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# AMH 2020

## PERIOD 8: 1945-1980

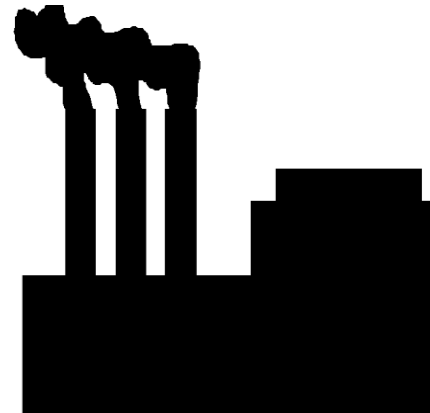
Dr. Andrew Gottlieb



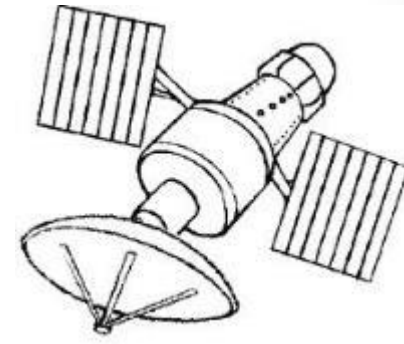
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## **Period 8: 1945-1980**

After World War II, the United States grappled with a boom of prosperity, yet also with an unfamiliarity of international responsibilities, and expectations of the global community, all while struggling to live up to its ideals.



**BIG BIG BIG** An interesting aspect of this boom involves the growth of nearly everything in our consumer culture during these two decades (50s-60s).

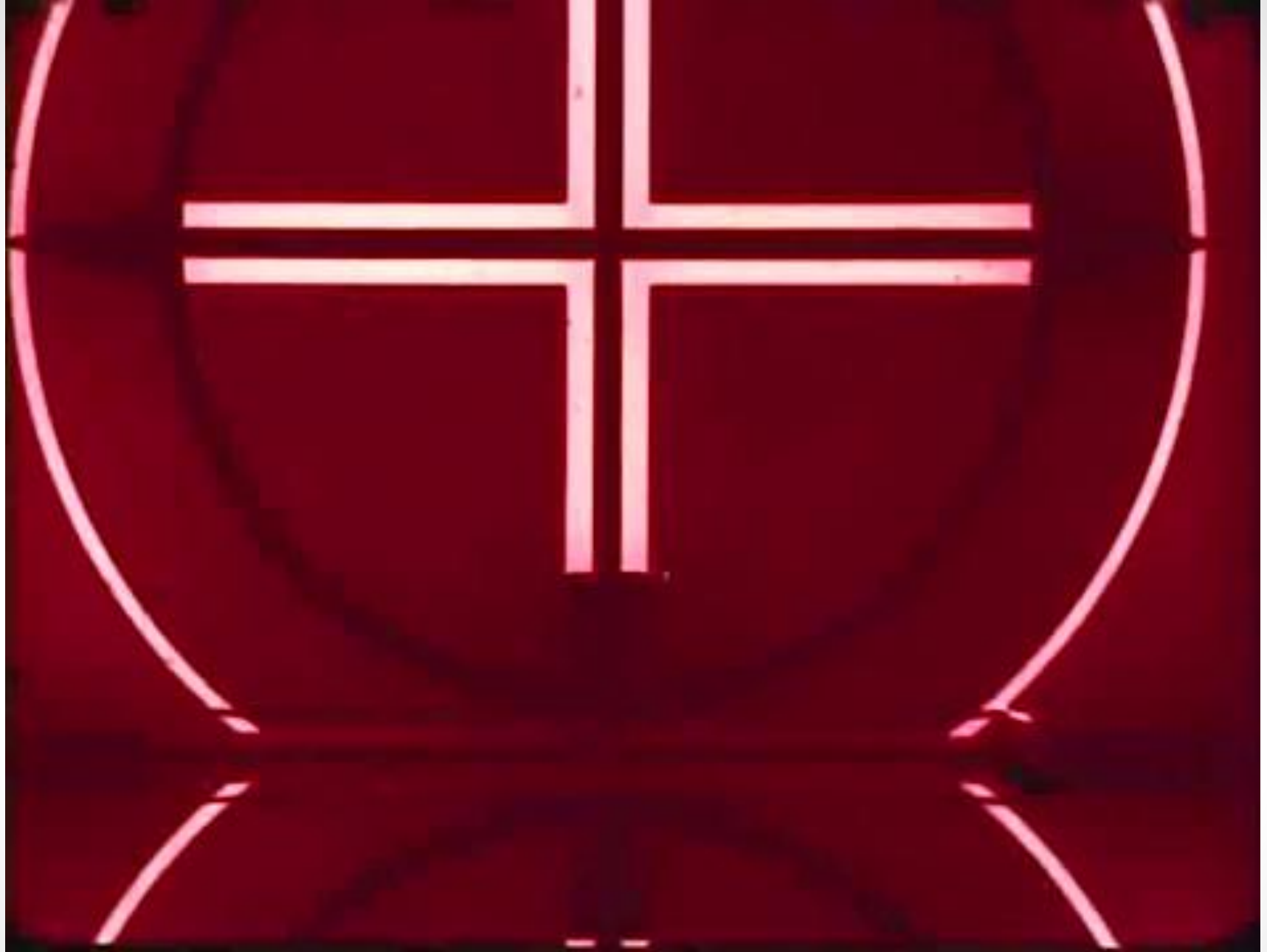
**SUPER Bowl, BIG Mac, MEGA Mall, BIG Rig Truck, MOONSHOT, JUMBO Jet, GLOBAL Travel, BIG Block Muscle Car**



**THE GRAND COLOSSUS**













## A. Consumer Culture in the Fifties

- The innovations of the credit card, fast-food, and new forms of recreation were forerunners of an emerging lifestyle of leisure and affluence. In 1946, only 6 TV stations were broadcasting; by 1956, there were 146.

### "Televangelists" like

- Baptist Billy Graham, and Pentecostal Holiness speaker Oral Roberts, & Roman Catholic Fulton J. Sheen took to the tv airwaves to spread Christianity.
- On the go TV religion became a symbol of American religious individualism & religion that was sovereign from the church. Slowly, overall church attendance will begin to decline in the early 1970s, but not yet.



## **B. The Long Economic Boom, 1950-1970**

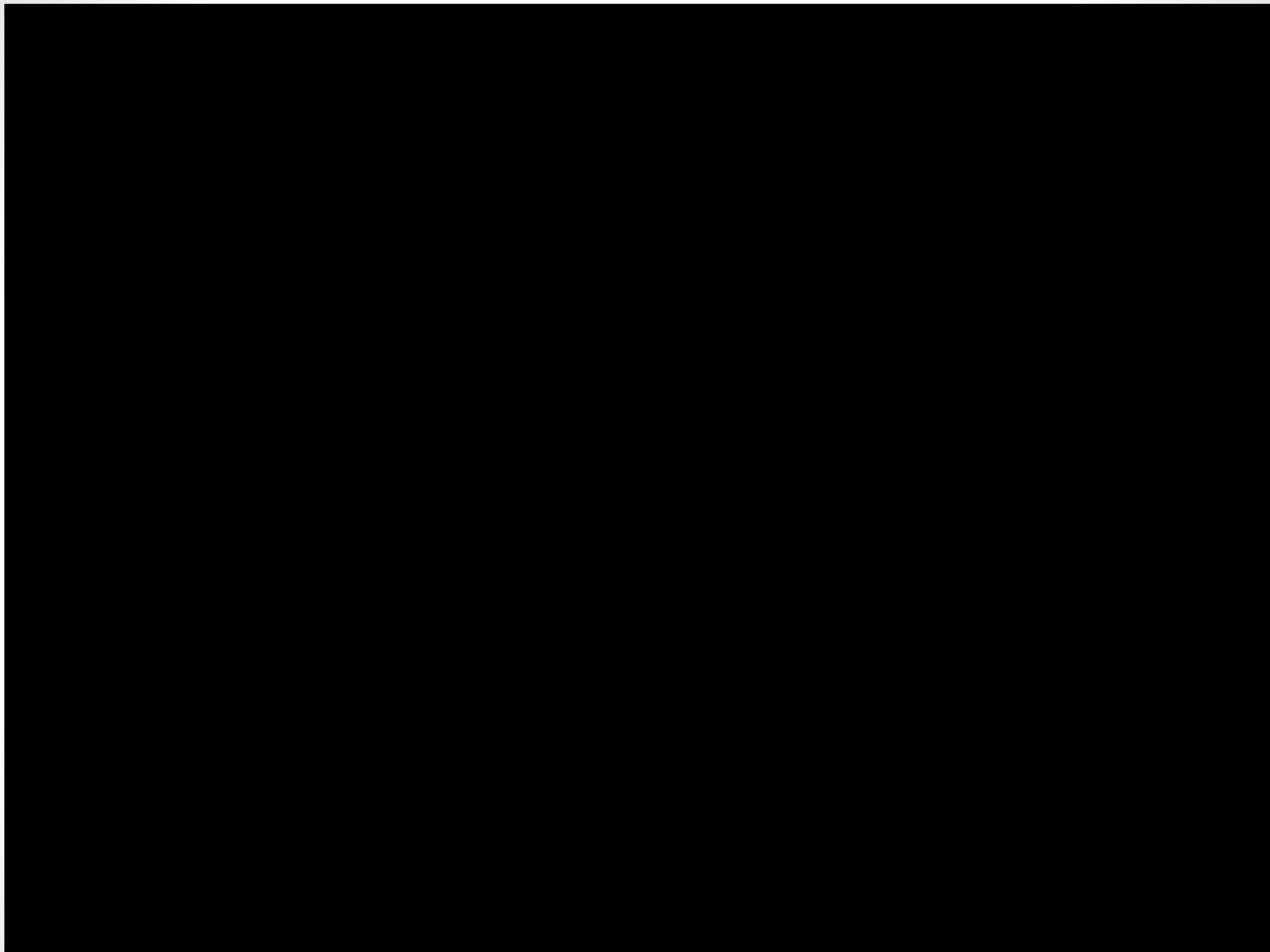
- In the 1950s, the American economy entered a twenty-year period of tremendous growth. During the 1950s and 1960s, national income nearly doubled, giving Americans about 40% of the planet's wealth. The post-WWII era transformed the lives of a majority of citizens and molded the agenda of politics and society for at least two generations. Quick moving money was fostered by credit. The Diner's Club card was first introduced in 1950.
- The automobile and housing industries, which had not recovered since the crash of 1929 rebounded at a tremendous rate.
- Prosperity underwrote social mobility; it paved the way for the success of the civil rights movement; it funded new welfare programs; and it gave Americans the confidence to exercise unprecedented international leadership in the Cold War era.
- The size of the middle class doubled from pre-Great Depression days, including 60% of the population by the mid 1950s.
- The majority of new jobs created in the postwar era went to women, as the service sector of the economy dramatically outgrew the old industrial and manufacturing sectors.

## E. The Rush to the Suburbs

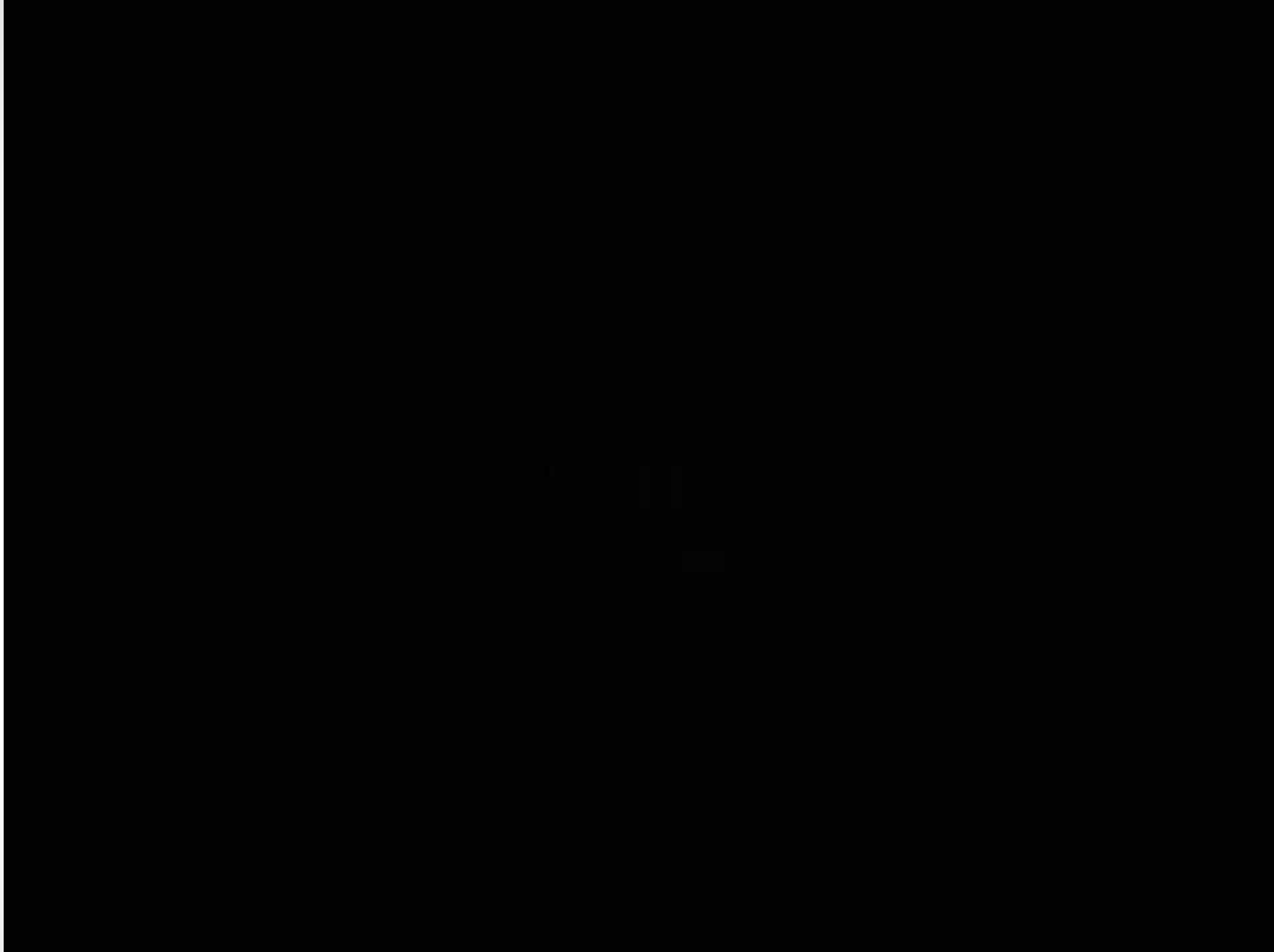
In all regions, America's modern white migrants moved from the city to the new suburbs. The **Federal Housing Administration (FHA)** and **Veterans Administration (VA)** made home-loan guarantees, making it more economically attractive to own a home in the suburbs rather than to rent an apartment in the city. (Levittown, NY – 1948).

[www.nytimes.com](http://www.nytimes.com)





**In addition to those living in the growing poverty of the cities, many in the “utopian” suburbs found their custom surroundings to be sterile, and without the vibrant culture or excitement of urbane life.**



*Melody*  
variétés

**The growing middle class white suburban lifestyle, contrasted with its increasingly poverty-stricken black and urban antithesis will cause great social strife by the mid-1960s, as we will see further on in this lecture . . .**



## F. America Begins to Rearm

The **Cold War**, the struggle to contain Soviet communism, was not a war, yet it was not a peace. In **1947**, Congress passed the **National Security Act**, creating the **Department of Defense**. The department was headed by a new cabinet officer, the **secretary of defense**. Under the secretary were the civilian secretaries of the navy, the army, and the **air force**. The uniformed heads of each service were brought together as the **Joint Chiefs of Staff**.



## **Introduction Review**

In the Introduction to Unit 8, we see that new prosperity led to dramatic changes in American life. These are the concepts to be covered throughout this unit. Give examples of these changes regarding:

a) Consumer culture-

b) Religion-

c) Income-

d) The role of Women-

e) The growth of the suburbs-

- **Key Concept 8.1:** The United States responded to an uncertain and unstable postwar world by asserting and attempting to defend a position of global leadership, with far-reaching domestic and international consequences.

