The 1950's in the U.S.A.
Under Dwight Eisenhower, the United States experienced its highest level of economic success in history.

The Baby Boom, G.I. Bill, and Service Sector of the job market were big reasons for such success.

The U.S.A. continued a high level of Federal Spending, particularly in Defense Industries due to it’s new role in the World economy and politics.
The Growth of Suburbs:

“Levittowns” were affordable, mass-produced neighborhoods in driving distance of major cities.

New advancements in the automobile industry made it easier to travel, which led to more suburban area growth.
Suburban growth also gave rise to the fast-food industry.
Interstate Highway System:

- created under Eisenhower.
- created 41,000 miles of highways and expressways.
- led to a migration towards the South and West.
- major boom to travel and vacation industries.
Growth of the Sunbelt

- Name given to many Southern ad Western states.
- Cities like Houston, Orlando, Phoenix, and Los Angeles all experienced major growth in population.
- With population came jobs.
- With jobs came families.
- With families came more suburbs.
“The American Dream”
The New Job Market

- Rise of the “Service Sector”
- information industries.
- franchise businesses.
- computers (ENIAC)
- leads to an expansion in educational opportunities.
Culture of the 1950's

- **consumerism**: goods bought on credit.
- **daily life becomes easier with new technology and inventions.**
- The “nuclear” family
50’s culture:
Entertainment Industry

- Golden Age of Television.
- Birth of Rock N Roll Music.