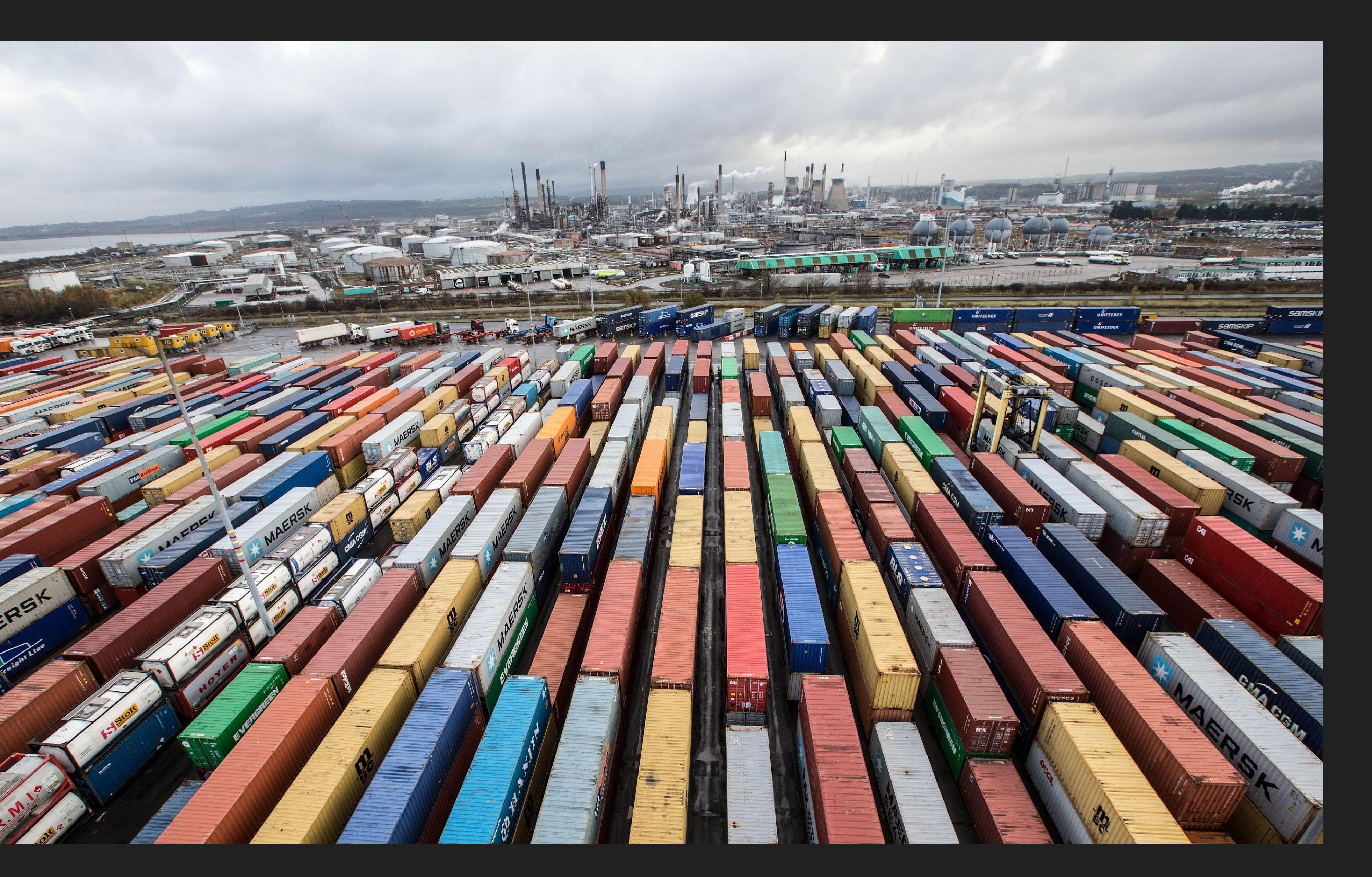
Remember, its all about getting products to