In **1948**, the United States joined the European pact, called the **North Atlantic Treaty Organization (NATO)**. American participation strengthened the policy of containing the Soviet Union and provided a framework for the reintegration of Germany into the European family. The pact pledged each signed nation to regard an attack on one as an attack on all.



hum3di.wikispaces.com

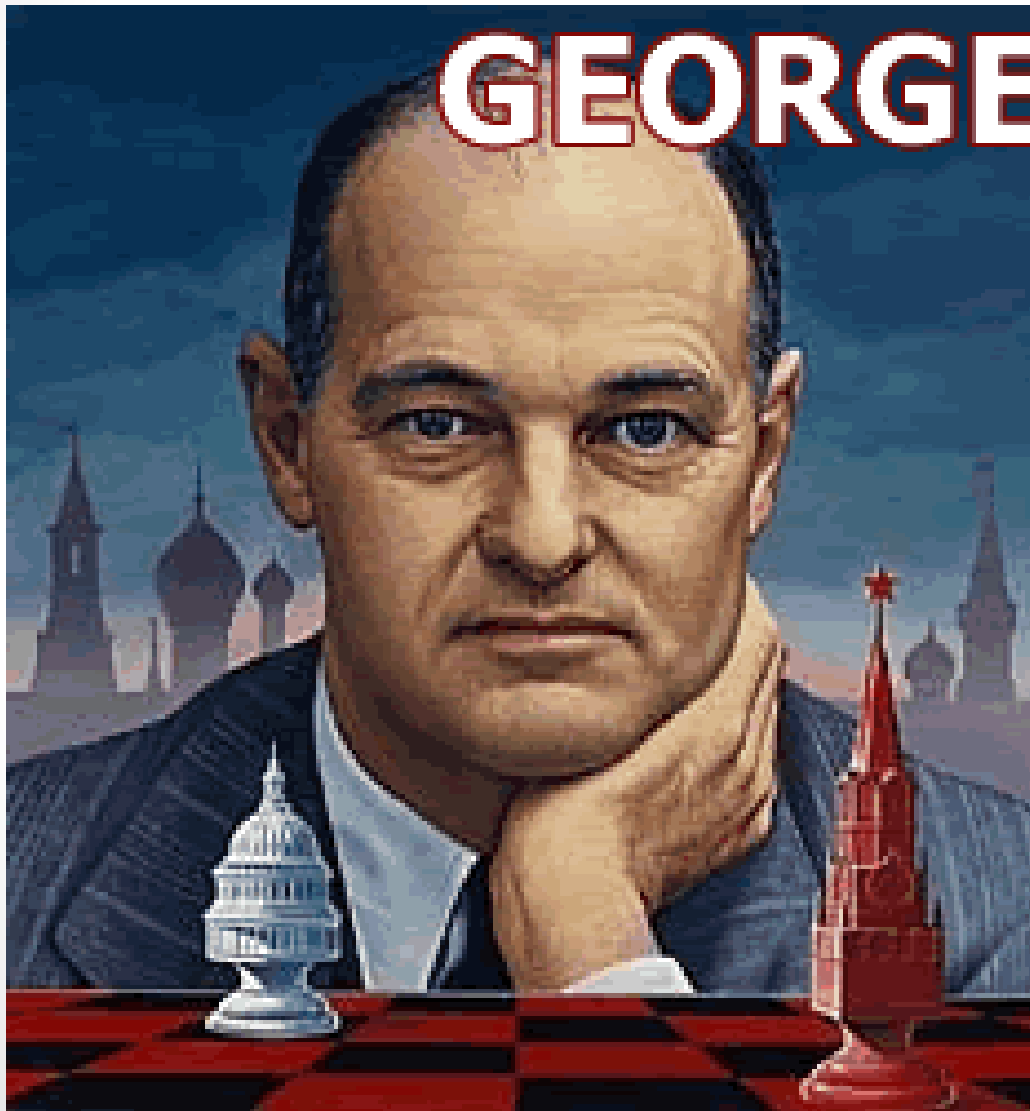
**President Truman signs NATO alliance pact**

- I. After World War II, the United States sought to stem the growth of Communist military power and ideological influence, create a stable global economy, and build an international security system.

In **1947**, George F. Kennan formulated the "**containment doctrine**." This concept stated that Russia, whether tsarist or communist, was relentlessly expansionary. Kennan argued that the Soviet Union was also cautious, and the flow of Soviet power could be stemmed by firm and vigilant **containment**.

# GEORGE KENNAN

The author of the "Long Telegram," dispatched in 1946 to Secretary of State George Marshall. The historic 8,000-word message proposed a new approach to U.S.-Soviet relations and defined the terms of the Cold War.



- A. The United States developed a foreign policy based on collective security & a multilateral economic framework that bolstered non-Communist nations.

On **March 12, 1947**, President Truman came before Congress and requested support for the **Truman Doctrine**. He declared that it must be the policy of the United States to aid **any** country that was resisting communist aggression. In **1947**, France, Italy, and Germany were all suffering from the hunger and economic chaos caused in that year.





- B. The United States sought to “contain” Soviet- dominated communism through a variety of measures, including military engagements in Korea and Vietnam.

## The Military Seesaw in Korea

On September 15, 1950, General MacArthur succeeded in pushing the North Koreans past the **38<sup>th</sup> parallel**. On **November 1950**, though, hordes of **communist Chinese "volunteers"** attacked the U.N. forces, pushing them back to the 38<sup>th</sup> parallel.



## Stepping into the Vietnam Quagmire

The doctrine of "flexible response" provided a mechanism for a progressive, and possibly endless, stepping-up of the use of force (Vietnam). In **1961**, Kennedy increased the number of "**military advisors**" in **South Vietnam** in order to help protect Diem from the communists long enough to allow him to enact basic social reforms favored by the Americans.

In **November 1963**, after being fed up with U.S. economic aid being embezzled by Diem, Kennedy encouraged a successful coup in which Diem was killed.



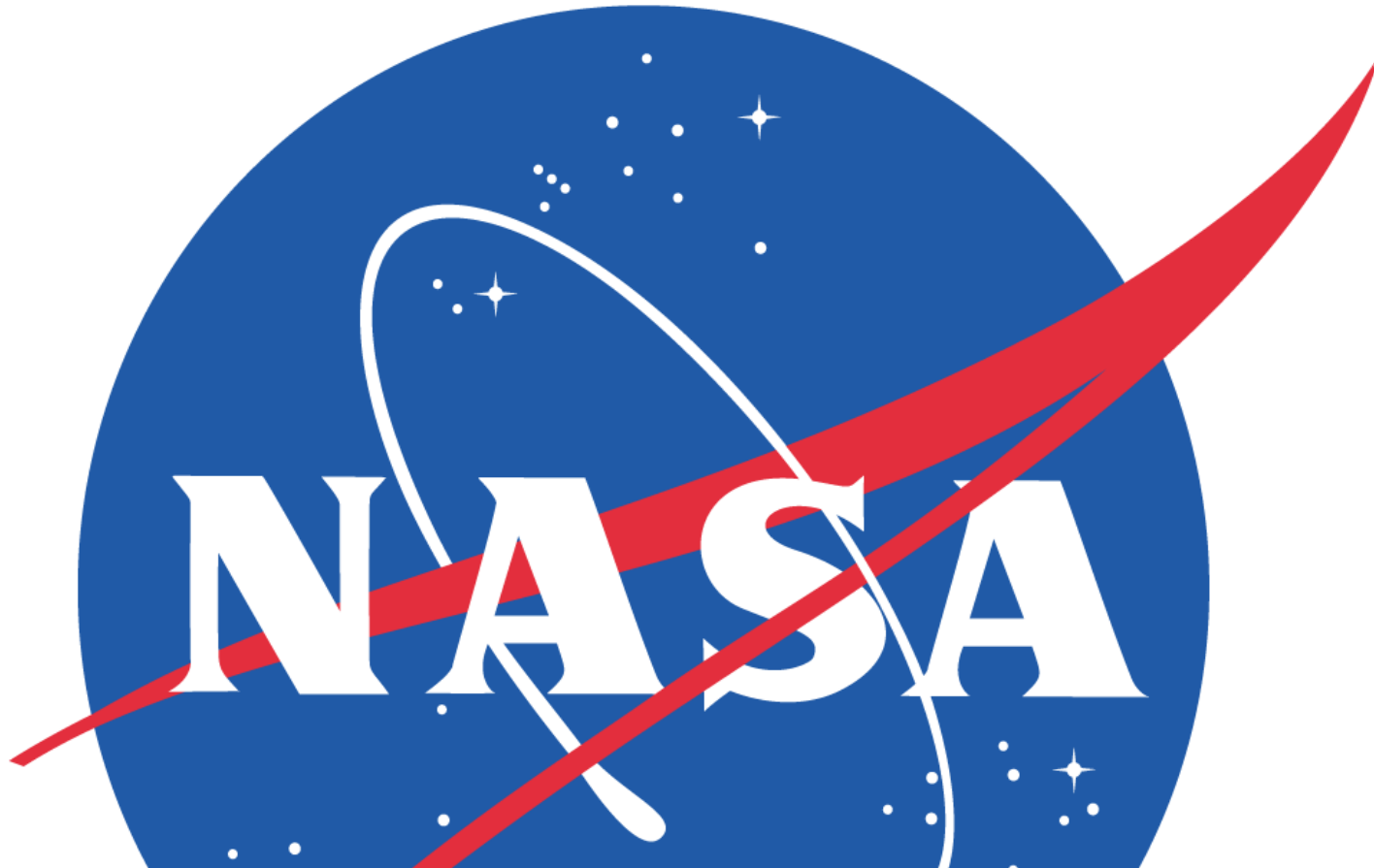
- **C. Space Race:** was a 20<sup>th</sup>- century (1955-1972) competition between two Cold War rivals, the Soviet Union (USSR) and the United States (US), for supremacy in spaceflight capability.

## The Race to Space with Soviets

On **October 4, 1957**, the Soviets launched the ***Sputnik I*** satellite into space. In November, they launched the satellite ***Sputnik II***, carrying the German Shepherd--Laika. The two satellites gave credibility to the Soviet claims that superior industrial production lay through communism.



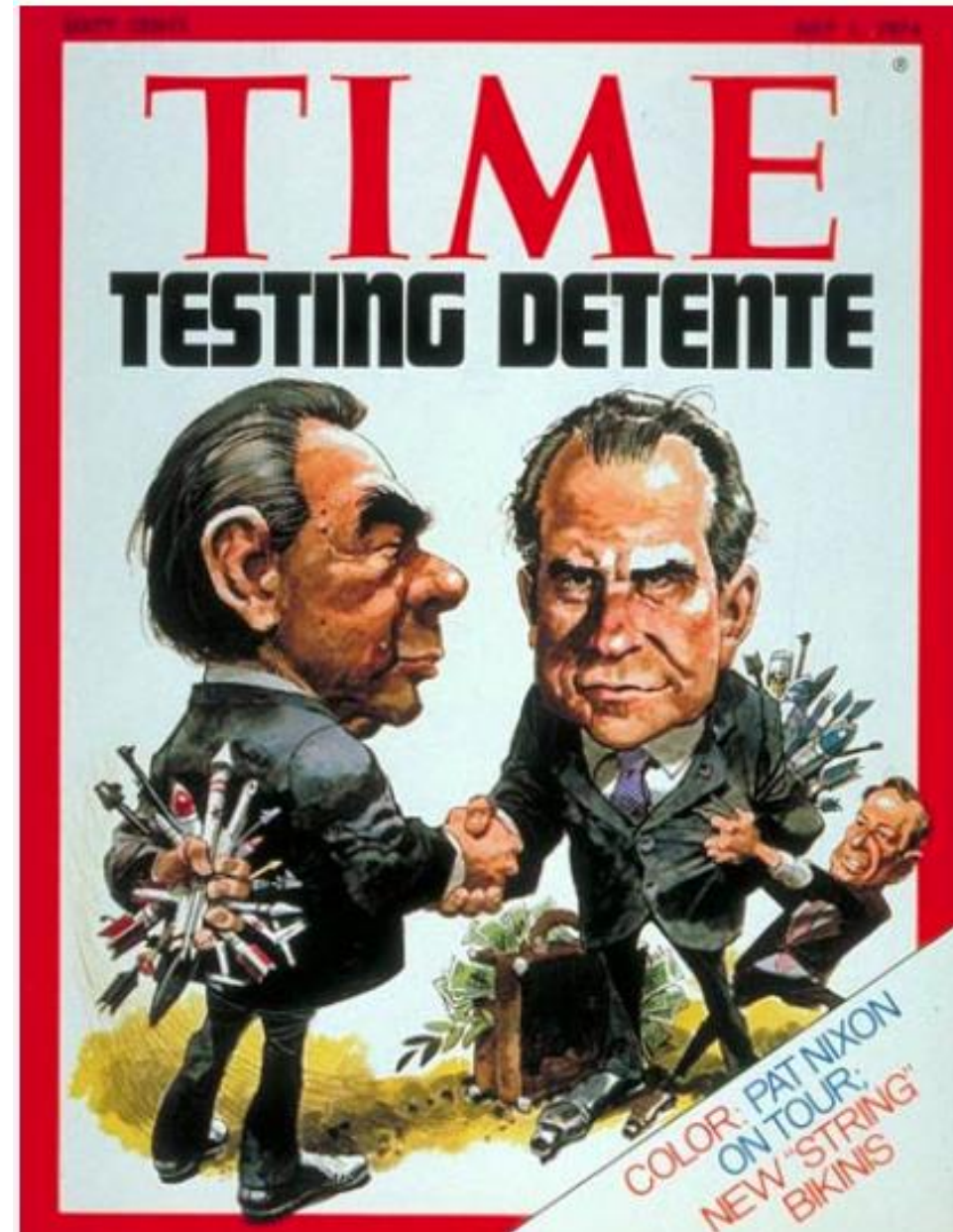
- In response, President Eisenhower established the **National Aeronautics and Space Administration (NASA)**.
- As a result of the new technological advances in the Soviet Union, it was thought that the educational system of the Soviet Union was better than the United States'; a move to improve the American education system was taken.
- In **1958**, the **National Defense and Education Act (NDEA)** authorized \$887 million in loans to needy college students and in grants for the improvement of teaching sciences and languages.



0c

D. The Cold War fluctuated between periods of direct and indirect military confrontation and periods of mutual coexistence (or détente).

This notion is well-illustrated by this Time magazine cover, featuring President Nixon & Soviet Premier Brezhnev in 1974.





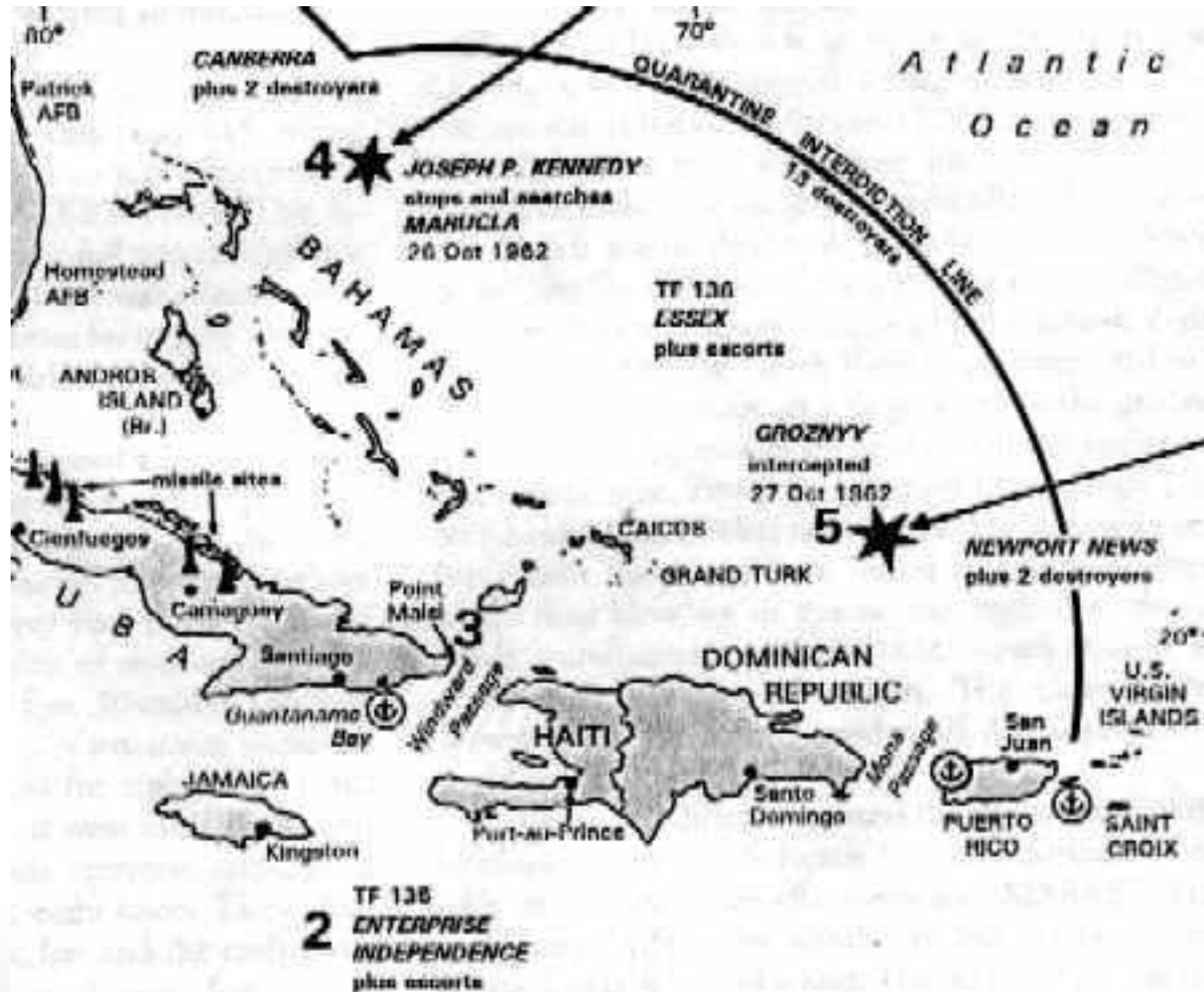
In late **1963**, a **pact prohibiting nuclear explosions** in the atmosphere was signed. In **June 1963**, President Kennedy gave a speech at American University, Washington, D.C. encouraging Americans to **abandon** the **negative views** of the Soviet Union. He tried to lay the foundations for a realistic policy of **peaceful coexistence** with the Soviet Union.



