

# *Creative Forecasting*



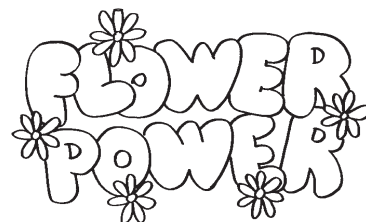
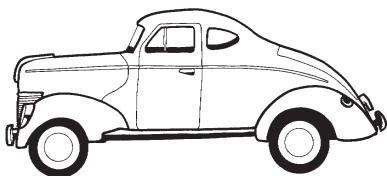
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REMEMBERING THE 1940s, 1950s, & 1960s

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## REMEMBERING THE 1940s, 1950s, & 1960s



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1940's



1960's



1950's

FLOWER  
POWER



# 1940s DISCUSSION QUESTIONS



## HEADLINES IN THE NEWS

The 1940s were colored with international conflict. Although the decade began with the optimism of the World's Fair in New York City, it was quickly overshadowed by the world's political conflict. The bombing of Pearl Harbor meant all Americans became involved somehow in World War II.

- What changes did the war have on your lives? **Family and friends drafted (first peacetime draft), rationing, war bonds, women worked, new jobs supported the war effort, victory gardens, women's fashions changed**
- What items were rationed? **Gasoline, sugar, coffee, meat, butter, soap, shoes, silk stockings**
- Who were the U.S. Presidents? **Franklin D. Roosevelt (1933 - 1945), Harry S Truman (April 12, 1945 - 1952)**
- What are some of Truman's accomplishments? **Truman Doctrine (international anti-communism plan), Marshall Plan (to feed starving Europeans), United Nations, ended WWII by bombing Japan (August 26, 1945)**

## FAVORITE FOODS

- How did the war affect what you ate? **Vegetables from victory gardens, canned or preserved, sugarless cakes and pastries, meatless meals, "oleo" margarine**
- What new foods appeared after the war? **Cheerios®, M&Ms®, frozen orange juice, instant coffee, K-rations**

## ENTERTAINMENT

- What famous movies made their debut? ***The Best Years of Our Lives, National Velvet, For Whom the Bell Tolls, Sergeant York, A Tree Grows in Brooklyn, Casablanca, Meet Me in St. Louis***
- Remember drive-in movie theatres?
- What Hollywood star was the GI's favorite pin-up girl? **Betty Grable**
- What new dance became popular? **Jitterbug**
- What new invention replaced the radio in popularity? **Jukebox** Where did you find them? **Soda shops**
- What were some popular songs? ***Don't Sit Under the Apple Tree, Oh, What a Beautiful Morning, Some Enchanted Evening, The Surrey with the Fringe on Top, Fools Rush In, Jukebox Saturday Night***

## FAMOUS PEOPLE

- Why were these people famous? Jackie Robinson - **First black Major League Baseball player**, Audie Murphy - **Most decorated soldier of WWII**, Frank Sinatra - **Singer**, Norman Rockwell - **Illustrator for the *Saturday Evening Post***, Ava Gardner - **Movie star**, Douglas MacArthur - **WWII general**, Milton Berle - **Comedian**

## FASHIONS

- What did women wear? **Tailored suits, hats, gloves, trousers, denim jeans, saddle shoes, bobby socks**
- What did men wear? **Tailored suits, overcoats, fedoras, denim jeans, sloppy shirts, loafers, army boots, zoot suits**



# 1959



## U.S. PRESIDENT & VICE PRESIDENT

Dwight Eisenhower & Richard Nixon

### COST OF LIVING

- New House - \$12,400
- Average Income - \$5,016 per year
- New Car - \$2,250
- Average Rent - \$97 per month
- Gasoline - 25¢ per gallon
- Harvard Tuition - \$1,250 per year
- Movie Ticket - \$1
- Postage Stamp - 4¢

### COST OF FOOD

- Granulated Sugar - 89¢ per 10 pounds
- Vitamin D Milk - \$1.01 per gallon
- Ground Coffee - 95¢ per pound
- Bacon - 63¢ per pound
- Eggs - 29¢ per dozen
- Ground Beef - 58¢ per pound
- Fresh Bread - 20¢ per loaf

### HEADLINES

- Alaska and Hawaii Become 49<sup>th</sup> and 50<sup>th</sup> States
- Khrushchev Tours U.S.
- Space Program Accelerates
- U.S.S.R. Launches Rocket with Two Monkeys on Board
- China Dissolves Tibetan Government - Dalai Lama Seeks Asylum in India
- Soviet Troops Arrive in Afghanistan
- Oklahoma Repeals 51 Years of Prohibition Leaving Mississippi as Only Dry State
- Ford Edsel Is Officially Declared a Flop
- Famous Architect Frank Lloyd Wright Dies at Age 89

### NEW FOOD PRODUCTS

- Royal Crown Cola®
- General Mills® Frosty O's® Cereal
- Ocean Spray® products
- Häagen-Dazs® Ice Cream

### FIRSTS

- Coast-to-coast jet service between New York and Los Angeles (American Airlines)
- Weather station in space (*Vanguard II* satellite)
- Pantyhose
- Atomic-powered merchant ship (*N.S. Savannah*)
- Barbie® doll
- Telephone cable linking Europe and U.S.

