

# Unit 7; Societal & Technological Growth



# GPS Standard & Essential Question

SS8H10: The student will evaluate key post-World War II developments of Georgia from 1945 to 1970.

a. Analyze the impact of the transformation of agriculture on Georgia's growth.

Essential Question: How has technological change affected agricultural methods and production?

# 1. How had agriculture changed in GA after World War II?

- When soldiers returned from WWII, they found the state in the midst of rapid change.
- Agriculture was no longer as dominant an industry as it had been.
- During the war years, many people had moved away from farms into the cities.
- Cities experienced rapid growth.
- Development of synthetic fabrics led to a decrease in the demand for cotton.

# Agricultural change in GA cont'd.

- Trees, soybeans, peanuts and corn were planted in place of cotton.
- Poultry industry began profitable.
- Farmers could work more acres with tractors and harvesters
- Average farm size in 1940 – 110 acres
- Average farm size in 1950 – 1,299 acres
- By 1970, 60% of GA's population lived in cities, and 40% lived in rural areas. Georgians were moving off the farm.



# GPS Standard & Essential Question

SS8H10: The student will evaluate key post-World War II developments of Georgia from 1945 to 1970.

b: Explain how the development of Atlanta, including the roles of mayors William B. Hartsfield and Ivan Allen, Jr., and major league sports, contributed to the growth of GA.

Essential question: How can the policies of state and local political leaders influence economic growth?



## 2. What factors led to the growth and development that Atlanta experienced after WW II?

- Suburbs ( residential areas around cities) begin to spring up around Atlanta.
- Businesses moved into GA because
  - Many northern companies wanted to escape cold winters, high heating costs, and transportation slowdowns caused by snow and ice.
  - Low business and individual tax rates
  - GA was a nonunion state – workers could be hired at lower wages and with fewer labor demands than in states controlled by unions



# Atlanta's growth and development cont'd

- Growth of aviation – by the end of the 1950s, Lockheed was the state's largest employer



# Atlanta's growth and development cont'd.

- 1946 – Center for Disease Control opened its headquarters in Atlanta





# Atlanta's growth and development cont'd.

- The advent of air-conditioning made life in the hot South more comfortable, so more people moved into the state.



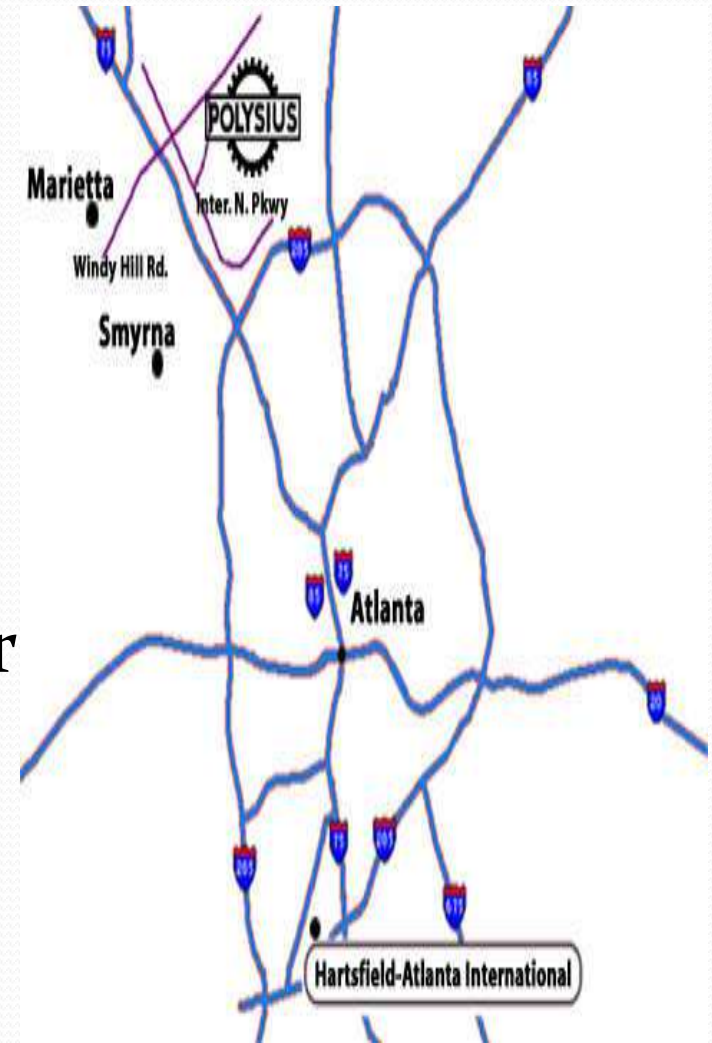
# Atlanta's growth and development cont'd