The **Bay of Pigs blunder** pushed the Cuban leader further into the Soviet embrace. In **October 1962**, it was discovered that the **Soviets** were secretly installing **nuclear missiles** in **Cuba**. Kennedy rejected air force proposals for a bombing strike against the missile sites.



Instead, on **October 22, 1962**, he ordered a naval "**quarantine**" of Cuba and demanded immediate removal of the weapons. For a **week**, Americans waited while Soviet ships approached the patrol line established by the U.S. Navy off the island of Cuba. On **October 28**, Khrushchev agreed to a compromise in which he would pull the missiles out of Cuba.



- II. As the United States focused on containing communism, it faced increasingly complex foreign policy issues, including decolonization, shifting international alignments and regional conflicts, and global economic and environmental changes.



- A. Postwar decolonization and the emergence of powerful nationalist movements in Asia, Africa, and the Middle East led both sides in the Cold War to seek allies among new nations, many of which remained nonaligned.

## Kennedy's "New Frontier" Spirit

- President Kennedy, the youngest president to take office, assembled one of the youngest cabinets, including his brother Robert Kennedy, the Attorney General, who planned to reform the priorities of the FBI.
- Kennedy's new challenge of a "**New Frontier**" quickened patriotic pulses.
- He proposed the **Peace Corps**, an army of idealistic and mostly youthful volunteers to bring American skills to underdeveloped countries.



- B. Cold War competition extended to Latin America, where the United States supported non-Communist regimes with varying levels of commitment to democracy.

## Cuban Confrontations

In **1961**, President Kennedy extended the American hand of friendship to Latin America with the **Alliance for Progress**, called the Marshall Plan for Latin America. A primary goal was to help the Latin American countries close the gap between the rich and the poor, and thus quiet communist agitation.





- C. Ideological, military, and economic concerns shaped U.S. involvement in the Middle East, with several oil crisis in the region eventually sparking attempts at creating a national energy policy.
- **Seizure of Suez Control:** Since its completion in 1869, the Suez Canal was owned jointly by the French and British owned Suez Canal Company. When Egypt's Nasser seized control in 1956, and looked for Soviet assistance in doing so, he ignited a Cold War Crisis.
- **Suez Crisis:** on October 29, 1956, Israeli armed forces pushed into Egypt toward the Suez Canal after Egyptian president Gamal Abdel Nasser (1918-70) nationalized the canal in July of that same year, initiating the Suez Crisis.

## Background

President Nasser of **Egypt** was seeking funds to build a dam on the Nile River. After associating with the communists, secretary of state Dulles pulled back U.S. monetary aid for Egypt. As a result, Nasser nationalized the Suez Canal, which was owned by the French and British. In October of **1956**, the **Suez Crisis** ensued. Seeking help from Israel, and without warning the US, the French and British launched an assault on Egypt. Furious at not having been included, Eisenhower pressured France and Britain to relinquish the canal that they had built and owned. Eisenhower did NOT want problems with the Soviet Union, which was increasingly close to the Islamic dictatorships of the Mid-East.



[weirdovideo.com](http://weirdovideo.com)

Eisenhower learned his lesson regarding the growing union between Muslim dictators and the Soviet Union. In **1957**, Congress proclaimed the **Eisenhower Doctrine**, pledging U.S. military and economic aid to Middle Eastern nations threatened by communist aggression.

# EISENHOWER 1956

THE PRESIDENT'S YEAR OF CRISIS ★ SUEZ AND THE BRINK OF WAR

In **1960**, Saudi Arabia, Kuwait, Iraq, Iran, and Venezuela joined together to form the **Organization of Petroleum Exporting Countries (OPEC)**.



OPEC bldg. in  
Austria

## The Arab Oil Embargo and the Energy Crisis

Following U.S. support of Israel following the continued aggression of Islamic countries against Israel in the wars of 1956, 1967, and 1973, the Arab nations imposed an oil embargo, strictly limiting oil in the United States. A **speed limit** of 55 MPH was imposed, the **oil pipeline** in **Alaska** was approved in **1974** despite environmentalists' cries, and other forms of energy were researched.

1967 Pontiac GTO



The big block muscle car: symbol of American prosperity after the war.

THE LIMITED EDITION 41 MPG  
HONEY BEE.



The New Lowest Priced Datsun.

The 4-cylinder engine Japanese compact car: a necessity of the oil shortage.

- III. Cold War policies led to continued public debates over the power of the federal government, acceptable means for pursuing international and domestic goals, and the proper balance between liberty and order.

- A. Americans debated policies and methods designed to root out Communists within the United States even as both parties tended to support the broader Cold War strategy of containing communism.



Second Red Scare (First was after Russian Communist Revolution in 1919)  
-Loyalty checks of government workers begun in 1947 due to the fear of communist infiltration.

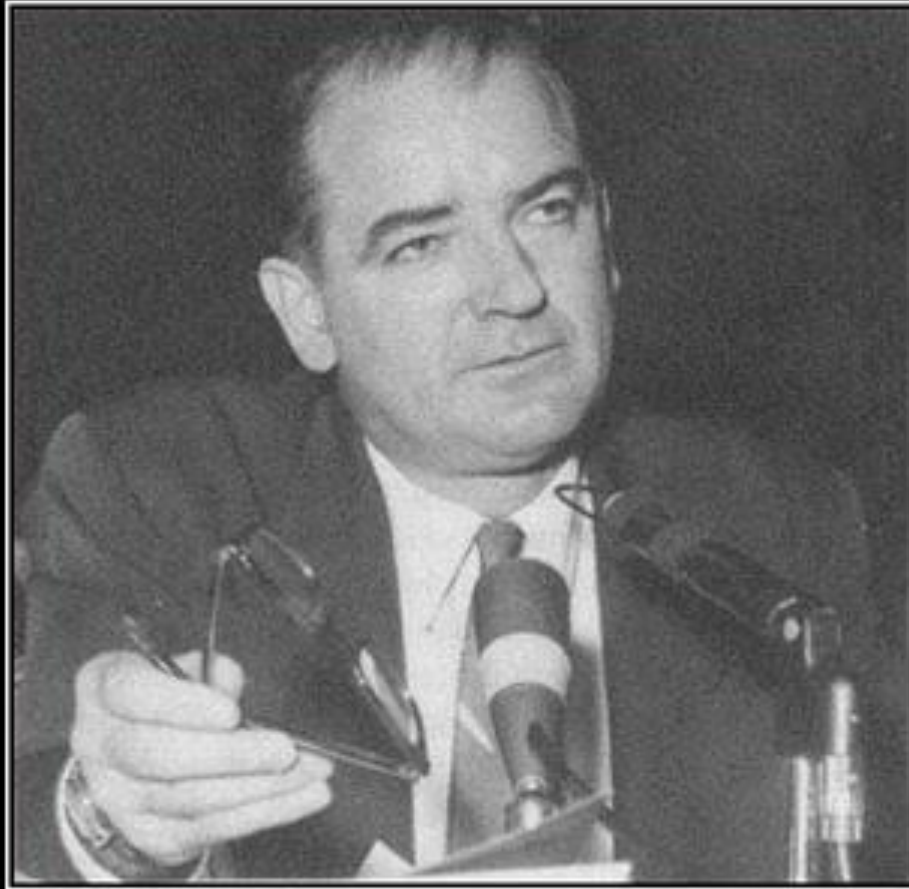
### Executive Order 9835 Prescribing Procedures for the Administration of an Employees Loyalty Program in the Executive Branch of the Government

- Signed: March 21, 1947
- Federal Register Page and Date: 12 FR 1935, March 25, 1947
- Revokes: [EO 9300](#)
- Amended by: [EO 10289](#)
- Revoked by: [EO 10450](#)
- See: Presidential Directive 19 of the Secret Order 19 of the Secret Order [EO 10031](#), January 2, 1950; [EO 10450](#), January 9, 1953; [EO 12958](#)



<http://www.google.com/search?q=loyalty+1947&hl=en&site=imghp&source>

**Senator Joseph McCarthy began to speak out against communist influence in the government with a speech in February 1950 in which he contended that the State Dept. was riddled with communists.**



## WITCHHUNTS

Always easier than addressing real issues.

Although Arthur Miller's *Crucible* (1953) is based on real events from 17<sup>th</sup> century Massachusetts, his inspiration for writing the drama were the metaphorical *witchhunts* for communists in the U.S. at the time.

A Pulitzer prize-winning writer (and husband of Marilyn Monroe), Miller was also accused of being a Communist and called to testify in front of HUAC (The House Un-American Activities Committee).

- B. Although the Korean conflict produced some minor domestic opposition, the Vietnam War saw the rise of sizeable, passionate, and sometimes violent antiwar protests that became more numerous as the war escalated.

# "Ike" Takes Command

True to his campaign promise, President Eisenhower attempted to end the Korean War. In **July 1953**, after Eisenhower threatened to use nuclear weapons, an **armistice** was signed, ending the Korean War. Despite the Korean War, Korea remained divided at the 38<sup>th</sup> Parallel.

"All the News That's Fit to Print"

# The New York Times.

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VOL. CCLXXV, NO. 148,100      PUBLISHED DAILY      NEW YORK, MONDAY, JULY 27, 1953      PUBLISHED BY THE NEW YORK TIMES COMPANY      FIVE CENTS

## TRUCE IS SIGNED, ENDING THE FIGHTING IN KOREA; P.O.W. EXCHANGE NEAR; RHEE GETS U. S. PLEDGE; EISENHOWER BIDS FREE WORLD STAY VIGILANT

### GEROSA AND STARK PICKED BY WAGNER TO COMPLETE SLATE

Brook Contractor to Run for Governor, Brooklyn District for Social President

### DECLARE FARRIS' OFFICE Farrars' Lead Over Adams The Rank of Party Leaders Agreed to Implication

By ANNE THORNTON  
Newark N. J., July 27. — (AP) —

### Clark Ready to Start Release Of Red Captives in Few Days

But Allied Commander Says It May Be Two or Three Weeks Before Americans Freed by the Communists Arrive in U. S.

By JAMES HARRIS  
WASHINGTON, July 27. — (AP) —

### TALK CONDITION SET U.S. to Boycott Political Parties After 90 Days if it Finds Fee Stals

By W. H. BARRON  
WASHINGTON, July 27. — (AP) —

### PRESIDENT IS HAPPY But Warns in Broadcast That Global Peace Is Yet to Be Achieved

By W. H. BARRON  
WASHINGTON, July 27. — (AP) —



### CEREMONY IS BRIEF Halt in 3-Year Conflict for a Political Party Out at 9 A. M. Today

By LAWRENCE FARRITT  
WASHINGTON, July 27. — (AP) —

## Stepping into the Vietnam Quagmire

The doctrine of "flexible response" provided a mechanism for a progressive, and possibly endless, stepping-up of the use of force (Vietnam). In **1961**, Kennedy increased the number of "**military advisors**" in **South Vietnam** in order to help protect Diem from the communists long enough to allow him to enact basic social reforms favored by the Americans.

In **November 1963**, after being fed up with U.S. economic aid being embezzled by Diem, Kennedy encouraged a successful coup in which Diem was killed.



In **February 1965**, Viet Cong guerrillas attacked an American air base at **Pleiku, South Vietnam**, prompting Johnson to send retaliatory bomb raids and, for the first time, order attacking U.S. troops to land.

Panoramio.com





The upheavals of the 1960s could be largely attributed to the three major factors: the youthful population bulge, protest against racism and the Vietnam War, and the post-materialist idealism of middle-class youth.

***“In the nineteen-sixties, apartheid was driven out of America. Legal segregation - Jim Crow - ended.***

***Abbie Hoffman***

users.wpi.edu

***We didn't end racism, but we ended legal segregation. We ended the idea that you can send a million soldiers ten thousand miles away to fight in a war that people do not support.***

***We ended the idea that women are second-class citizens. Now, it doesn't matter who sits in the Oval Office. But the big battles that were won in that period of civil war and strife you cannot reverse.***

***We were young, we were reckless, arrogant, silly, headstrong...and we were right! I regret nothing!”***







- C. Americans debated the merits of a large nuclear arsenal, the “military-industrial complex,” and the appropriate power of the executive branch in conducting foreign and military policy.

More important steps were taken to stem the dangerous race of nuclear arms. The first major achievement, an **anti-ballistic missile (AMB) treaty**, limited the U.S. and the Soviet Union to two clusters of defensive missiles. The second significant pact, known as **SALT (Strategic Arms Limitation Talks)**, froze the numbers of long-range nuclear missiles for 5 years.

latimesblogs.latimes.com

1970s

RESULTS-ENTRIES

Late Racing

Los Angeles Times

THURSDAY Morning Final

CIRCULATION 1,057,611 DAILY / 1,344,660 SUNDAY THURSDAY, MAY 10, 1979 MF/176 PAGES/ Copyright 1979 Los Angeles Times / DAILY 20c / Designers Arnes Haggis

Stage Set for Arms Summit

Day 1 of Odd-Even Brings Mixed Results

BY JOHN KENDALL Times Staff Writer

Tens of thousands of Southern California motorists found mixed results Wednesday as they waited in service station lines on the first day of the odd-even gas allocation plan.

In the San Joaquin Valley, supervisors in eight counties have decided to hold off on the odd-even plan.

The gas crisis continues to produce rippling effects beyond the difficulty of purchasing a tank of gasoline. They include reports that: —Traffic on freeways in the central



Five Strangler Deaths Laid to Bianchi

BY BILL FARR and BILL HAZLETT Times Staff Writers

Kenneth Allesio Bianchi, already being held in the murder of two Washington state coeds, Wednesday was charged in Los Angeles with five of the Hillside Strangler slayings. Bianchi, 27-year-old former securi-

After Seven Years, U.S., Russ Reach SALT Accord

BY RUDY ABRAMSON Times Staff Writer

WASHINGTON—The United States and the Soviet Union Wednesday announced that they have completed negotiations on a new strategic arms limitation treaty after nearly seven years of talks, setting the stage for a summit meeting in Europe between President Carter and Soviet President Leonid I. Brezhnev.



Carter said Wednesday night that he will announce the time and place for the summit this week.

The long-anticipated announcement of the accord was hedged slightly, because a number of final agreements struck by Secretary of State Cyrus R. Vance and Soviet Am-

Remember this from earlier in the lecture? Well, we come back to it now . . .

**The growing middle class white suburban lifestyle, contrasted with its increasingly poverty-stricken black and urban antithesis will cause great social strife by the mid-1960s, as we will see further on in this lecture . . .**

# Review of Key Concept 8.1

1. Identify and distinguish the difference between...

The Containment Doctrine-

Truman Doctrine-

2. What was President Eisenhower's response to the Soviet "Sputnik" satellite?

3. How did the Eisenhower Doctrine both differ from and continue the Containment and Truman Doctrines?

4. How did some of President Kennedy's gestures toward the Soviet Union differ from his predecessors, and how were other programs of his similar to those of previous presidents Truman and Eisenhower?