### FADS

- Greta Garbo slouch hats
- Bikinis (just beginning to appear on the beach)
- Baggy sweaters
- Paste-on costume jewelry

## MUSIC

- *Battle of New Orleans* (Johnny Horton)
- *Dream Lover and Mack the Knife* (Bobby Darin)
- *Heartaches By the Number* (Guy Mitchell)
- *High Hopes* (Frank Sinatra)
- *I Fought the Law* (Sonny Curtis and The Crickets)
- *Lipstick on Your Collar* (Connie Francis)
- *Lonely Boy* (Paul Anka)
- *My Favorite Things* (Mary Martin)
- *A Teenager in Love* (Dion and The Belmonts)
- *There Goes My Baby* (The Drifters)

## MOVIES

- *Ben-Hur* (Academy Award® winner)
- *Anatomy of a Murder*
- *The Diary of Anne Frank*
- *The Mouse That Roared*
- *North By Northwest*
- *The Nun's Story*
- *Operation Petticoat*
- *Pillow Talk*
- *Porgy and Bess*
- *Rio Bravo*
- *Sleeping Beauty* (Disney)
- *Some Like It Hot*

## SPORTS CHAMPIONS & NEWS

- Los Angeles Dodgers (baseball)
- Baltimore Colts (football)
- Montreal Canadiens (hockey)
- California (NCAA basketball)
- Billy Cannon from LSU (Heisman Trophy®)
- Billy Casper (U.S. Open golf)
- U.S. Supreme Court overturns Louisiana's ban on interracial boxing matches.
- Hockey face mask revolutionizes goaltending in the National Hockey League.

## BORN THIS YEAR

- Judd Nelson
- Clint Howard
- "Weird Al" Yankovic
- Tom Arnold
- Tracey Ullman
- Randy Travis

## NEW WORDS & PHRASES

- Backup (substitute)
- Beer-B-Q (barbecue with beer as the main beverage)
- Bubble bug (helicopter)
- Corridor (traffic freeway)
- Denuclearization zone
- Go-karting
- Silo
- Valet parking



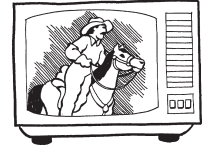
# TV SHOWS FROM THE 1960s



The 1960s brought an explosion of popular television shows, each more funny, dramatic, or innovative than the next. Match the series title with its description below.

1. Realistic drama about a brooding surgeon at County General Hospital
2. Ensemble cast revolving around a comedy writer and his family
3. A boy and his dolphin
4. Set in a small New England town, this was the first evening soap opera
5. TV's answer to James Bond
6. Popular comedy about a young wife with magical powers married to a "mere mortal"
7. First 90-minute western series about a cowboy who never revealed his name
8. Extended family from the country strikes it rich and moves to Hollywood
9. Colorful, energetic compilation of skits built around cultural satire and repetition
10. San Francisco Police Department consultant confined to a wheelchair after getting shot
11. Magazine-based show still popular today
12. Based on movies from the '40s, a young intern practices at a metropolitan hospital
13. First series to portray an independent woman with her own job and apartment
14. A trio of boys living with their dad, uncle, and dog
15. Crew and passengers of the *SS Minnow* shipwrecked during a "three-hour tour"

- A. *Dr. Kildare*
- B. *Peyton Place*
- C. *Bewitched*
- D. *60 Minutes*
- E. *Gilligan's Island*
- F. *Ironside*
- G. *The Dick Van Dyke Show*
- H. *That Girl*
- I. *My Three Sons*
- J. *Ben Casey*
- K. *The Man from U.N.C.L.E.*
- L. *The Beverly Hillbillies*
- M. *The Virginian*
- N. *Flipper*
- O. *Rowan & Martin's Laugh-In*



<b>A N S W E R S</b>	1.	J	(1961 - 1966)
	2.	G	(1961 - 1966)
	3.	N	(1964 - 1968)
	4.	B	(1964 - 1969)
	5.	K	(1964 - 1968)
	6.	C	(1964 - 1972)
	7.	M	(1962 - 1971)
	8.	L	(1962 - 1971)
	9.	O	(1968 - 1973)
	10.	F	(1967 - 1975)
	11.	D	(1968 - present)
	12.	A	(1961 - 1966)
	13.	H	(1966 - 1971)
	14.	I	(1960 - 1972)
	15.	E	(1964 - 1967)