- The descendants of African-Americans who had fled GA after the Civil War, returned as racial injustices and discrimination were replaced with integrated schools, improved economic opportunities and a higher standard of living.



# Atlanta's growth and development cont'd

- 1954 – 800 new industries had appeared in Atlanta
- Almost 1200 national corporations had Atlanta offices
- Atlanta annexed (added territory to an existing city or town) over 100 miles
- Freeways and interstate highways better linked Atlanta with the nation



# William B. Hartsfield



Mayor of a “City too busy to hate”

### 3. Who was William B. Hartsfield and what did he do for Atlanta?

- Served as mayor of Atlanta for six terms – 1937-1941 and 1942-1961
- Made Atlanta an aviation hub of the Southeast
- Led the city in the area of civil rights
  - In 1946, after the GA white primary was outlawed and elections were opened to African Americans, Hartsfield organized a biracial coalition that included Dr. Martin Luther King, Sr.
  - Worked on African American voter registration drives



# William B. Hartsfield cont'd

- 1948 – Hartsfield hired 8 African American police officers for restricted duties
- 1955 – city's golf courses were integrated without incident
- Atlanta became known as a city of racial moderation
- 1958 – Mayor Hartsfield asked the state to allow Atlantans to decide whether or not to keep integrated schools open.
- 1961 – nine African American students integrated four previously all-white schools without incident





# William B. Hartsfield cont'd

- 1961 – local chamber of commerce joined Mayor Hartsfield and local African American leaders in ending lunch counter segregation
- Hartsfield-Jackson International Airport named for him

## 4. Who was Ivan Allen, Jr. and what did he do for Atlanta?

- Served as mayor of Atlanta from 1962-1970
- Continued Mayor Hartsfield's approach to peaceful integration
- On the day he took office, removed all "colored" and "white" signs on all entrances to City Hall
- Removed the restrictions on the African American policemen
- Integrated the city's fire department and city government



Ivan Allen, Jr.

# Ivan Allen, Jr. cont'd



The Equitable building was Atlanta's first true skyscraper



- July 1963 – theater owners opened the main doors to six African American patrons each night. When there were no incidents, a total open door policy followed
- By October, 1963 – all of GA had followed Atlanta's desegregated public facilities policy
- Allen oversaw the construction of a civic auditorium, skyscrapers and office buildings in Atlanta
- Atlanta became home to a number of sports teams and sports facilities during Allen's two terms



# Major League Sports in Atlanta



## 5. How have Atlanta's major league sports teams contributed to the growth of Georgia?



- 1966 – Atlanta Braves and Atlanta Falcons began playing in the Atlanta-Fulton County Stadium
- 1968 – Atlanta Hawks began playing in Atlanta
- 2008 – Atlanta became home to the Atlanta Dream of the Women's National Basketball Association
- 1972 – 1980 Atlanta Flames played professional hockey in the city
- 1997 – Thrashers became the city's new ice hockey team



# Major league sports in ATL cont'd

- Atlanta is also home to the Silverbacks – men's and women's soccer teams
- Tourists come to Atlanta to see games and spend their money on tickets, concessions, souvenirs, hotel rooms, food and transportation.

These sports teams have raised the prestige of Atlanta and generate millions of dollars each year in revenue for the city and the state.





# GPS Standard & Essential Question

SS8H10: The student will evaluate key post-World War II developments of Georgia from 1945 to 1970.

c: Discuss the impact of Ellis Arnall.

Essential Question: How can the policies of state and local political leaders influence economic growth?