- **Key Concept 8.2:** Liberalism, based on anticommunism abroad and a firm belief in the efficacy of governmental and especially federal power to achieve social goals at home, reached its apex in the mid-1960s and generated a variety of political and cultural responses. (wallace/busing)



- I. Seeking to fulfill Reconstruction-era promises, civil rights activists and political leaders achieved some legal and political successes in ending segregation, although progress toward equality was slow & halting.
- Looming above all others was the Reverend Martin Luther King, Jr., who led the famous March on Washington, in favor of racial equality.
- Many Supreme Court cases heard under Chief Justice Earl Warren also had this equalizing effect.





# The Civil Rights Act of 1964



Edited by Robert H. Mayer

Civil Rights  
Act of 1964

-

Voting Rights  
Act of 1965

**VOTE** like you  
understand that  
someone died  
for your right  
to do so



# The Warren Court Judicial Activities

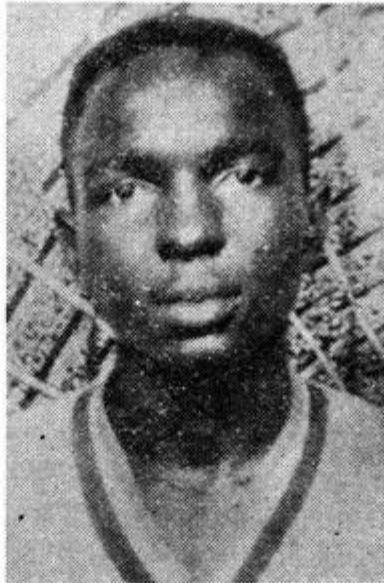
- **Brown vs Board of Ed of Topeka (1954):** racial segregation of schools violated the 14<sup>th</sup> amendment.
- **Baker v Carr (1962):** one person, one vote rule ordered states to setup congressional districts on an equal basis.
- **Engal v. Vital (1962):** state laws requiring prayers in school violated the first amendment.
- **Gideon v Wainwright (1963):** state laws denying felony suspects legal counsel violated the 6<sup>th</sup> amendment.
- **Miranda v. Arizona (1966):** authorities must inform accused persons of their “due process” rights under the 5<sup>th</sup> and 6<sup>th</sup> amendments.

- A. Following World War II, civil rights activists utilized a variety of strategies— legal challenges, direct action, and nonviolent protest tactics— to combat racial discrimination.

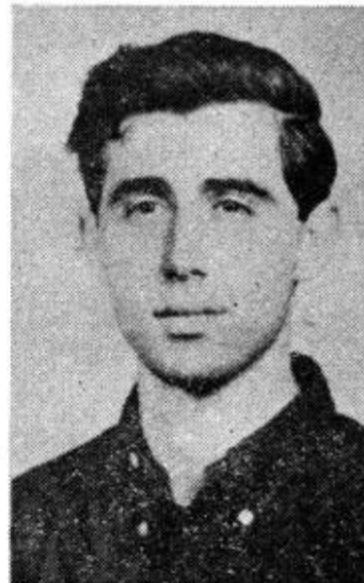
HOW OUR BROTHERS  
**Died For Freedom**  
AND HOW WE ARE CARRYING  
ON THE FIGHT IN MISSISSIPPI



**Mickey Schwerner**



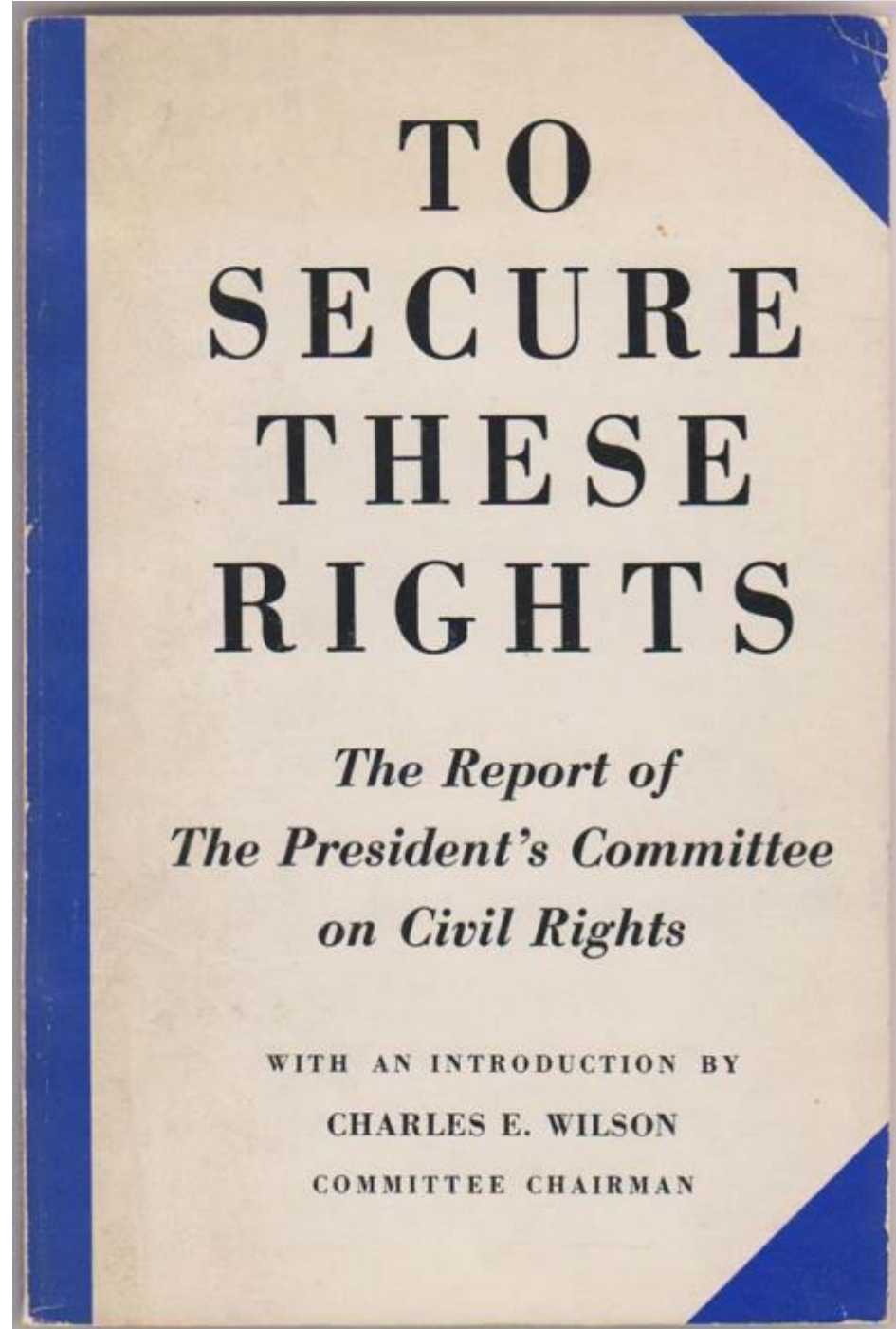
**James Chaney**



**Andrew Goodman**



- A 1947 report by the Truman administration titled *To Secure These Rights* presented a detailed ten-point agenda of civil rights reforms.
- In February 1948, the president submitted a civil rights agenda to Congress that proposed creating several federal offices devoted to issues such as voting rights & fair employment practices.



In **December 1955**, Rosa Parks refused to give up her seat to a white person on a bus in Montgomery, Alabama. Her arrest sparked a yearlong black boycott of the city busses and served notice throughout the South that blacks would no longer submit meekly to the absurdities and indignities of segregation.



<http://www.google.com/search?q=rosa+parks&hl=en&source=lmms&tbm=isch&sa=X&ei>

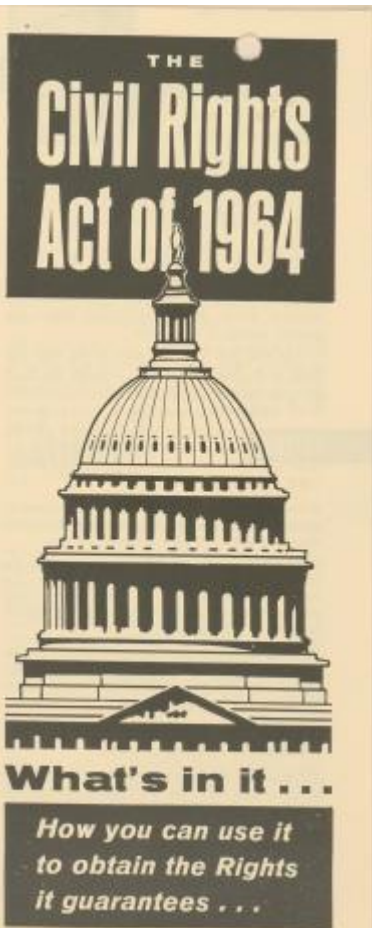
- **Fannie Lou Hamer:** was a civil rights activist who helped African Americans register to vote and who co-founded the Mississippi Freedom Democratic Party.



What was the point of being scared? The only thing they could do to me was kill me and it seemed like they'd been trying to do that a little bit at a time ever since I could remember.

(Fannie Lou Hamer)

- B. Decision- makers in each of the three branches of the federal government used measures including desegregation of the armed services (Pres. Truman- 1948), Brown v. Board of Education (1954), & the Civil Rights Act of 1964 to promote greater racial justice.



- C. Continuing white resistance slowed efforts at desegregation sparking a series of social and political crises across the nation, while tensions among civil rights activists over tactical and philosophical issues increased after 1965.





Television played a key role in the presidential election as Kennedy's personal appeal attracted many. **Kennedy won** the election of 1961, gaining support in the large industrial centers where he had strong support from Jews, Catholics, and African Americans (the three major targets of the KKK).

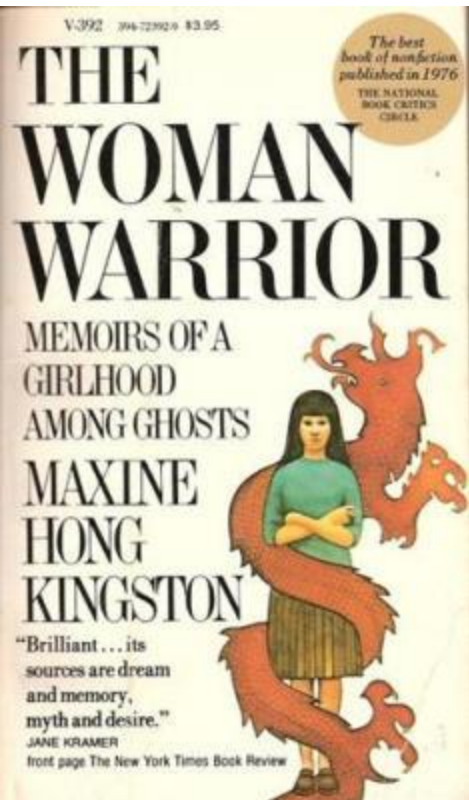




“WE  
CAN DO  
BETTER...”

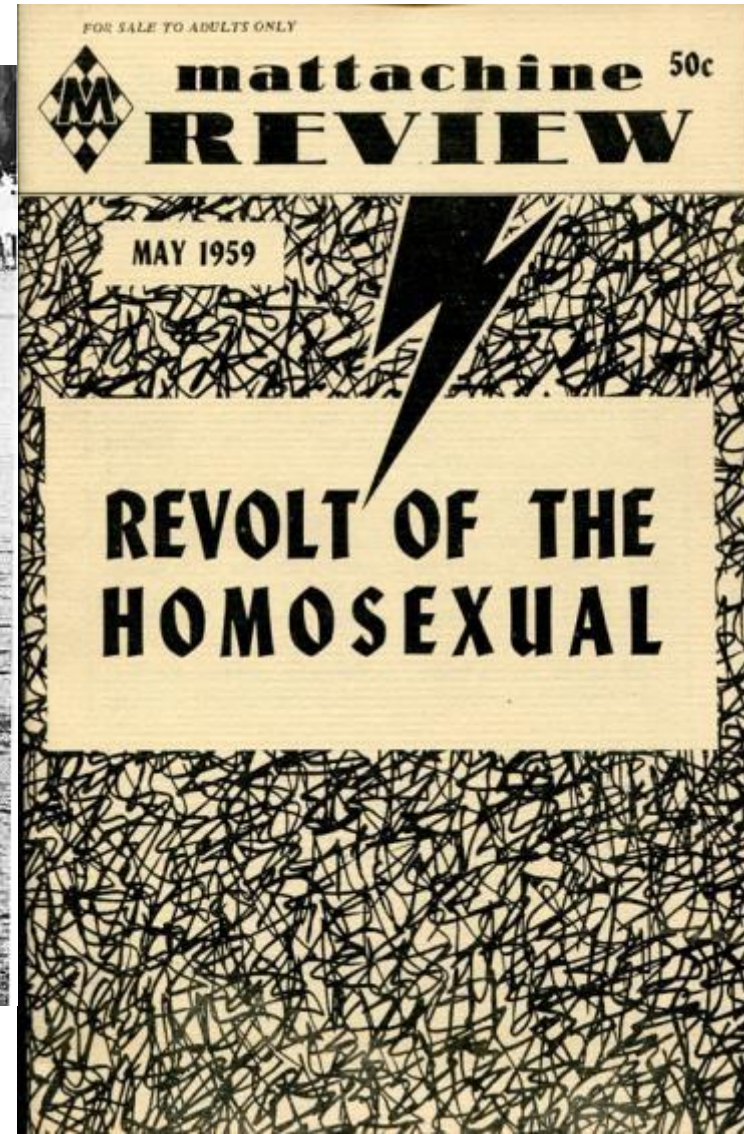
- JOHN F. KENNEDY

- II. Stirred by a growing awareness of inequalities in American society and by the African American civil rights movement, activists also addressed issues of identity and social justice, such as gender/ sexuality and ethnicity.

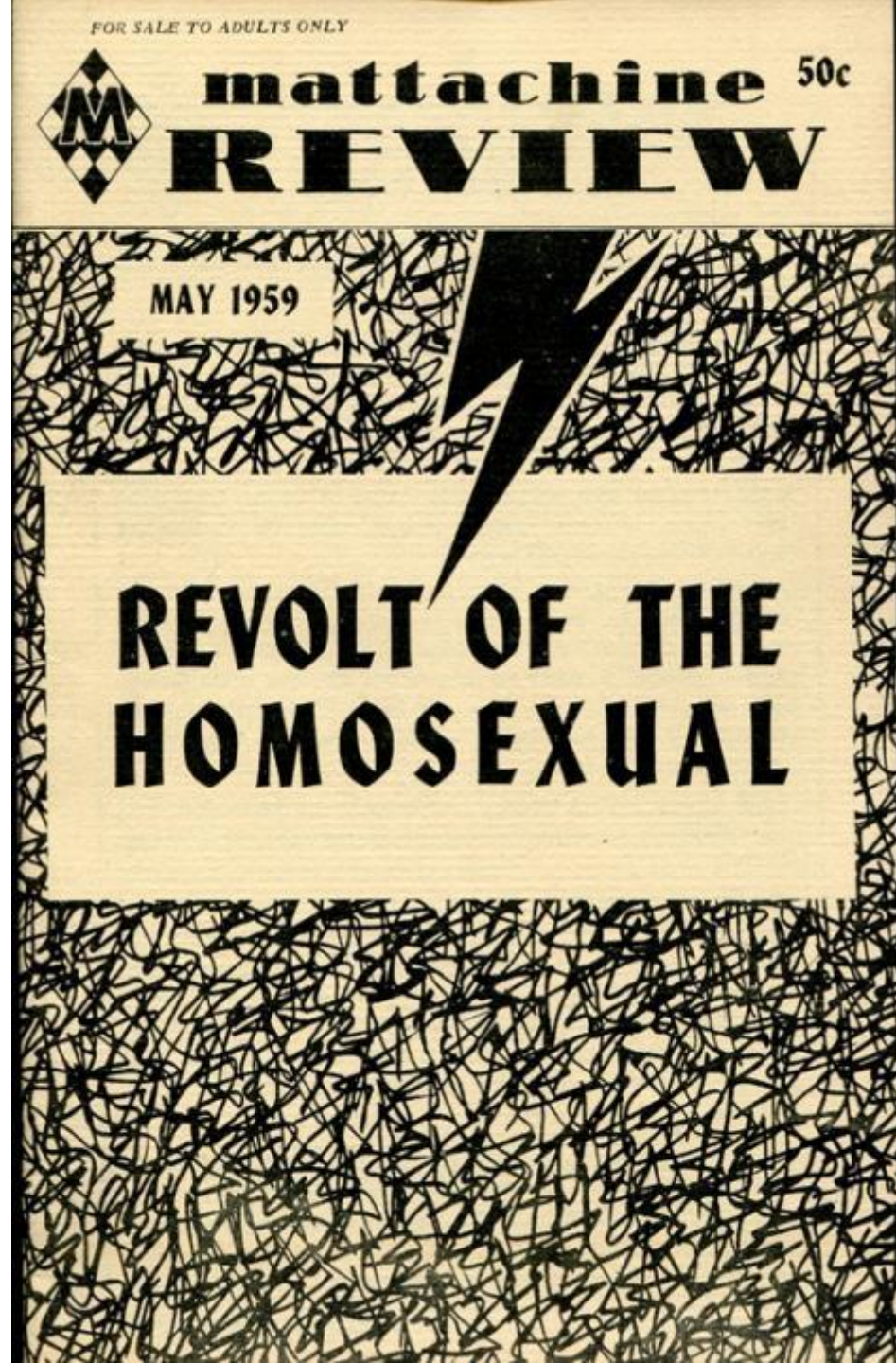




- A. Activists began to question society's assumptions about gender and to call for social and economic equality for women and for gays and lesbians.



