## **15.5**

## Postwar Prosperity

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

- Describe how the Unites 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!!!!

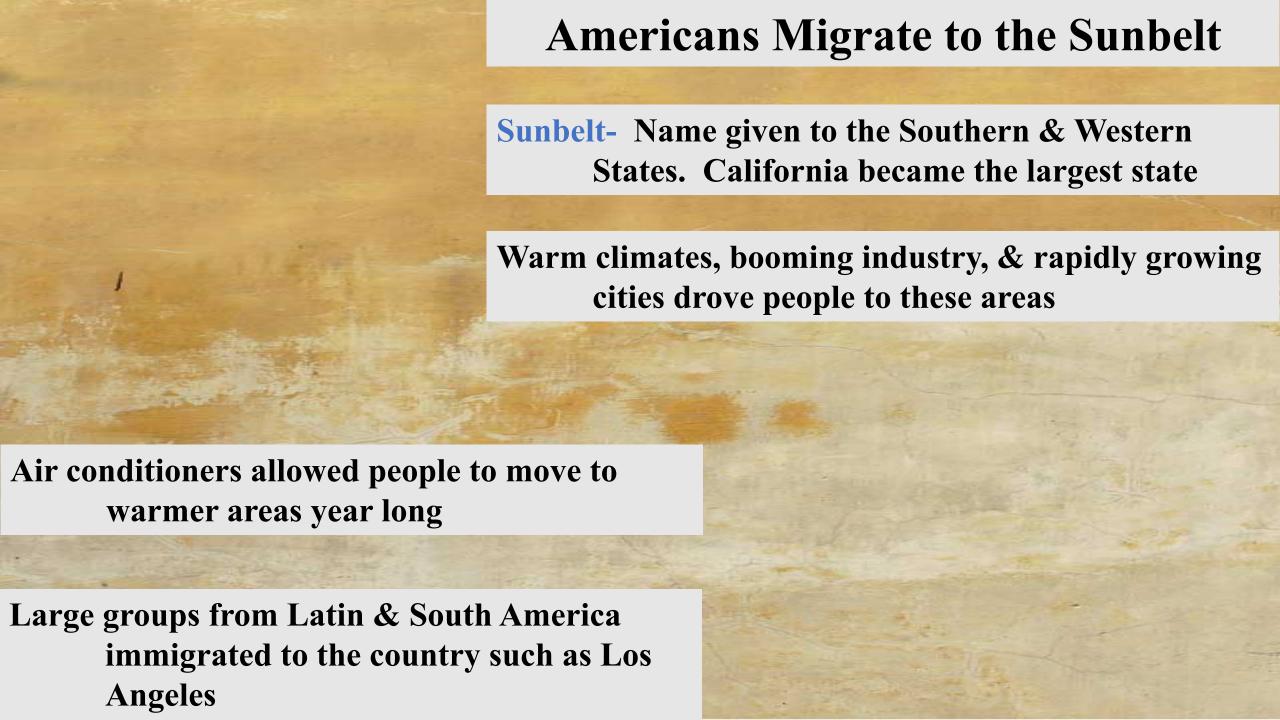
#### **Economics of the Country**

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



# 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

