

# Postwar Economy

1. They became conglomerates, so that if one industry or area of the economy failed, the company could rely on earnings in another industry.
2. Franchise owners assume less risk than other small business owners because they sell a product that is already well known. In addition, the owners profit from the parent company's guidance.
3. Television commercials allowed companies to advertise their products to millions of viewers.
4. The use of the transistor made possible widespread use of small, powerful electronic devices.

5. It led to the generation of electrical power through the use of atomic energy.
6. Advantages included clean bright working conditions; drawbacks included the impersonal nature of the corporation.
7. More prosperous, growing families sought new houses outside the cities, the GI Bill gave veterans low-interest mortgages, and housing developers met the demand for housing.
8. People became dependent on automobiles; highways met the need for more and better roads; oil companies offered credit cards for drivers.

9. Americans made higher wages after the war, and per capita income continued to rise through the 1950's.
10. My uncle worked for a conglomerate that owned a paper manufacturer as well as an insurance company and a grocery chain.
11. The invention of the tiny transistor helped to make possible the small, high-speed computers of today.
12. The birthrate rose during the postwar baby boom.
13. Thanks to the GI Bill, many veterans received low-interest loans to purchase their first homes.