

## Objectives

- Examine the rise of the suburbs and the growth of the Sunbelt.
- Describe changes in the U.S. economy and education in the postwar period.



## Terms and People

- **Interstate Highway Act** – 1956 law that authorized the spending of \$32 billion to build 41,000 miles of highway
- **Sunbelt** – name given to the region of states in the South and the Southwest
- **service sector** – businesses that provide services rather than manufactured goods

## Terms and People (continued)

- **information industry** – businesses that provide informational services
- **franchise business** – to allow a company to distribute its products or services through retail outlets owned by independent operators
- **multinational corporation** – companies that produce and sell their goods and services all over the world

## Terms and People (continued)

- **AFL-CIO** – in 1955, the American Federation of Labor (AFL) and the Congress of Industrial Organization (CIO) labor unions united
- **California Master Plan** – called for three tiers of higher education: research universities, state colleges, and community colleges, all of which were to be accessible to all of the state's citizens



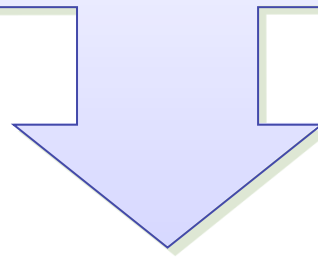
## What social and economic factors changed American life during the 1950s?

After World War II, many Americans migrated to the Sunbelt states and to newly built suburbs.

White-collar jobs began to replace blue-collar jobs in the U.S. economy, more women joined the workforce, and franchise businesses and multinational corporations were on the rise.

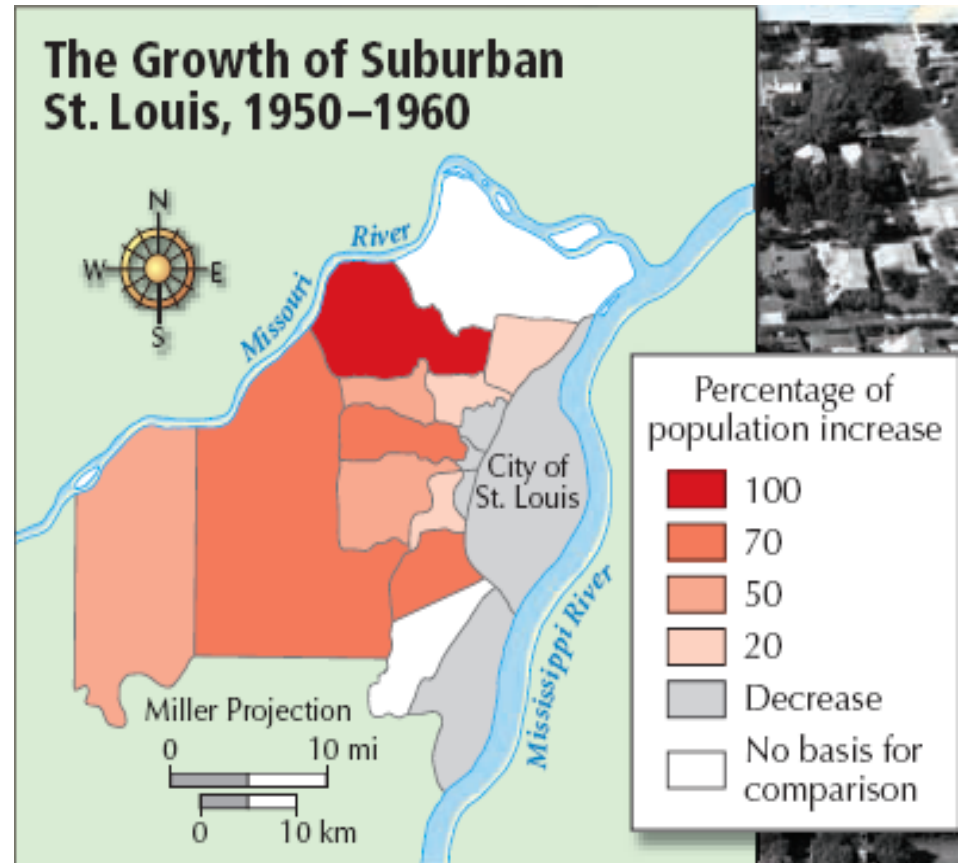


**Between 1940 and 1960, 40 million Americans moved to the suburbs, one of the largest mass migrations in history.**



- Because few houses were built during the war, the U.S. had a **severe shortage of urban housing**.
- **Newly married veterans** who needed housing looked to the suburbs.