- The 1960s also witnessed a "**sexual revolution.**" The introduction of the birth control pill made unwanted pregnancies easy to avoid.
- By the 1960s, gay men and lesbians were increasingly emerging and demanding sexual tolerance.
- The **Mattachine Society**, founded in 1951, was an advocate for **gay rights.**
- Worries in the 1980s of AIDS and other sexually transmitted diseases finally slowed the sexual revolution, and "looseness" of sexuality.



# The Stonewall Riots

by Maddie Van Beek



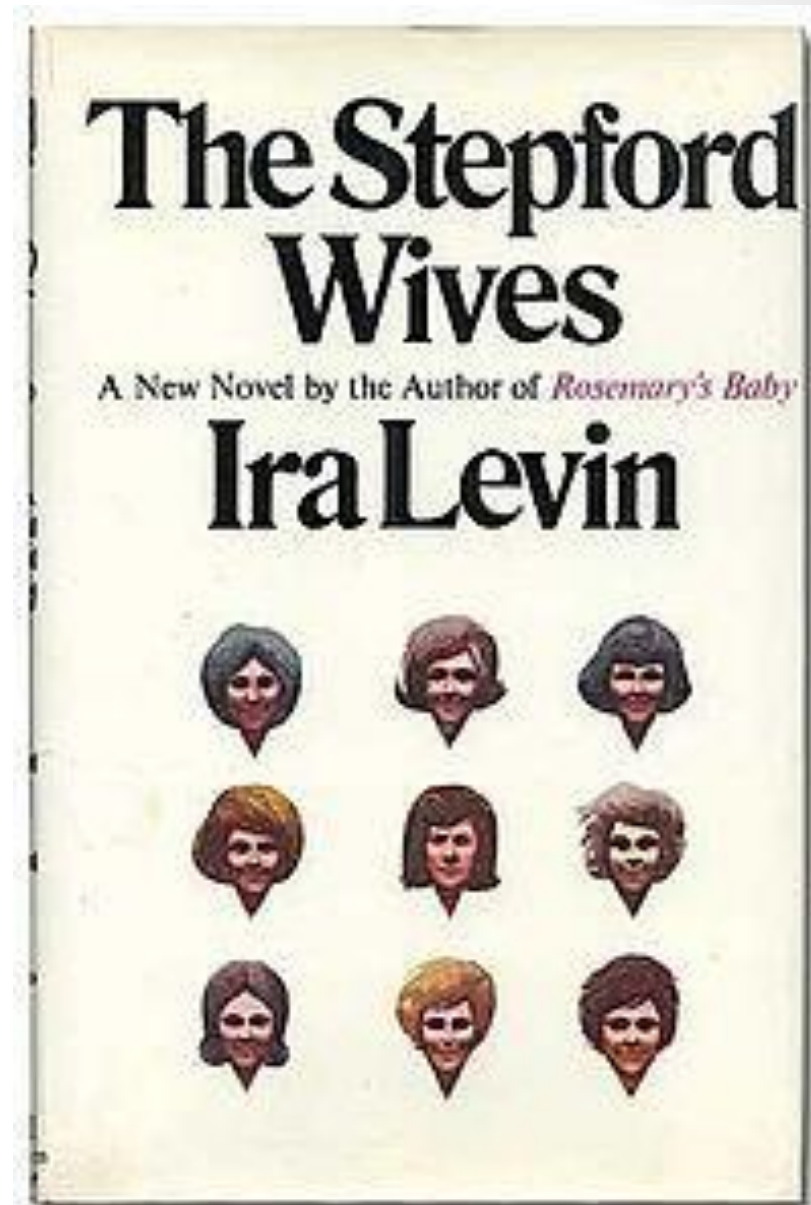
- **Feminine Mystique:** is a 1963 book by Betty Friedan which is widely credited with sparking the beginning of second-wave feminism in the United States.





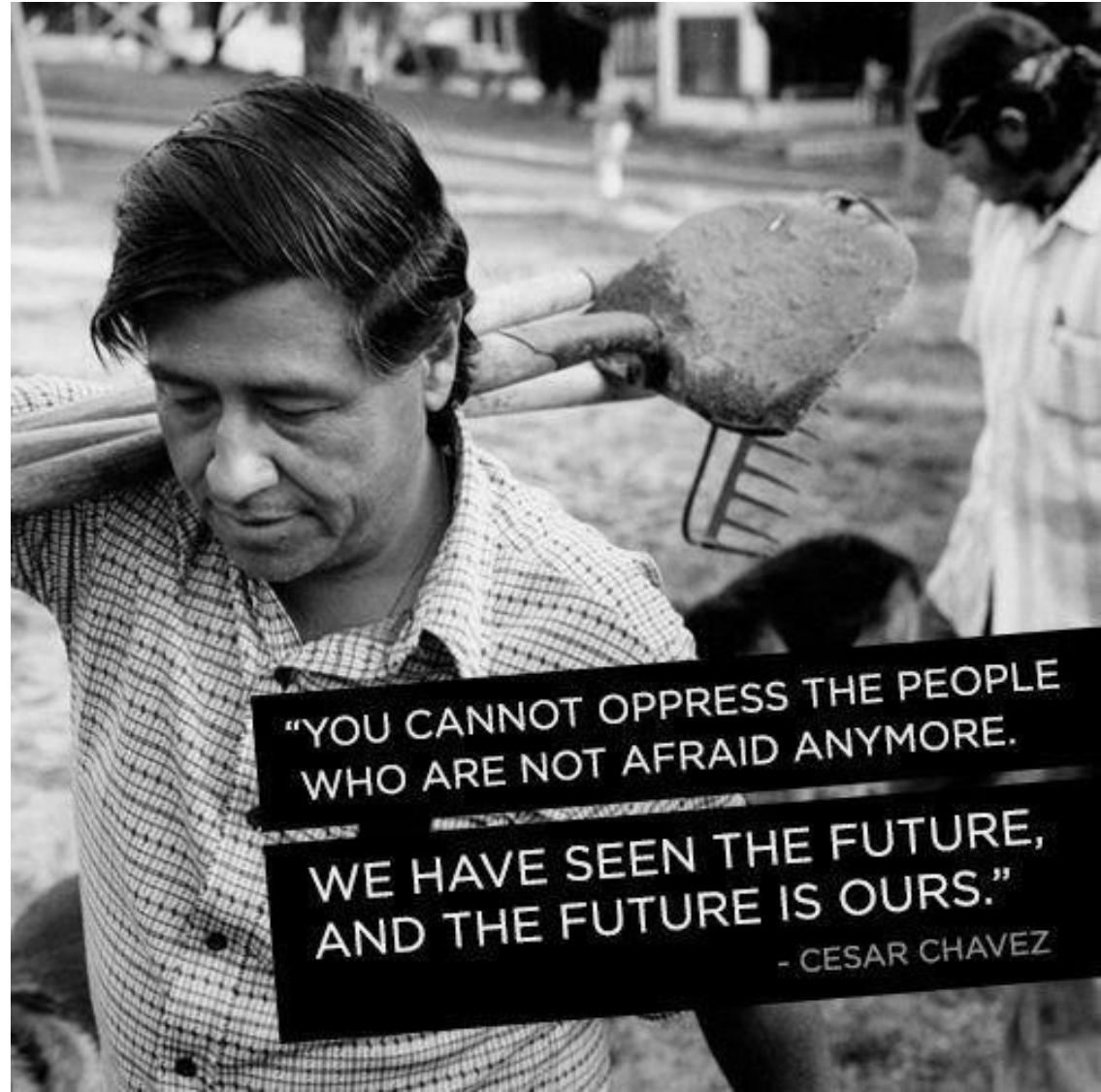
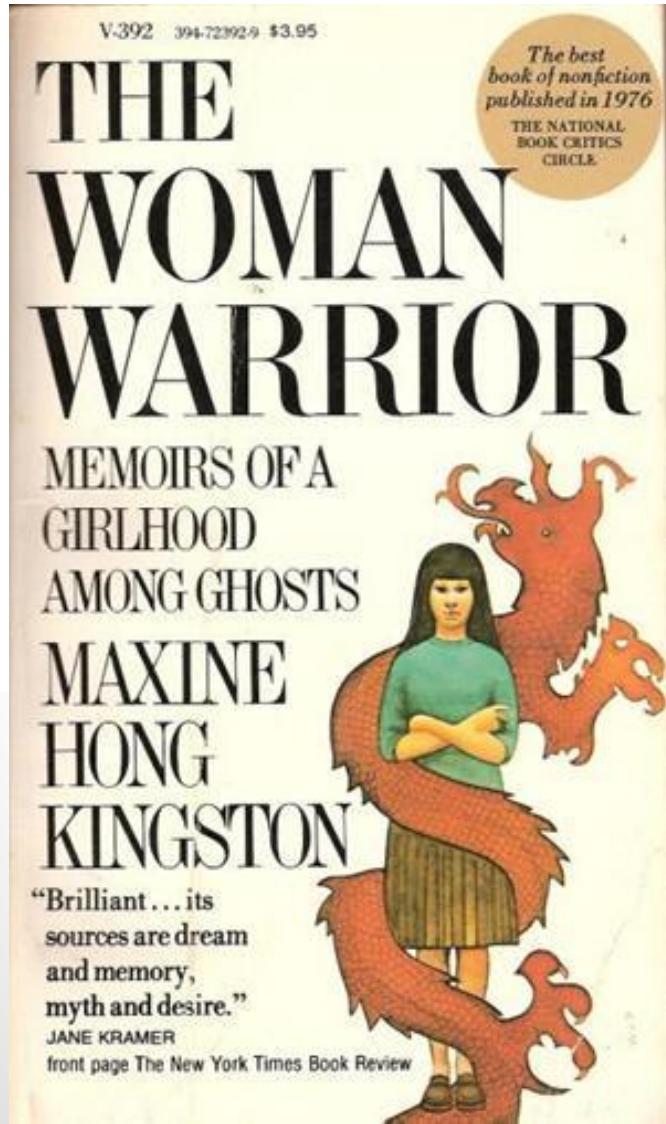
**Betty Friedan's *Second Wave Feminism* enjoyed widespread influence in popular culture**

**[This novel by Ira Levin (1972)  
Inspired a movie in 1975]**

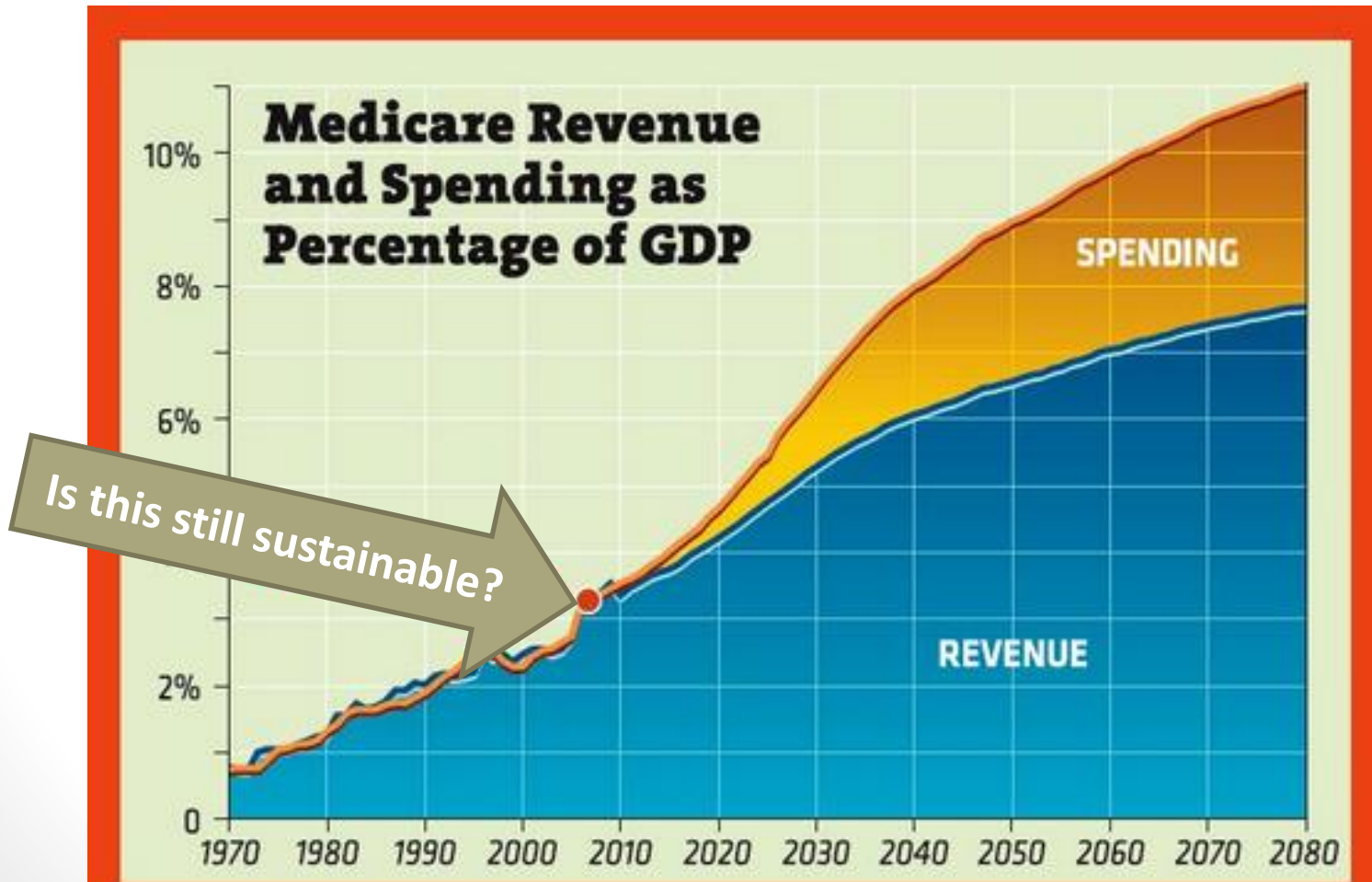




- B. Latinos, American Indians, and Asian Americans began to demand social and economic equality and a redress of past injustices.



In **1965** came **Medicare** for the elderly and **Medicaid** for the poor. The **Immigration and Nationality Act of 1965** abolished the quota system that had been in place since 1921. It also doubled the number of immigrants allowed to enter the country annually. The sources of immigration shifted from Europe to Latin American and Asia. Conservatives charged that the problem of poverty could not be fixed with money spent by the Great Society programs, yet the poverty rate did decline in the following decade.

