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.

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 Georgia.

c. Discuss the impact of Ellis Arnall.
Agricultural Transformation After World War II

- During the war years, many people had moved away from farms to work in wartime industries.
- This led to a significant growth of cities.
- Synthetic fabrics such as rayon and nylon were introduced, the demand for cotton fell.
- Peanuts, soybeans, and corn were later planted in place of cotton.
Agricultural Transformation After World War II

- Poultry became an important source of income for farmers.
- The average size of a farm in Georgia in 1940 was 110 acres.
- Georgia’s population was rural and 34% was urban. By 1970, 60% of Georgia’s population lived in the cities, and 40% was rural.
Development of Atlanta

- Returning veterans were able to attend college on the G.I. Bill or to buy houses.
- Enrollment in colleges & universities soared, and the **suburbs** (residential areas around cities) sprang up.
- Businesses continued to move into the state.
- Georgia’s mild climate and low tax rates lured many northern companies to the area.
Development of Atlanta

- As the state’s economy diversified, more people moved into the state-especially to Atlanta.
- By 1954, some 800 new industries had appeared in Atlanta, and almost 1200 national corporations had Atlanta offices.
- Freeways & interstate highways better linked Atlanta with the region and other areas of the country.
Development of Atlanta

- Atlanta’s William B. Hartsfield International Airport offered its first international flights in 1971.
- The Metropolitan Atlanta Rapid Transit Authority (MARTA) had been established in 1966.
- Atlanta’s metropolitan population continued to grow over the years.
- Today, more than half of the state’s population lives in the Atlanta metropolitan area.
Georgia Stories Video!

http://www.gpb.org/georgiastories/stories/interstate_highway_system
William B. Hartsfield
William B. Hartsfield

- One of Atlanta’s greatest mayors
- Served for six terms (1937-1941 and 1942-1961)
- Widely acknowledged for his leadership in making Atlanta an aviation (air travel) hub of the Southeast.
- Hartsfield also helped lead the city in the area of civil rights.
Georgia Stories Video!

http://www.gpb.org/georgiastories/stories/second_busiest_airport_in_the_world
William B. Hartsfield

• In 1948, Mayor Hartsfield hired eight African American police officers for restricted duties, a move unheard of throughout most of the South.
• Atlanta became known as a city of racial moderation.
• For example, during this time period, court hearings led to the integration of the city’s bus system.
BRAIN POP

- How did Mayor Hartsfield contribute to the growth of GA?
  - Helped establish the first airport in Atlanta (carried mail then passengers)
    - Airport workers
    - Western/Delta airlines
  - Hired black policemen
    - Supported desegregation
    - Blacks and northerners moved to Atlanta
1999 - Busiest airport in the world

- 78 million passengers and more than 900,000 landings and takeoffs for 1999
Ivan Allen, Jr.

- Served as mayor of Atlanta from 1962-1970
- He continued Mayor Hartsfield’s approach to peaceful integration.
- Allen oversaw construction of a number of public facilities, including a civil auditorium.
- New businesses brought skyscrapers and office buildings.
- Atlanta became home to a number of sports teams and sports facilities during this time.
Accomplishments under the term of Ivan Allen, Jr.

- Integrating city government and fire departments
- Reducing restrictions on African American police officers
- Removing “Colored” and “White” signs in Atlanta’s City Hall
Major League Sports

- Atlanta business and civic leaders of the 1960s decided to bring professional sports teams to Atlanta to improve Atlanta’s image and generate millions of dollars each year in revenue.
Major League Sports in Atlanta

- **Baseball- Braves** (came to Atlanta from Milwaukee in 1966. Plays at Turner Field)
- **Football- Falcons** (came to Atlanta in 1966 as a league expansion team. Plays in GA Dome)
- **Basketball- Hawks** (came to Atlanta in 1968 from St. Louis. Plays in Phillips Arena)
- **Hockey- Thrashers** (came to Atlanta in 1997 as a league expansion team. Plays in Phillips Arena)
Major League Sports in Atlanta
Ellis Arnall

- Ellis Gibbs Arnall defeated Eugene Talmadge in the governor’s race in 1942.
- Arnall was the 1st GA governor to serve a four year term.
- When he became governor in 1943, he was the youngest governor in the nation.
- The Board of Regents was a state agency that was removed from control of the governor’s office under his administration.
Ellis Arnall

- Arnall also removed the prison system from the governor’s control and established a board of corrections to oversee state prisons.
- Governor Arnall is probably best known for leading Georgia to become the 1st state in the nation to grant 18 year olds the right to vote.
- In 1966, he again ran for the governor’s office, but was defeated in the primary by Lester Maddox.
Evaluate the effect of the 1996 Olympic Games on Georgia.

Improved Economics

- $1 billion – public donated
- Ticket sales/corporate sponsorships
- New hotel rooms built (7500)
  Total of 60,000 rooms in Atlanta area
- Themed restaurants opened
- City Improvements – millions from Federal Government
  (sidewalks, street lighting, roads, signs, trees, and public parks)
- Spaced leased to venders along the streets
PERMANENT CHANGES

- Low-income housing converted to apartments & lofts to house athletes.
- Individuals purchased housing/returned to city
- Centennial Olympic Park – more green space
- Centennial Olympic Game Museum
- Atlanta's sports facilities - replaced or upgraded
- International Tourism increased
- Number of conventions increased
Olympic Torch
Lit by Muhammad Ali