Rural regions and older industrial cities suffered dramatic declines in population.



**At this time of peak demand, developers began to quickly build affordable housing.**

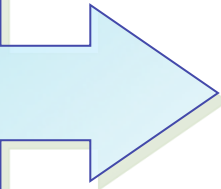


William Levitt built three Levittowns—in New York, New Jersey, and Pennsylvania—which became blueprints for other suburbs soon springing up across the country.



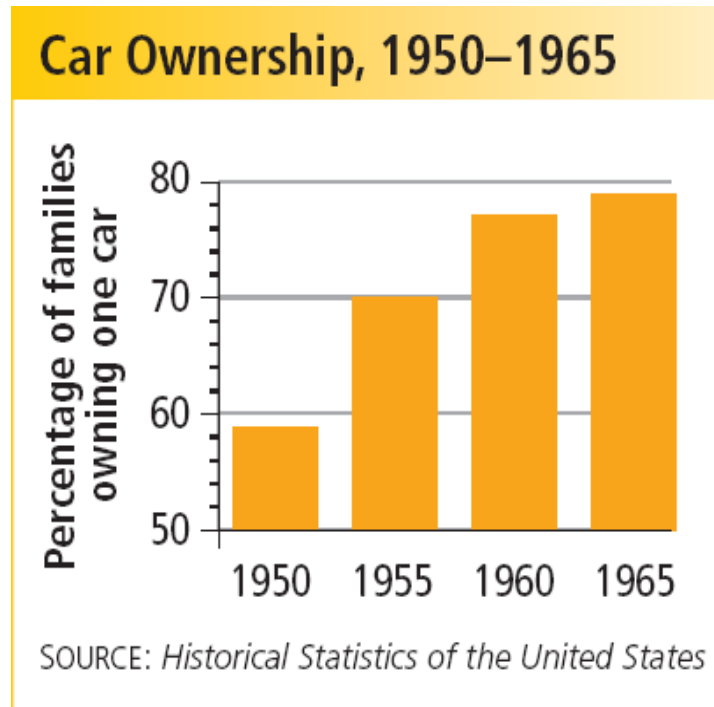
## New home buyers received low-interest home loans courtesy of the GI Bill of Rights and the Federal Housing Administration (FHA).

As populations increased, suburbs became self-contained communities with shops, schools, and police departments.

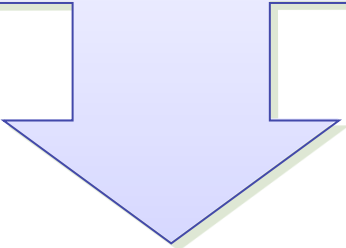


Some suburbanites used public transportation, but many needed cars to commute to work and to shop at suburban shopping malls.