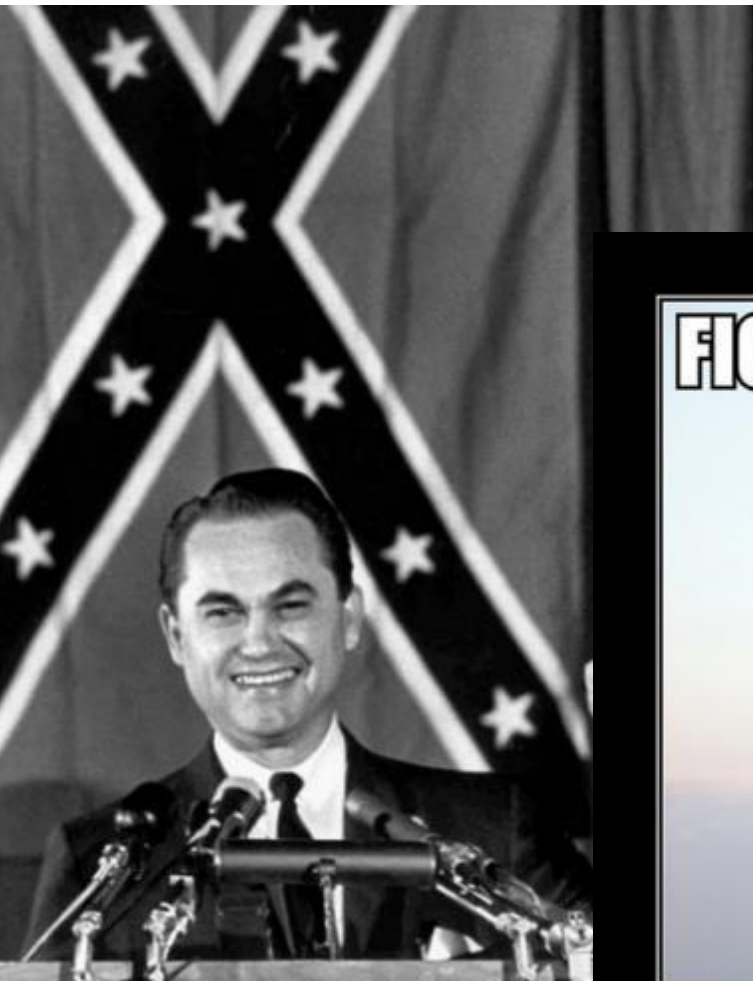


<http://www.american.com/archive/2007/march-april-magazine-contents>

- C. Despite the perception of overall affluence in postwar America, advocates raised awareness of the prevalence and persistence of poverty as a national problem, sparking efforts to address this issue.



- III. As many liberal principles came to dominate postwar politics and court decisions, liberalism came under attack from the left as well as from resurgent conservative movements.





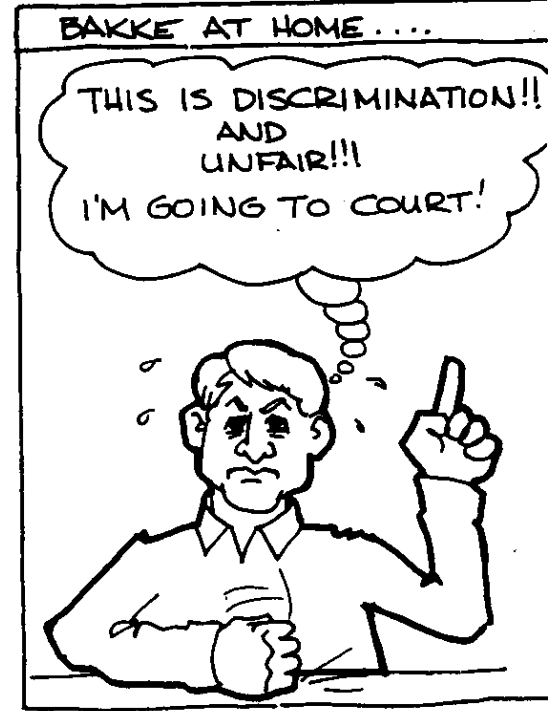
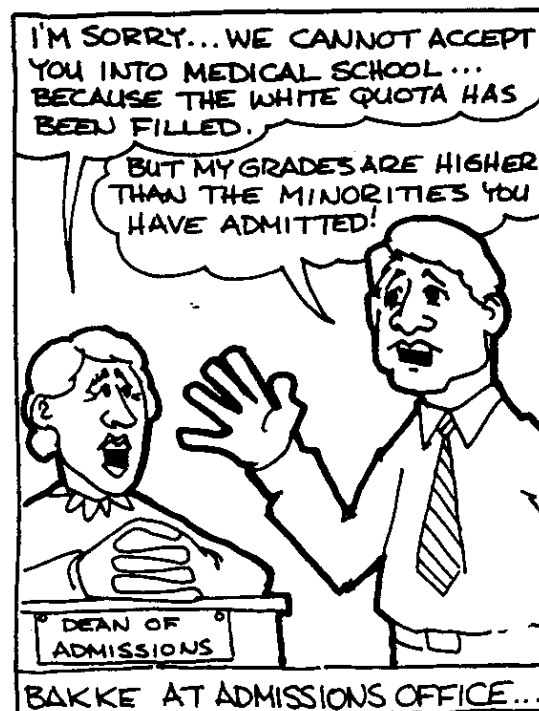
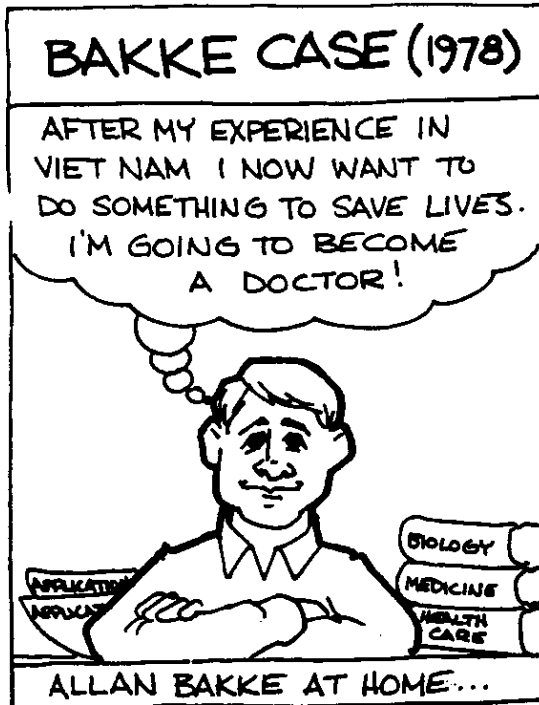
- A. Liberalism reached its zenith with Lyndon Johnson's *Great Society* efforts to use federal power to end racial discrimination, eliminate poverty, and address other social issues while attacking communism abroad. Unable to please all parties, this fight took its toll on the president, who could never live up to the myth of JFK, despite so much that he was able to achieve.

# The Obituary of Lyndon Johnson

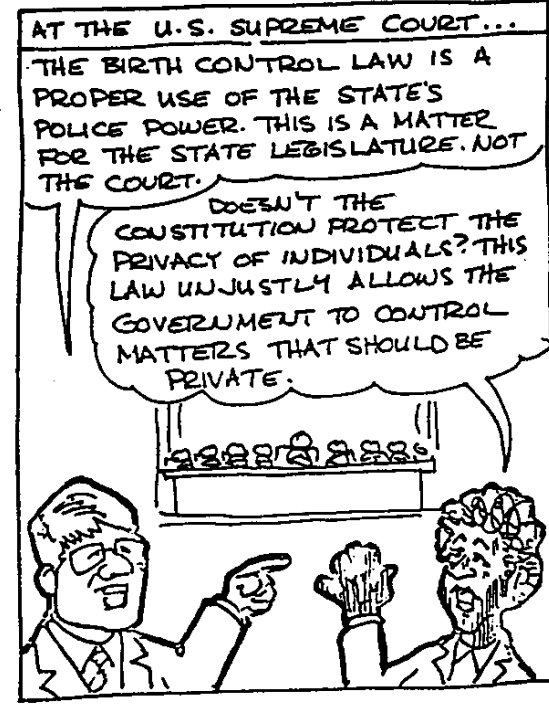
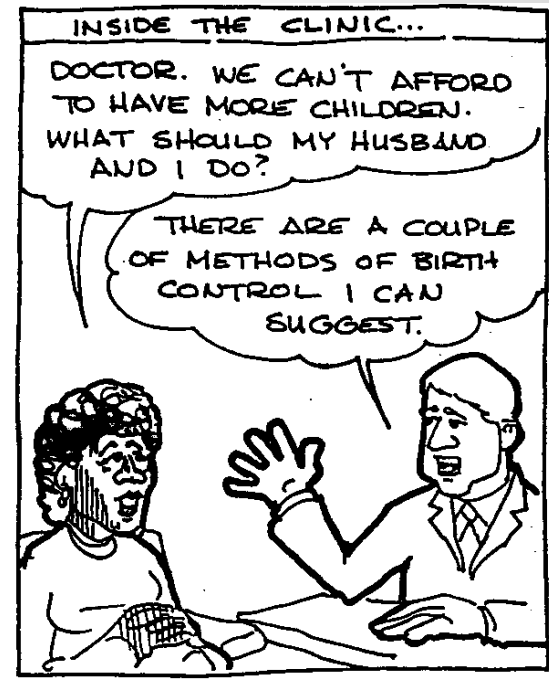
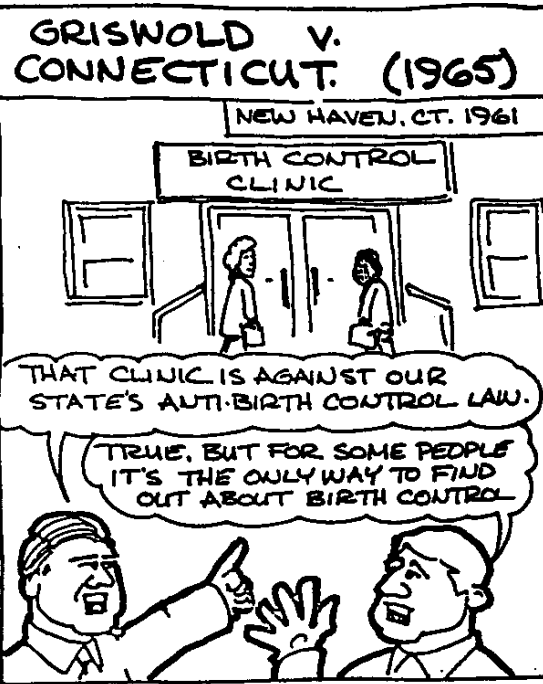
- No president since Lincoln had done more for civil rights than LBJ.
- By 1966, the Vietnam War brought dissent to Johnson, and as war costs sucked tax dollars, Great Society programs began to wither.
- LBJ was persuaded by his advisors that an easy victory in Vietnam would be achieved by massive aerial bombing and large troop commitments.



- B. Liberal ideals were realized in Supreme Court decisions that expanded democracy & individual freedoms. Great Society social programs and policies, and the power of the federal government clearly helped minorities. **However**, these programs also unintentionally helped energize a new conservative trend that mobilized to defend traditional visions of morality and the proper role of state authority.



**Griswold v. Connecticut:**  
1965, the Supreme Court ruled that a state's ban on the use of contraceptives violated the right to marital privacy. The case involved a Connecticut law that criminalized the encouragement or use of birth control.



The **American Independent party**, headed by George C. Wallace, entered the race and called for the continuation of segregation of blacks.

[williamhogeland.wordpress.com](http://williamhogeland.wordpress.com)



- C. Groups on the left also assailed liberals, claiming they did too little to transform the racial and economic status quo at home and pursued immorality abroad.

## **The Cultural Upheaval of the 1960s**

Everywhere in 1960s America, a new and negative attitude toward authority takes hold.



## **Black Power**

Days after the Voting Rights Act of 1965 was passed, a bloody riot erupted in **Watts**, a black ghetto in Los Angeles. Blacks were enraged by police brutality and burned and looted their own neighborhoods for a week. The **Watts explosion** marked increasing militant confrontation in the black struggle. Malcolm X deepened the division among black leaders. He was first inspired by the militant black nationalists in the Nation of Islam. He rallied black separatism and disapproved of the "blue-eyed white devils."







The violence or threat of violence increased as the **Black Panther** party emerged, openly carrying weapons in the streets of Oakland, California. Just as the civil rights movement had achieved its greatest legal and political triumphs, more riots erupted.

[missrosen.wordpress.com](http://missrosen.wordpress.com)



## Review of Key Concept 8.2

1. Identify individuals who were NOT government officials, yet became activists, convincing elected officials and appointed judges from within the government, to change policies that were unfair to minorities:

a. \_\_\_\_\_ . This individual worked to \_\_\_\_\_

\_\_\_\_\_ .

b. \_\_\_\_\_ . This individual worked to \_\_\_\_\_

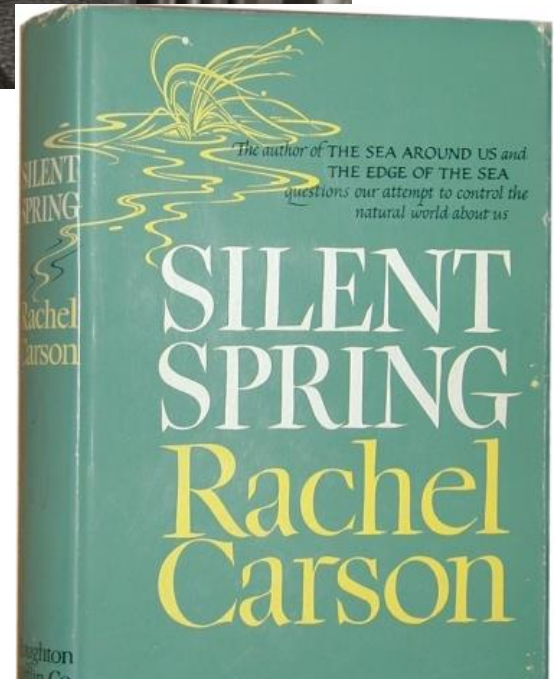
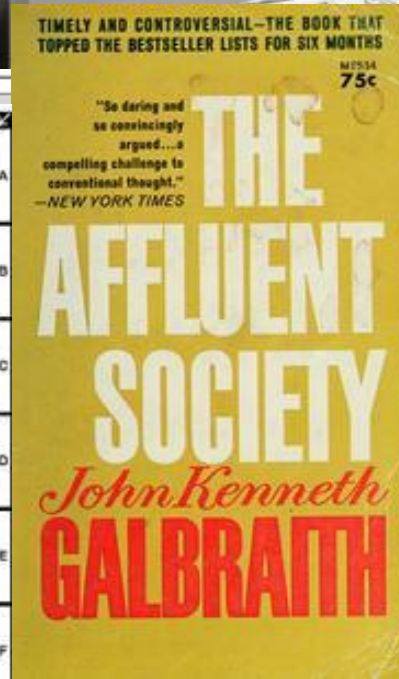
\_\_\_\_\_ .

c. \_\_\_\_\_ . This individual worked to \_\_\_\_\_

\_\_\_\_\_ .

2. Do the Black Panthers fit into the category above? Why or Why not?

- **Key Concept 8.3:** Postwar economic, demographic, and technological changes had a far-reaching impact on American society, politics, and the environment.



- I. Rapid economic and social changes in American society fostered a sense of optimism in the postwar years as well as underlying concerns about how these changes were affecting American values.



