

### What Things Cost in Eisenhower's America

Dwight D. Eisenhower was elected president of the United States in 1952. During the "Eisenhower years" more people owned their own homes and had the money to fill them with new merchandise. What did things cost in 1952? How do the prices compare to today? To understand the comparison we need to convert the 1952 prices into today's dollars using the Consumer Price Index. Next use the Internet or newspaper advertising to determine the actual price of the item today. Then write your observations about the price comparisons.

ITEM	1952	1952 Price in Today's Dollars	Today
Average Income	\$3,515	\$24,401	
House	\$16,800	\$116,627	
Ford Automobile	\$1,526 – \$2,384	\$10,594 – \$16,550	
Gasoline per gallon	\$.20	\$1.39	
Milk per gallon	\$.96	\$6.66	
Bread	\$.16	\$1.11	
Turkey per pound	\$.53	\$3.68	
M&M's 1 pound	\$.59	\$4.10	
Postage Stamp	\$.03	\$.21	
Sears Ladies Corduroy Jacket	\$4.99	\$34.64	
Sears Men's Flannel Shirt	\$1.79	\$12.43	
Steam Iron	\$19.95	\$138.49	

Observations: