

1. Affluence and Anxiety

An economic boom of the 50's surged with the;

- Invention of the transistor which helped the computer field
- Jet Technology (Boeing) military and commercial
- Television production soared
- 40 million new jobs created
- Women in the workplace despite televisions stereotyping of the housewife's role. (Ozzie and Harriet)

2. Consumer Culture in the fifties

- First credit cards
- Opening of McDonald's (fast food frenzy)
- Opening of Disneyland 1955
- Explosion of the number of television stations in the country.
- Television advertisement (like radio in the 20's)
- Televangelists (Oral Roberts, Billy Graham, Bishop Fulton Sheen)
- Sports shift west. (LA Dodgers, SF Giants.)
- Elvis Presley –Rock and Roll
- Playboy magazine

3. Dwight D. Eisenhower/Cold War continues

- Elected 1953 a liberal internationalist
- promised to lower taxes, reduce gov't regulation of the economy.
- criticized Truman's excessive spending, Korea policy.
- former Supreme Allied Commander, very popular. (generals/presidency)
- pledged a policy of "dynamic conservatism",
 - liberal with people
 - conservative with their money
 - decrease military spending (army/navy) increase air force power. (bombers)
 - opposed expansion of Federal activity
 - expansion of the power of the states.
 - encourage private enterprise, condemned the TVA, sought to replace it with a private company.
 - maintaining world leadership.
 - kept most New Deal programs intact /. Social Security, unemployment.

-Other developments during "Ike's" terms.

- Civil Rights Brown vs Board of Educ. 1954, troops/ Little Rock Ark. 57
Civil Rights Acts 1957,1960 (protect voting rights)
- Statehood Alaska 58' Hawaii 59'
- Landrum-Griffin Labor Management Act 58'/ stop union corruption/Hoffa
- disregarded Sen. Joseph McCarthy and other red baiters
- National Highways Act 1956/10,000 miles of interstate built.
- Space Race reaction to Sputnik 57' \$, NASA, National Defense Education Act-funding for math and science

-Significant Foreign Affairs

- Korea - concluded peace talks 53'
- Vietnam attended Geneva Convention, began aid to South Vietnam,
John Foster Dulles (Sec. of State) brainstormed SEATO
- plan for peaceful use of atomic power (International Atomic Energy Comm.)
- Middle East – **Eisenhower Doctrine** – aid to any threatened by communism.
 - sent troops to Lebanon to help sustain gov't.
- Summit Conferences – twice met with British, French and Soviet leaders to ease international tension
- Denied the existence of U-2 spy plane shot down over Soviet Union, hurt American credibility.
- Cuba – 59' recognized Fidel Castro's overthrow of Bautista until American property seized and citizens harassed, broke of diplomatic relations.

Honest, sincere and unpretentious, "Ike" was one of our most popular Presidents