market as fast as possibnle

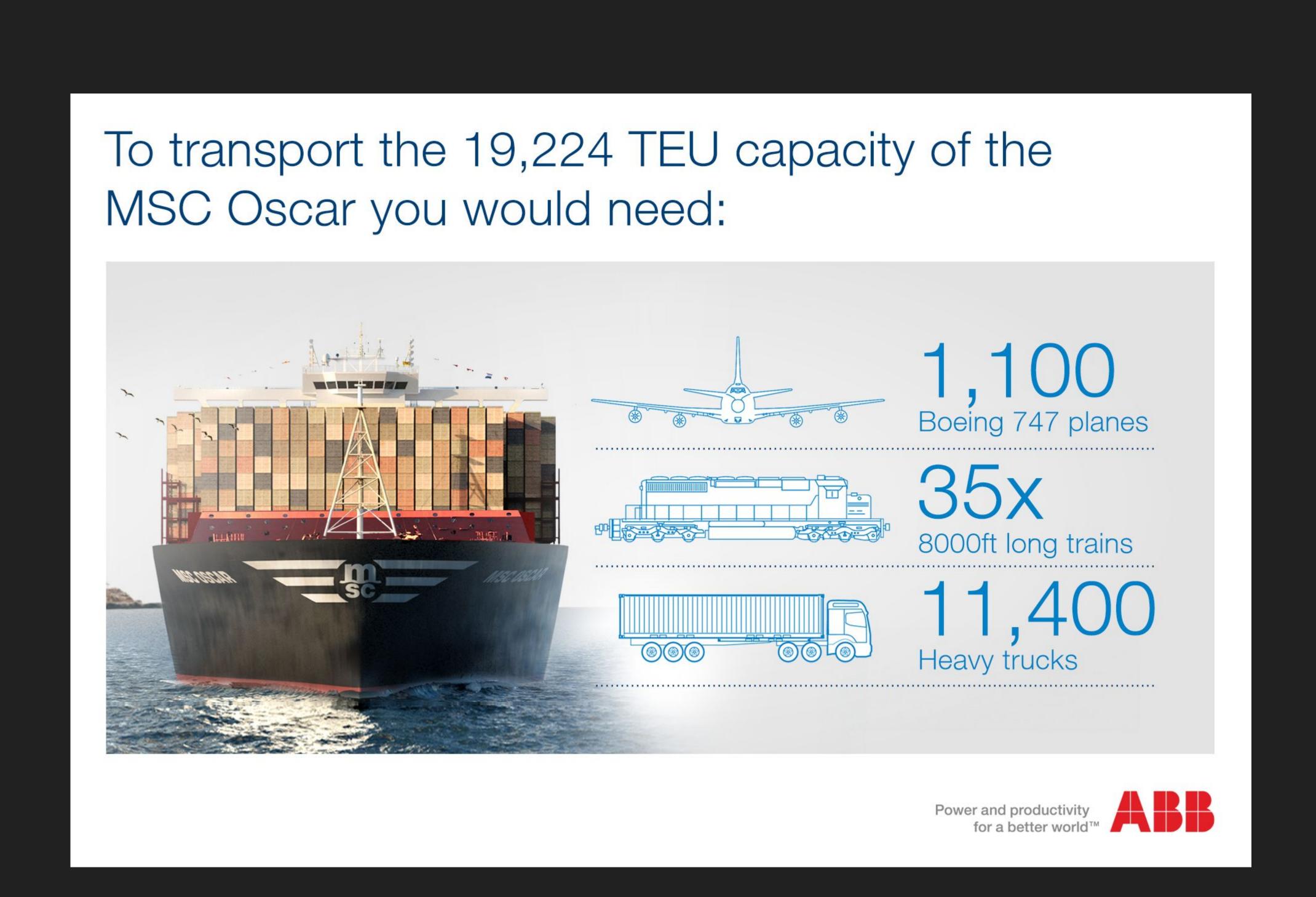