Say "CHARGE IT" for...  
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HOTEL ACCOMMODATIONS  
PACKAGE LIQUORS • FLOWERS • GIFTS

*Auto rentals through  
HERTZ RENT-A-CAR*

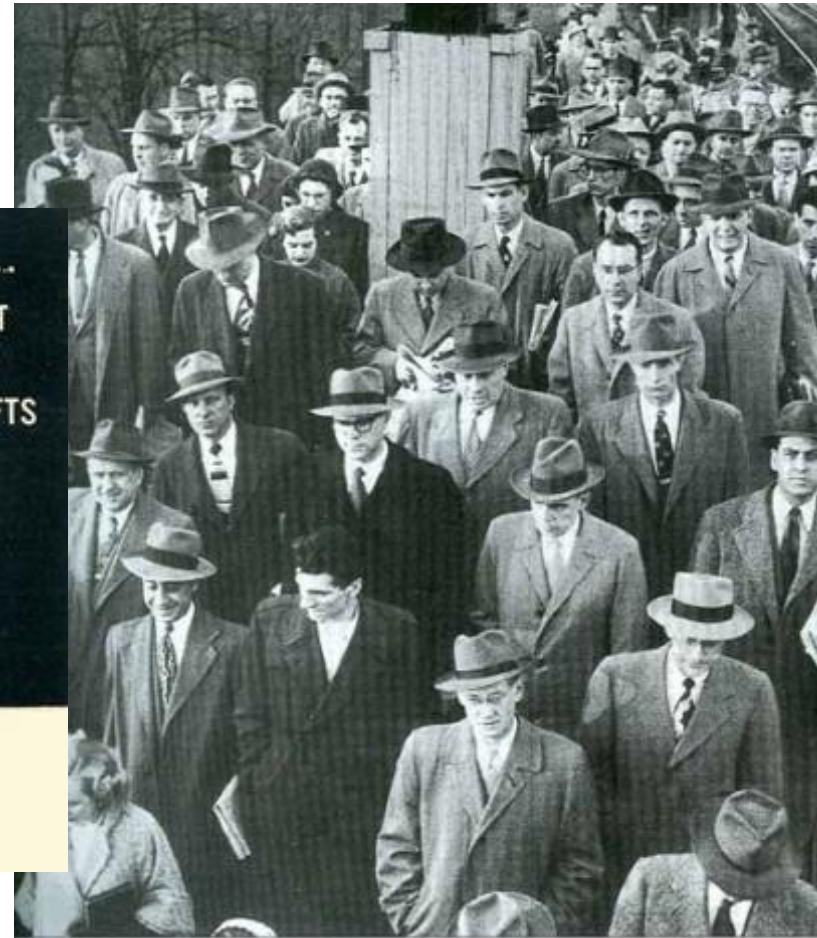
*Motel service through  
CONGRESS OF MOTOR HOTELS*

*Liquor gifts through  
BEVERAGE GIFT SERVICE*

Your Credit is good  
wherever you go

AS A MEMBER OF THE

*Diners'* CLUB

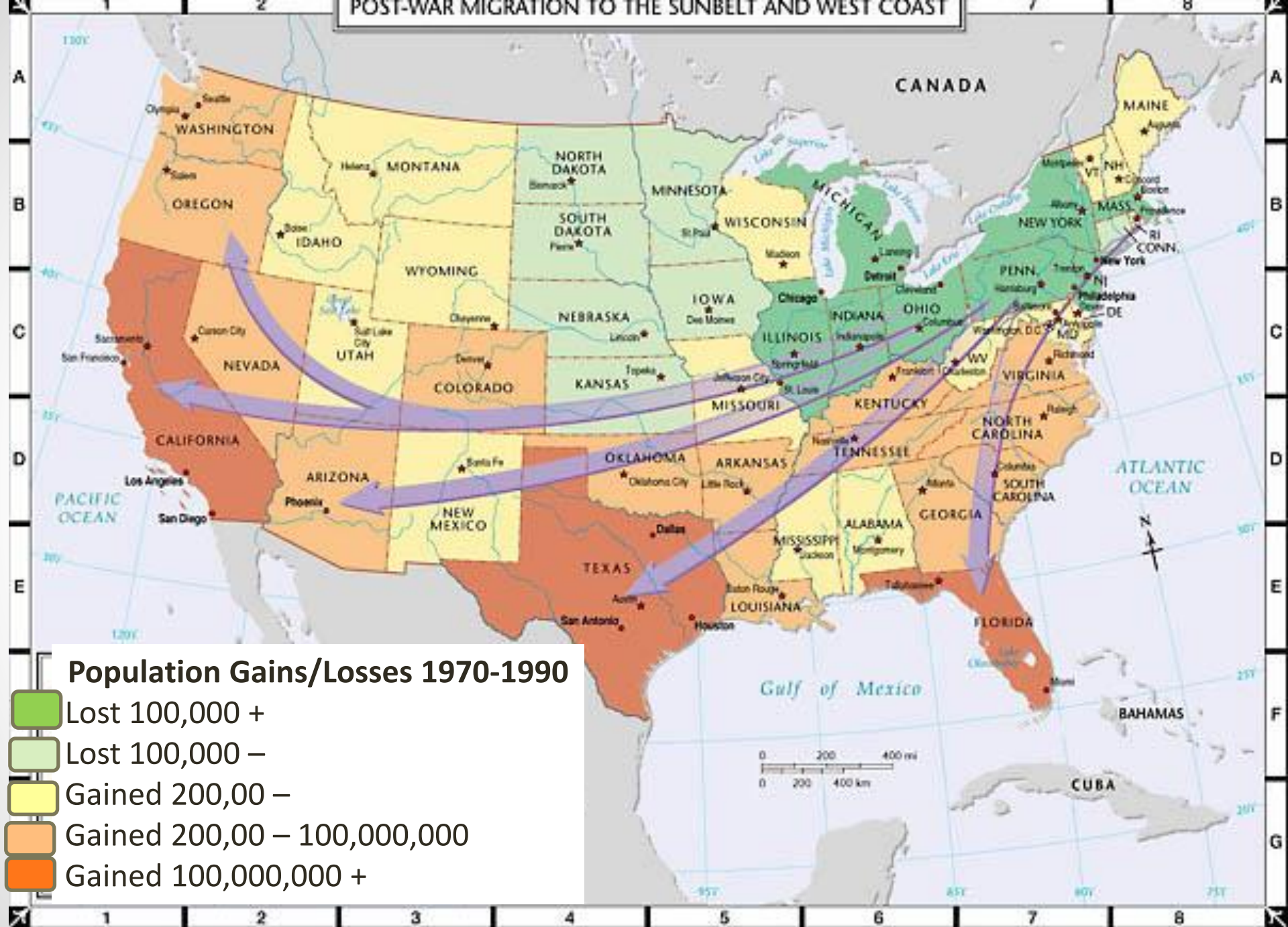




- A. A burgeoning private sector, continued federal spending, the baby boom, and technological developments helped spur economic growth, middle-class suburbanization, social mobility, a rapid expansion of higher education, and the rise of the “Sun Belt” as a political and economic force.



# POST-WAR MIGRATION TO THE SUNBELT AND WEST COAST



B. These economic and social changes, in addition to the anxiety endangered by the Cold War, led to an increasingly homogeneous mass culture as well as challenges from artists, intellectuals, and rebellious youth.

*The Man in the Gray Flannel Suit*, by Sloan Wilson, is a 1955 novel about the American search for purpose in a world dominated by business. Tom and Betsy Rath share a struggle to find contentment in their hectic and material culture while several other characters fight essentially the same battle, but struggle in it for different reasons. In the end, it is a story of taking responsibility for one's own life. The book was largely autobiographical, drawing on Wilson's experiences as assistant director of the U.S. National Citizen Commission for Public Schools.



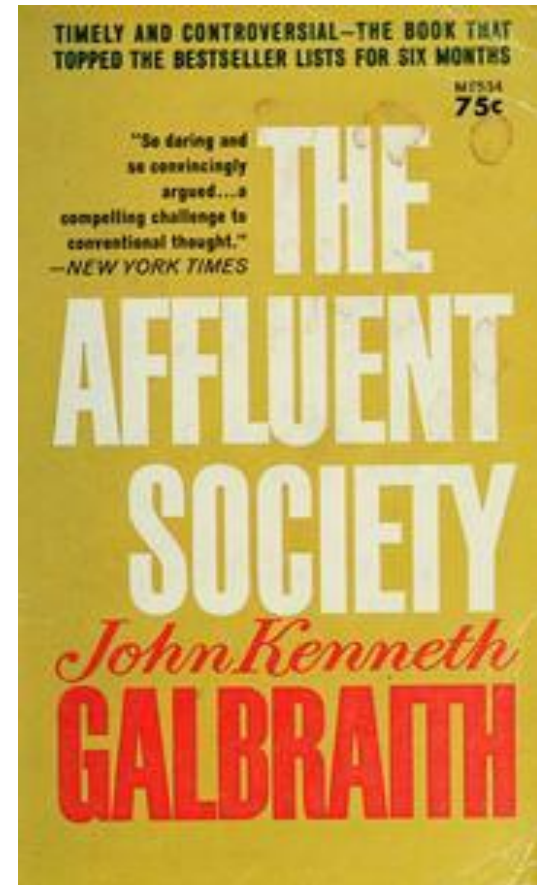


# SOCIAL CONFORMITY

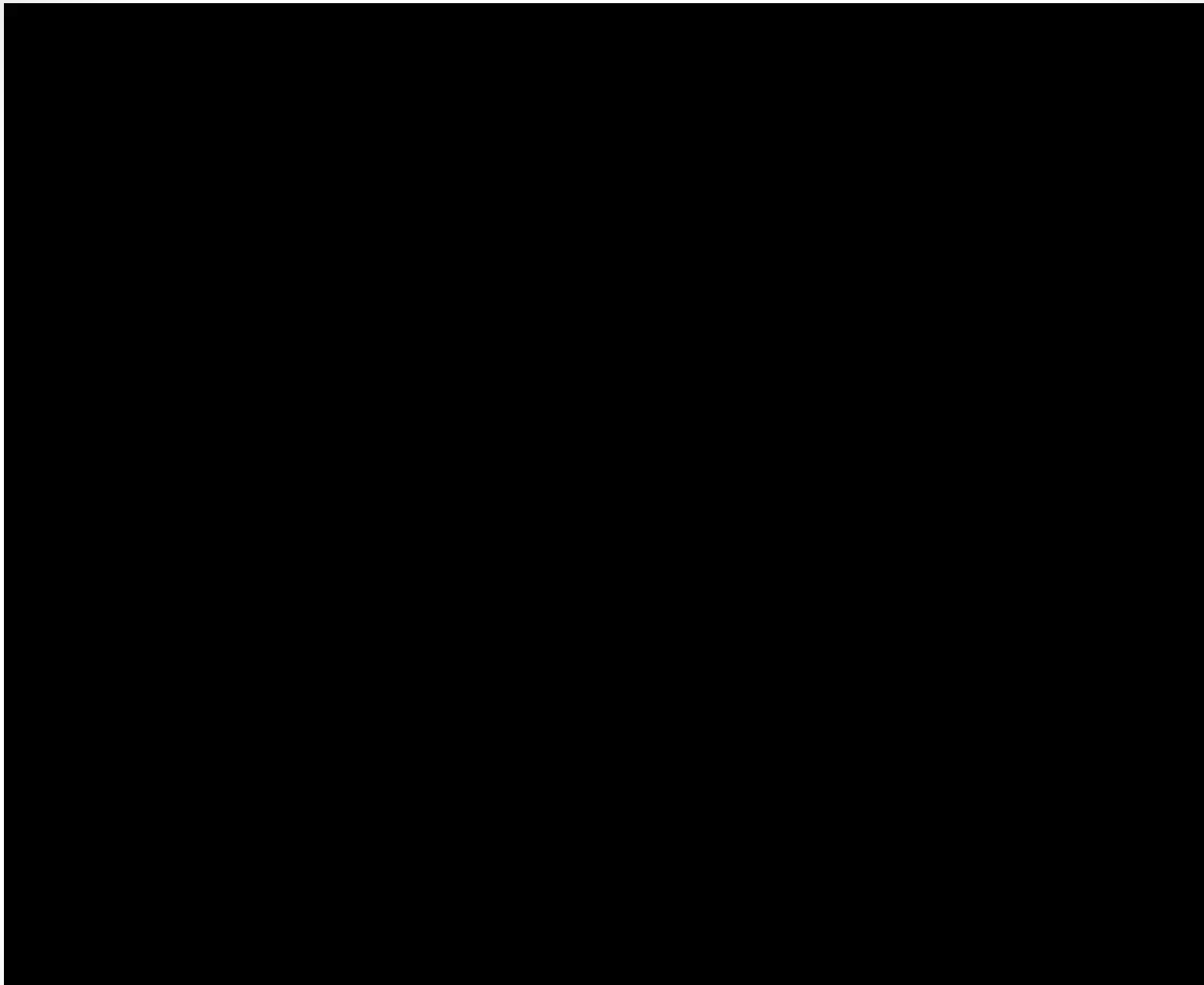
- American workers found themselves becoming standardized
- Called the "Organization Man," the modern worker struggled with a loss of individualism
- Businesses did not want creative thinkers, rebels or anyone that would "rock the boat"



- **The Affluent Society:** is a 1958 book by Harvard economist John Kenneth Galbraith. The book sought to outline the manner in which the post-World War II United States was becoming wealthy in the private sector but remained poor in the public sector, lacking social and physical infrastructure, and perpetuating income disparities.







## Consumer Culture in the Fifties

1. The innovations of the credit card, fast-food, and new forms of recreation were forerunners of an emerging lifestyle of leisure and affluence. In 1946, only 6 TV stations were broadcasting; by 1956, there were 146.

**The very first credit card—the Diner's Club card— appeared in 1950. That particular card was limited to paying for meals at a limited number of restaurants, but it was quickly followed by other cards, touching off a dramatic growth in borrowing. Private debt more than doubled from \$104.8 billion to \$263.3 billion during the Fifties. People borrowed to buy houses, cars, appliances, and even swimming pools.**

**Buying on credit stimulated the economy, helping many to enjoy the good things in life even as it kept industry busy & unemployment low. Too much debt, as we've seen lately, can be a dangerous thing, but during the Fifties, borrowing mostly helped fuel the robust economy.**



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BEVERAGE GIFT SERVICE*

Your Credit is good  
wherever you go  
AS A MEMBER OF THE

*Diners'* CLUB



The advertising industry played a major role in growing consumerism and consumer debt. “YOU MUST HAVE ONE!” (whatever product it is)

2.

"**Televangelists**" like Baptist Billy Graham, and Pentecostal Holiness speaker Oral Roberts, & Roman Catholic Fulton J. Sheen took to the television airwaves to spread Christianity.

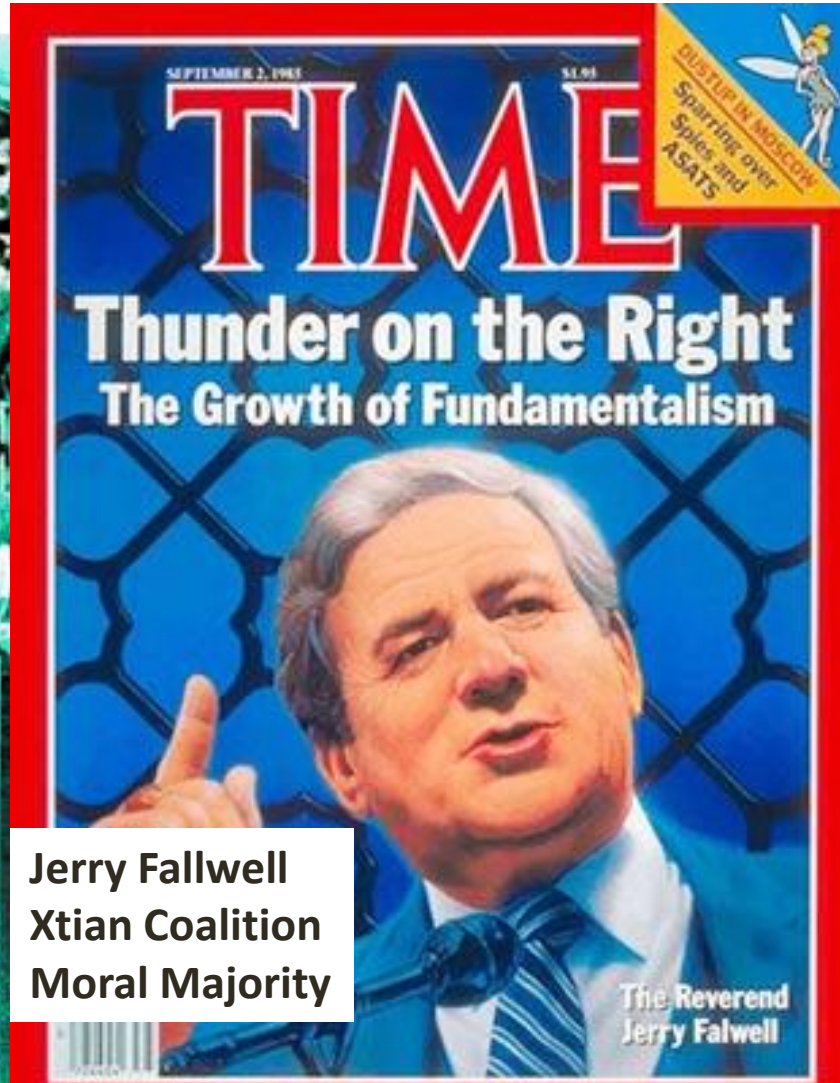
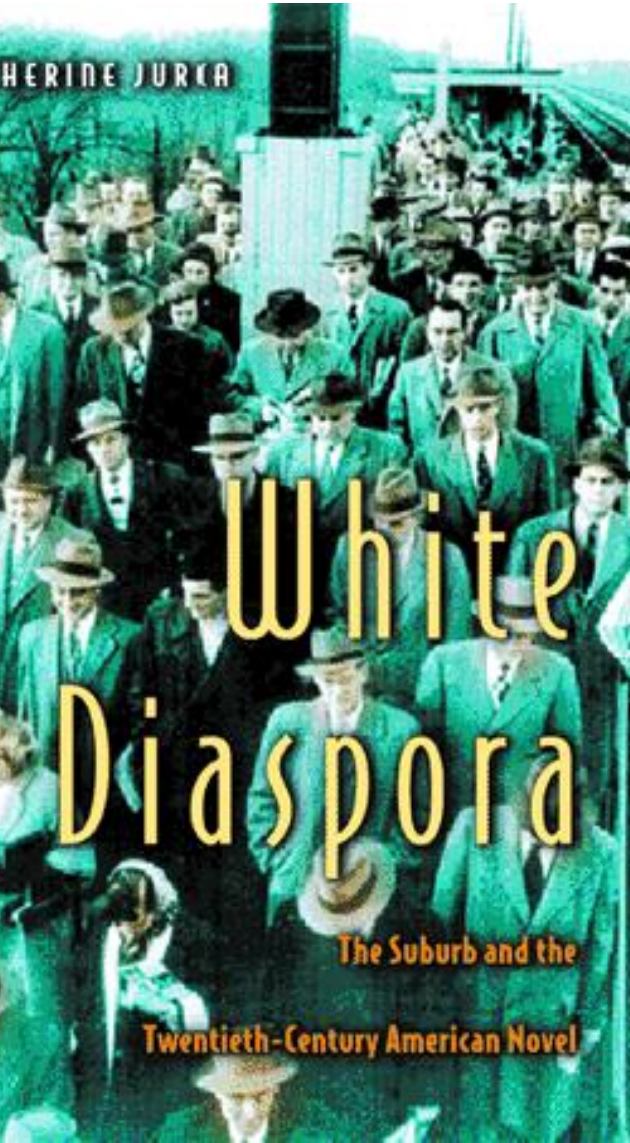
On the go TV religion became a symbol of American religious individualism & religion that was sovereign from the church. Slowly, overall church attendance will begin to decline in the early 1970s.







