

**15.5**

# **Postwar Prosperity**

## **As a Young Historian, I will be able to...**

- Describe how the United States made the transformation to a booming peacetime economy.
- Discuss the growth of the Sunbelt and the effects of migration.
- Describe changes in the U.S. economy in the postwar period.
- Discuss the accomplishments and leadership qualities of Presidents Harry Truman and Dwight Eisenhower.

# **Causes & Effects of Prosperity**

**After the war, soldiers returned home, war production was shut down.**

**The country had to convert industry to support peacetime needs**

**Demobilization-** Sending home members of the army from war efforts

**People were worried that wages would be cut dramatically by the return of peacetime economics**

# Soldiers Benefits

**G.I. Bill of Rights-** Granted veterans of variety of rights such as payment for college loans

The Bill caused a housing market boom, growth of the suburbs, & 8 million soldiers went to college

**Baby Boom-** Returning soldiers married & had kids quickly after returning from war.

**1957-** One American baby born every 7 secs, 4.3 million babies in one year!!!!



# Economics of the Country

**Inflation hurt the country after the war, too much money, not enough goods**

**Free Enterprise, however, created much more jobs, causing more goods to be developed**

**Productivity-** Rate at which goods are produced or services performed, rose because of new tech such as computers & agricultural machines

**As the Cold War conflicts demanded military spending, industry grew & goods were created**

# Americans Migrate to the Sunbelt

**Sunbelt-** Name given to the Southern & Western States. California became the largest state

Warm climates, booming industry, & rapidly growing cities drove people to these areas

Air conditioners allowed people to move to warmer areas year long

Large groups from Latin & South America immigrated to the country such as Los Angeles



# Innovations & Economic Development

**Service Sector-** Businesses that provide services such as healthcare, law, retail, banking, or insurance

**Information Industries-** People who worked on computers, such as ENIAC

**Women in the workforce doubled after WWII, while farmers declined due to technology**

**Franchise Businesses-** A business that allows a company to distribute its products or services through retail owned by independent operators

# Entrepreneurs

**Most franchisees were developed by Entrepreneurs such as [Sam Walton](#), creator of Wal-Mart**

**[Estee Lauder](#) founded a cosmetics company selling high quality products in department stores**

**[Multinational Corporations](#)- Companies that produced & sold their goods all over the world**

**Labor Unions joined in the [AFL-CIO](#) but faced much corruption**



# **Truman's Postwar Leadership**

**Truman had to navigate the nation through the end of WWII, Post-War, & The Cold War**

**Taft-Hartley Act-** Outlawed the “closed shop”- a workplace where only union workers can be hired

**Truman desegregated the military & formed a committee to oversee civil rights issues**

**Truman saw a difficult election of 1948, narrowly defeating Thomas Dewey**

# The Fair Deal

**Truman's program to strengthen New Deal reforms,  
create new programs (health care)**

**Congress failed to pass most of the deals however &  
Truman left office in 1952**

**Dwight Eisenhower takes office & charts a middle  
course to appease both democrats &  
republicans**