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Between consumerism and Cold War

The 1950s, when today's generation of grandparents enjoyed their youth, is often looked back on as an idyllic time of innocence, but also a somewhat staid period. It is also regarded as an era of awakening and new beginnings. Cars like the Renault Heck, TV sets, record players, petticoats and rock'n'roll all featured heavily in the 1950s, but so too did anti-communism and institutions like the Church, school and the army. In the book "Schöner leben, mehr haben" (Living the good life, having more), images and insightful essays are combined to produce a diverse picture that sometimes makes you smile and sometimes makes you cringe.

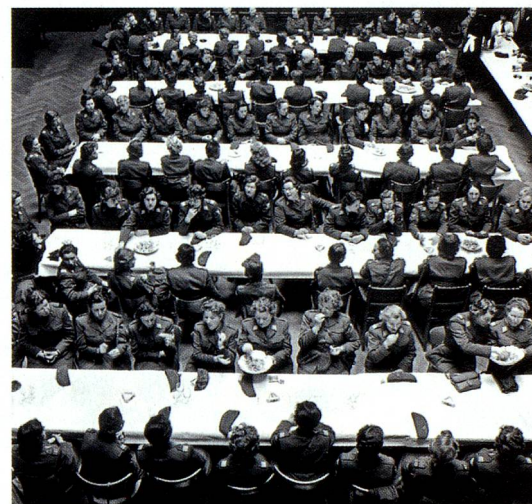
"Schöner leben, mehr haben", edited by Thomas Buomberger and Peter Pfunder; 267 pages; ISBN: 978-3-85791-649-6; price: around CHF 48



Photos (clockwise):
Renault Heck 4CV, advertise-
ment circa 1964, photograph
by Max Roth

Members of the Women's
Auxiliary Service in
Geneva in 1953, photograph
by Monique Jacot

Wild rock'n'roll nights in Biel,
circa 1956, photograph by
Christian Staub



The perfect happy couple, circa
1958, photograph by Max Roth
(no title)

Italian guest workers at Zu-
rich station, circa 1950, photo-
graph by Christian Staub