**The number of registered automobiles jumped from 26 million in 1945 to 60 million in 1960.**

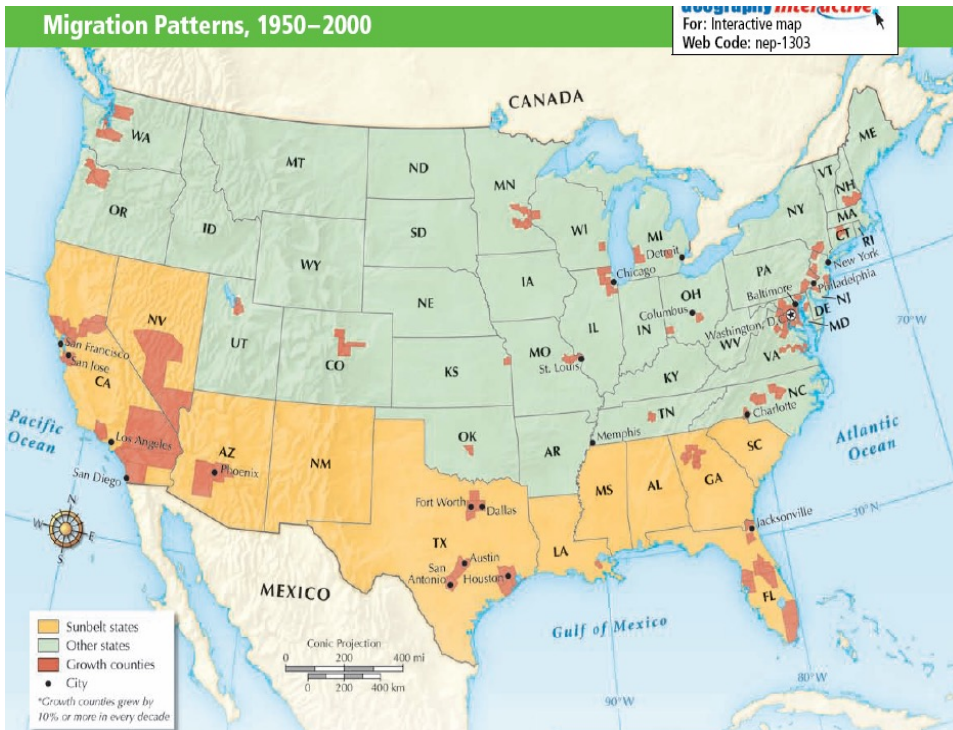


**To support the growing “car culture,” in 1953 President Eisenhower authorized funding to build the interstate highway system.**



- In 1956, Congress passed the **Interstate Highway Act**, the biggest expenditure on public works in history.
- Fast-food restaurants, drive-in movie theaters, and **the travel and vacation industries** all benefitted from the new roads.

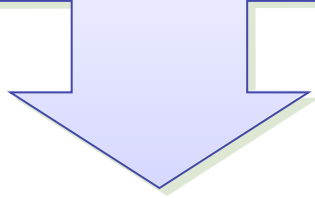
Another crucial trend of the postwar era was the growth of the **Sunbelt**.



Factors that drew people to the Sunbelt included its warm, appealing climate and new jobs in the defense, aerospace, electronics, and petrochemical industries.



As Americans moved to the suburbs and the Sunbelt, these areas:



- **gained political power** with increased congressional representation.
- **faced more environmental concerns** such as air pollution and water shortages.



## Population shifts were accompanied by equally ground-breaking structural changes in the American economy.

For the first time in American history, more people found employment in the **service sector** than in the manufacturing sector.



The new **white-collar workforce** included many who worked in **information industries.**



- The information industries often used **computers.**
- By the 1960s, **the government and private industry** had found many uses for the computer.

## Other Changes in the Economy

### Women in the Workforce

- The number of **women in the workforce doubled** between 1940 and 1960.
- Many worked part-time and were underpaid, but their jobs **boosted their families into the middle class.**

### The Decline of Family Farms and the Rise of Technology

- Both the number and percentage of Americans who made a living farming **continued to decline.**
- At the same time, improvements in technology **made farming more productive with fewer workers.**

**The postwar period saw changes in types of businesses and in the labor movement.**



- **Franchise businesses** were attractive to consumers craving **quality and consistency**.
- **Multinational corporations** expanded.
- Although many new white-collar workers **did not join unions** and labor's image was tarnished by a **corruption scandal**, the **AFL-CIO** still had a great deal of **political clout**.



**After the war, more people were able to complete high school and attend college. A more educated workforce boosted productivity.**

- **Local and state governments** provided most of the funding for education.
- But after the **Soviets launched *Sputnik 1*** in 1957, Congress approved the \$1 billion National Defense Education Act, **aimed at producing more scientists and science teachers.**



## Education is “Democratized”

<p><b>Accessibility</b></p>	<ul style="list-style-type: none"> <li>• More states <b>built or expanded</b> their college systems.</li> <li>• Many states gave funds to make it easier for ordinary Americans to attend college, using the <b>California Master</b> Plan as a model.</li> </ul>
<p><b>The End of Segregation in Schools</b></p>	<ul style="list-style-type: none"> <li>• In 1954, the Supreme Court ruled in <i>Brown v. Board of Education of Topeka</i> that <b>segregated schools were unconstitutional</b>.</li> <li>• However, <b>it would be years</b> before many schools were integrated.</li> </ul>

## Section Review

### QuickTake Quiz



### Know It, Show It Quiz