# 6. What impact did Ellis Arnall have on the state of Georgia?

- Became governor of GA in 1942 after defeating Eugene Talmadge
- Arnall was the first governor to serve a four-year term
- When Arnall became governor in 1943, he was the youngest governor in the nation
- Under Arnall, the Southern Association of Colleges and Schools (SACS) restored accreditation to GA's white colleges and universities
- Arnall removed the board of regents and the prison system from the governor's control



Arnall Middle School in nearby Coweta County

# Ellis Arnall cont'd



- Arnall established a board of corrections to oversee state prisons and a pardon and parole board to handle pardon and parole requests
- Arnall abolished the poll tax
- Under Arnall's leadership, a new state constitution was adopted in 1945
- Led the state of GA to become the first in the nation to allow 18-year-olds the right to vote
- 1966 – Arnall ran for re-election, but was defeated by Lester Maddox



Photo: Ed Jackson

# GPS Standard & Essential Question

SS8G2: The student will explain how the Interstate Highway System, Hartsfield-Jackson International Airport, and Georgia's deepwater ports help drive the state's economy.

- a. Explain how the four transportation systems interact to provide domestic and international goods to the people of Georgia.
- b. Explain how the four transportation systems interact to provide producers and service providers in Georgia with national and international markets.
- c. Explain how the four transportation systems provide jobs for Georgians.

## 7. How do Georgia's ports impact our state and its economy?

- Savannah and Brunswick are GA's two deepwater sea ports
- Bainbridge and Columbus are GA's two inland barge terminals
- The economic impact of these ports exceeds \$1.8 billion in annual income for our state.
- Over 81,00 people are employed by these ports
- The ports pay over \$585 million in state and local taxes
- Over 90 steamship lines serve GA
- GA leads the South Atlantic region in the amount of foreign cargo handled.



Port of Savannah



Port of Brunswick



Bainbridge inland barge terminal



Columbus inland barge terminal



### 35. How does the transportation infrastructure of GA support the economic success of GA's ports?

- The ports of Brunswick and Savannah are close to Interstates 95 and 16 (I-95 and I-16) and to key railroad hubs
- From GA, goods are two truckload days from 82 % of the U.S. industrial marketplace and 79% of the nation's largest consumer markets
- Over 100 motor freight carriers serve GA's metropolitan areas
- 2,200 intrastate haulers, 25,000 interstate haulers and 35 scheduled carriers serve the state



# How does the transportation infrastructure of GA support the economic success of GA's ports? Cont'd



- Two major railroad lines operate in the state.
- The Savannah seaport, which concentrates on containerized cargo, is the 5<sup>th</sup> largest container port in the nation and the largest on the East Coast.
- The Brunswick seaport concentrates on auto shipping, heavy equipment, farm machinery, and luxury tour buses.
- The key to the economic success of GA's ports is the transportation infrastructure that supports the ports.

## 8. How do GA's transportation systems attract business to our state?

- Atlanta's Hartsfield-Jackson Airport is the busiest in the world and is the headquarters for Delta Airlines.
- 86 million people pass through Atlanta's airport each year
- 26 passenger airlines operate many direct international flights to 14 countries from Hartsfield-Jackson
- 16 cargo airlines operate from Atlanta's airport
- Hartsfield-Jackson is the largest employment center in the state of GA



# How do GA's transportation systems attract business to our state? Cont'd

- Hartsfield-Jackson Airport personnel
  - Approximately 55,300 employees in the areas of
    - Airlines – pilots, flight attendants
    - Ground transportation
    - Concessionaire
    - Security
    - Federal government
    - City of Atlanta
    - Airport tenant employees





## How do GA's transportation systems attract business to our state? Cont'd

- Hartsfield-Jackson Airport has an economic impact of \$5.6 billion on the local and regional economy.
- In addition to Hartsfield-Jackson, there are 121 other public, 142 private, and 6 military airports in our state.
- GA has 1,200 miles of interstate highways
- 17,800 miles of state highways
- 87,000 miles of paved city and county roads
- 5,400 miles of railroad tracks

# How do GA's transportation systems attract business to our state? Cont'd

- Our cities are connected with one another, enabling workers and materials to be quickly moved to required locations.
- Companies looking for a global presence find that Georgia's transportation network can lead to success.
- GA's marketplace is the world.