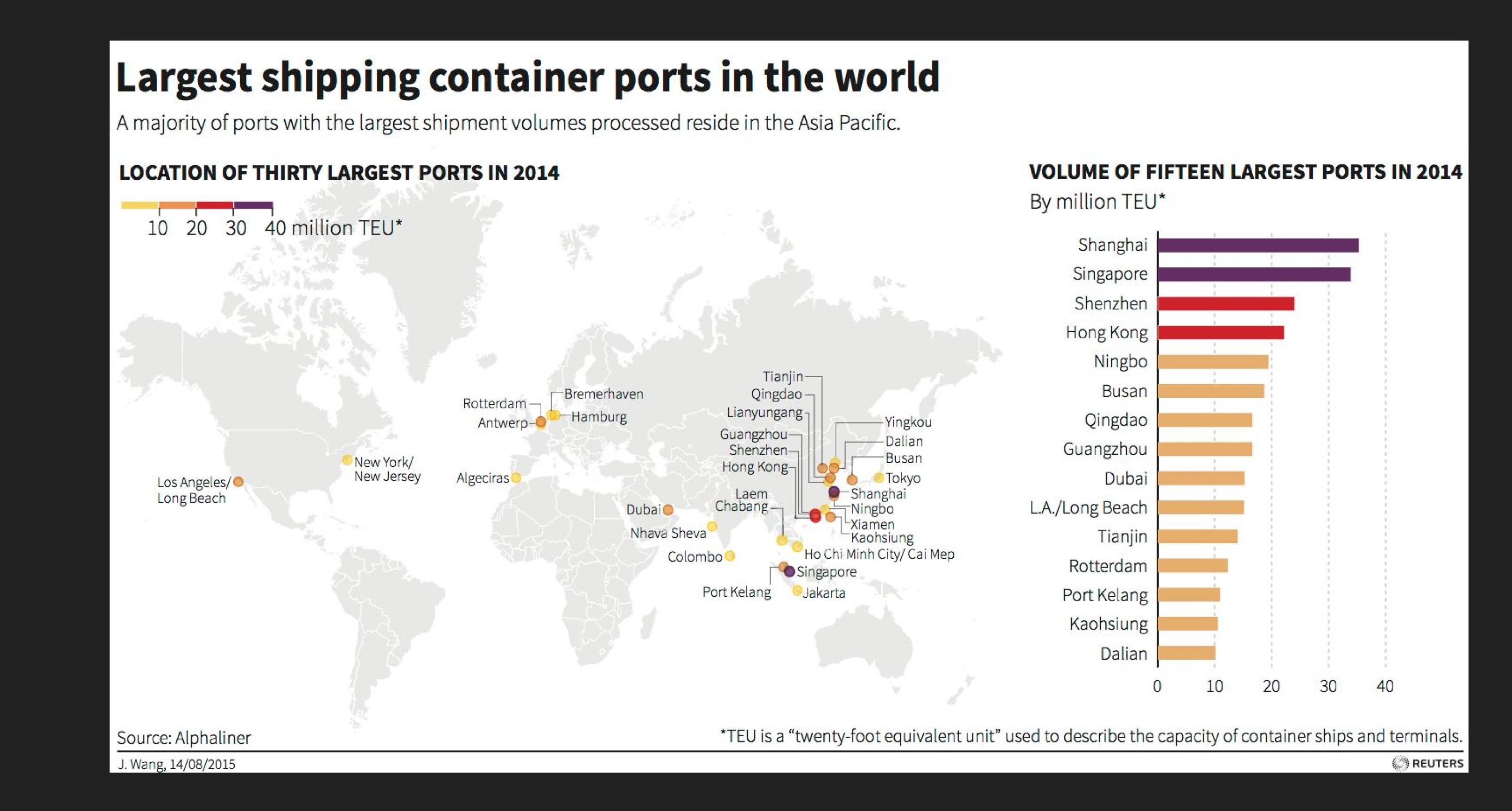


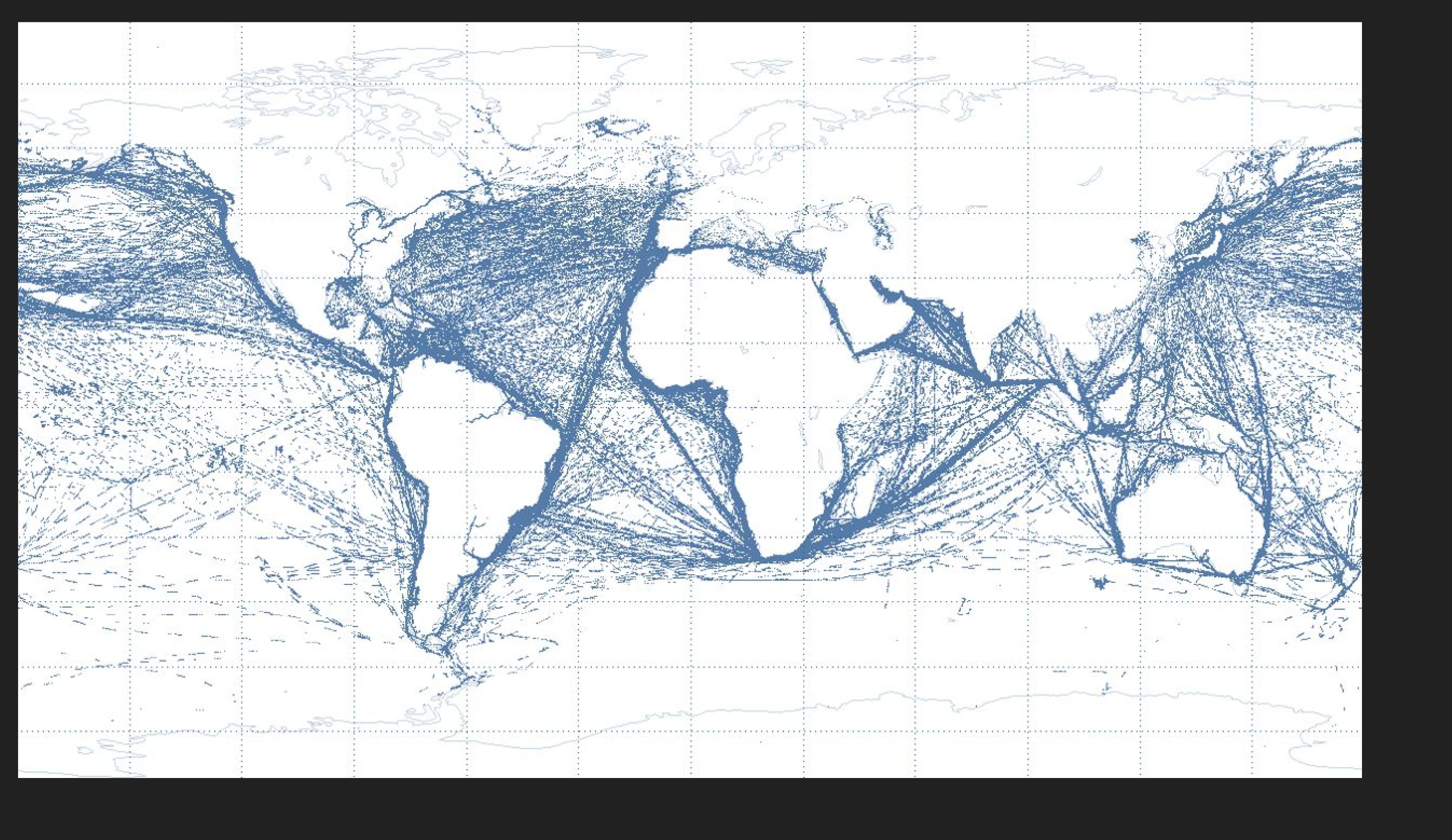












# You are Currently Living in the Most Unsustainable Period in History

Is this our value system?