- C. Conservatives, featuring juvenile delinquency, urban unrest, and challenges to the traditional family, increasingly promoted their own values & ideology.



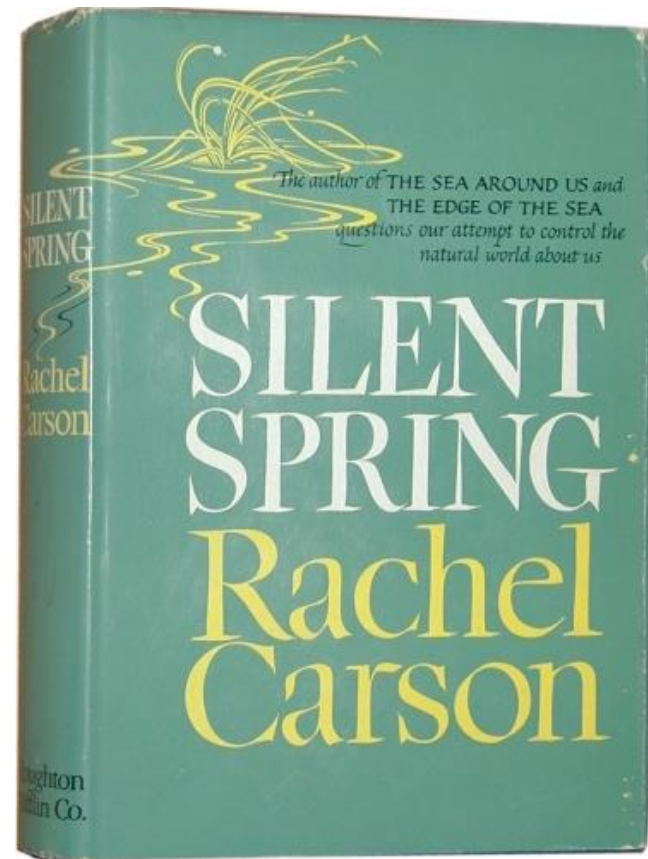
Jerry Falwell  
Xtian Coalition  
Moral Majority



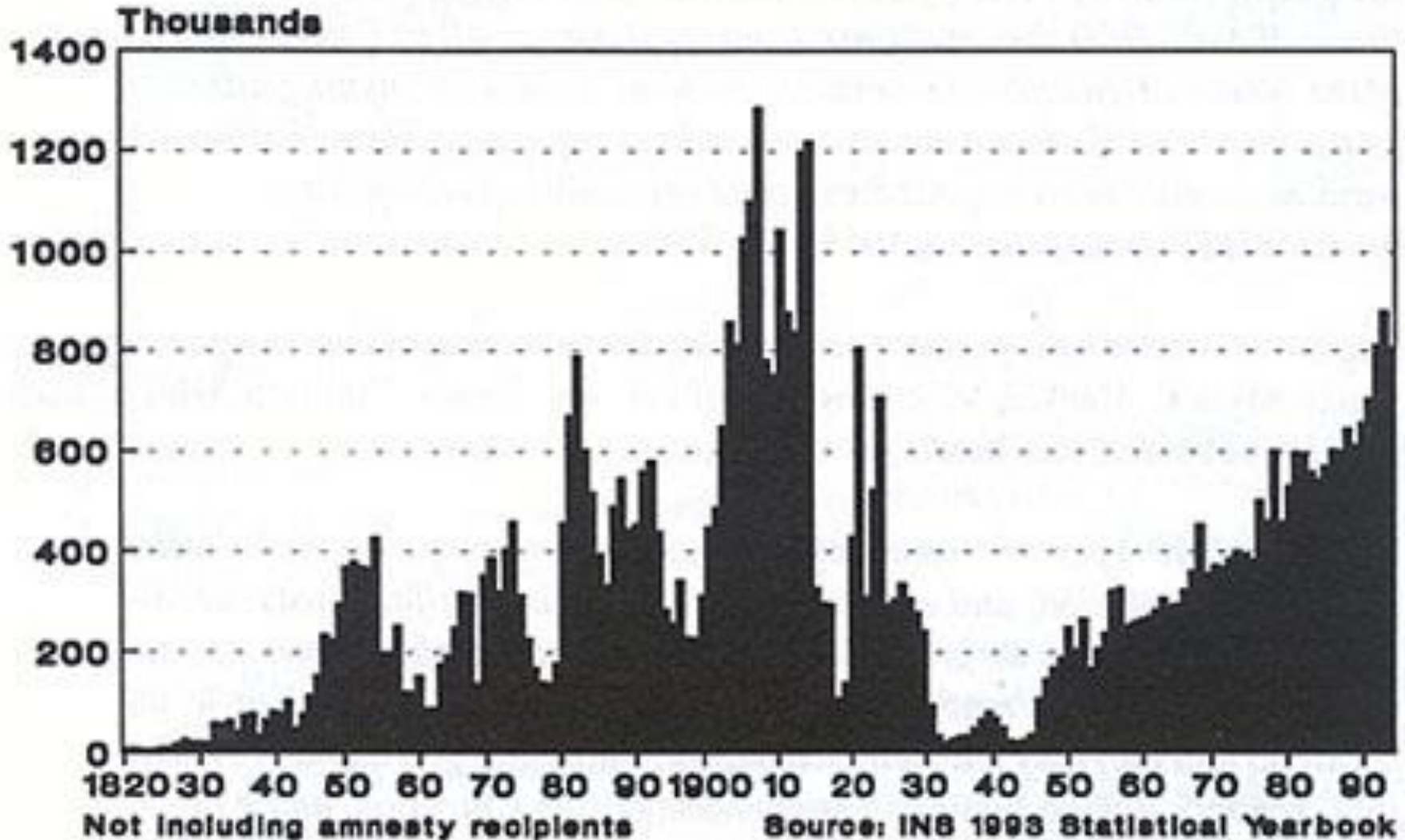
- II. As federal programs expanded and economic growth reshaped American society, many sought greater access to prosperity even as critics began to question the burgeoning use of natural resources.

## Clean Air Act

- First of a series of pollution acts in the 1970s that was influenced by moral and ethical outrage
- First modern pollution law with a wide range of policy approaches
- Passed in 1970 by amending a 1963 Clean Air Act (Clean Air Act Amendments of 1970); amended in 1977 and 1990
- Massive piece of legislation



- A. Internal migrants as well as migrants from around the world sought access to the economic boom and other benefits of the United States, especially after the passage of new immigration laws in 1965.



- B. Responding to the abuse of natural resources and the alarming environmental problems, activists and legislators began to call for conservation measures and a fight against pollution.

# Clean Air Act

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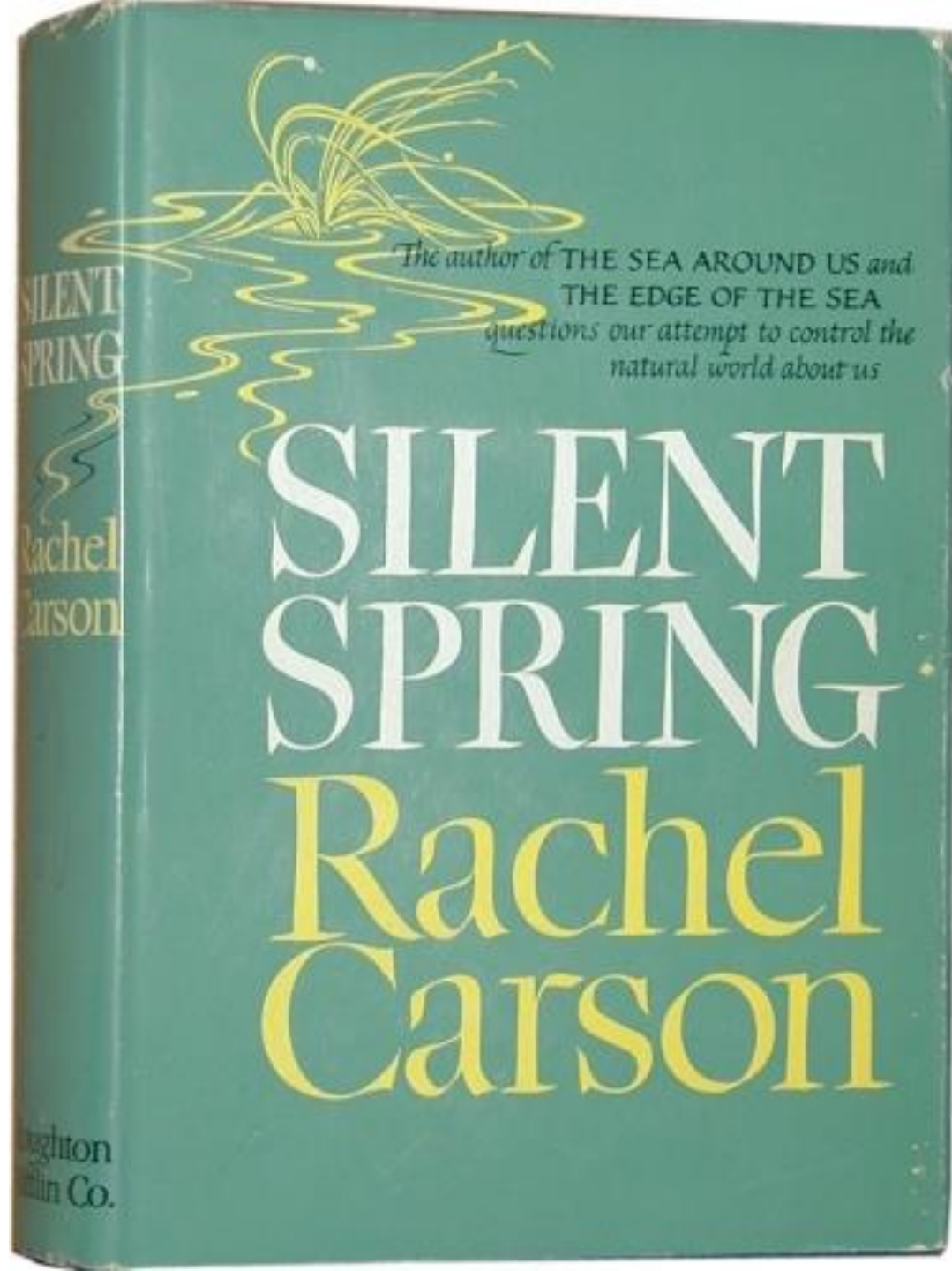
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- Massive piece of legislation



President Nixon signs Clean Air Act of 1970 – Nixon also created the EPA (Env. Prot. Agency)

In **1962**, Rachel Carson boosted the environmental movement with her book ***Silent Spring***, which exposed the disastrous effects of pesticides. By 1950, Los Angeles had an **Air Pollution Control Office**.

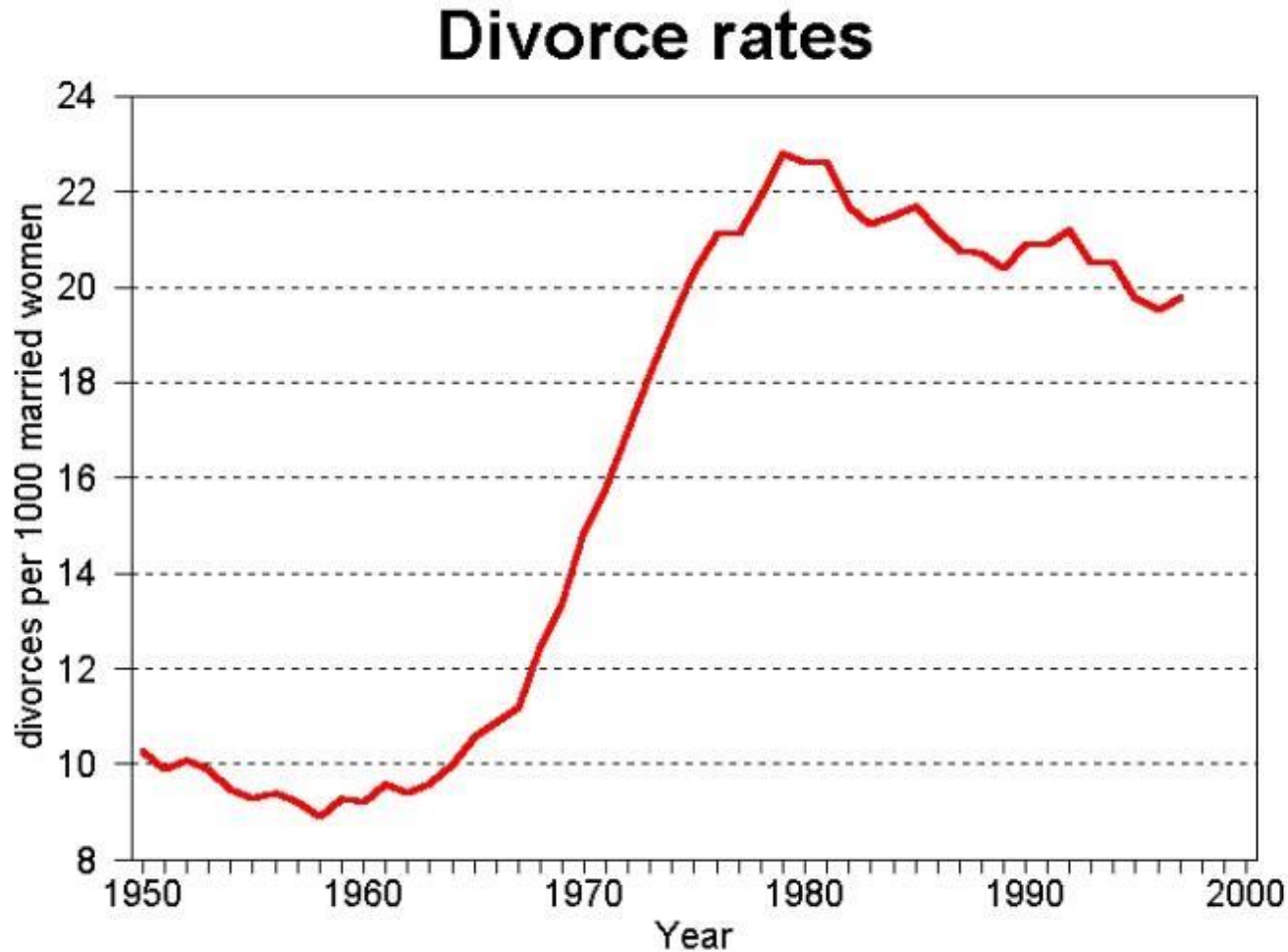
Less than years later, we had our first “Earth Day.”



- III. New demographic and social issues led to significant political and moral debates that sharply divided the nation.



- A. Although the image of the traditional nuclear family dominated popular perceptions in the postwar era, the family structure of Americans was undergoing profound changes as the number of working women increased & many social attitudes changed.



Source: Monthly Vital Statistics Reports

B. Young people who participated in the counterculture of the 1960s rejected many of the social, economic, and political values of their parents' generations, initiated a sexual revolution, and introduced greater informality into U.S. culture.

The upheavals of the 1960s could be largely attributed to the three major factors: the youthful population bulge, protest against racism and the Vietnam War, and the post-materialist idealism of middle-class youth.

***“In the nineteen-sixties, apartheid was driven out of America. Legal segregation - Jim Crow - ended.***

***Abbie Hoffman***

users.wpi.edu

***We didn't end racism, but we ended legal segregation. We ended the idea that you can send a million soldiers ten thousand miles away to fight in a war that people do not support.***

***We ended the idea that women are second-class citizens. Now, it doesn't matter who sits in the Oval Office. But the big battles that were won in that period of civil war and strife you cannot reverse.***

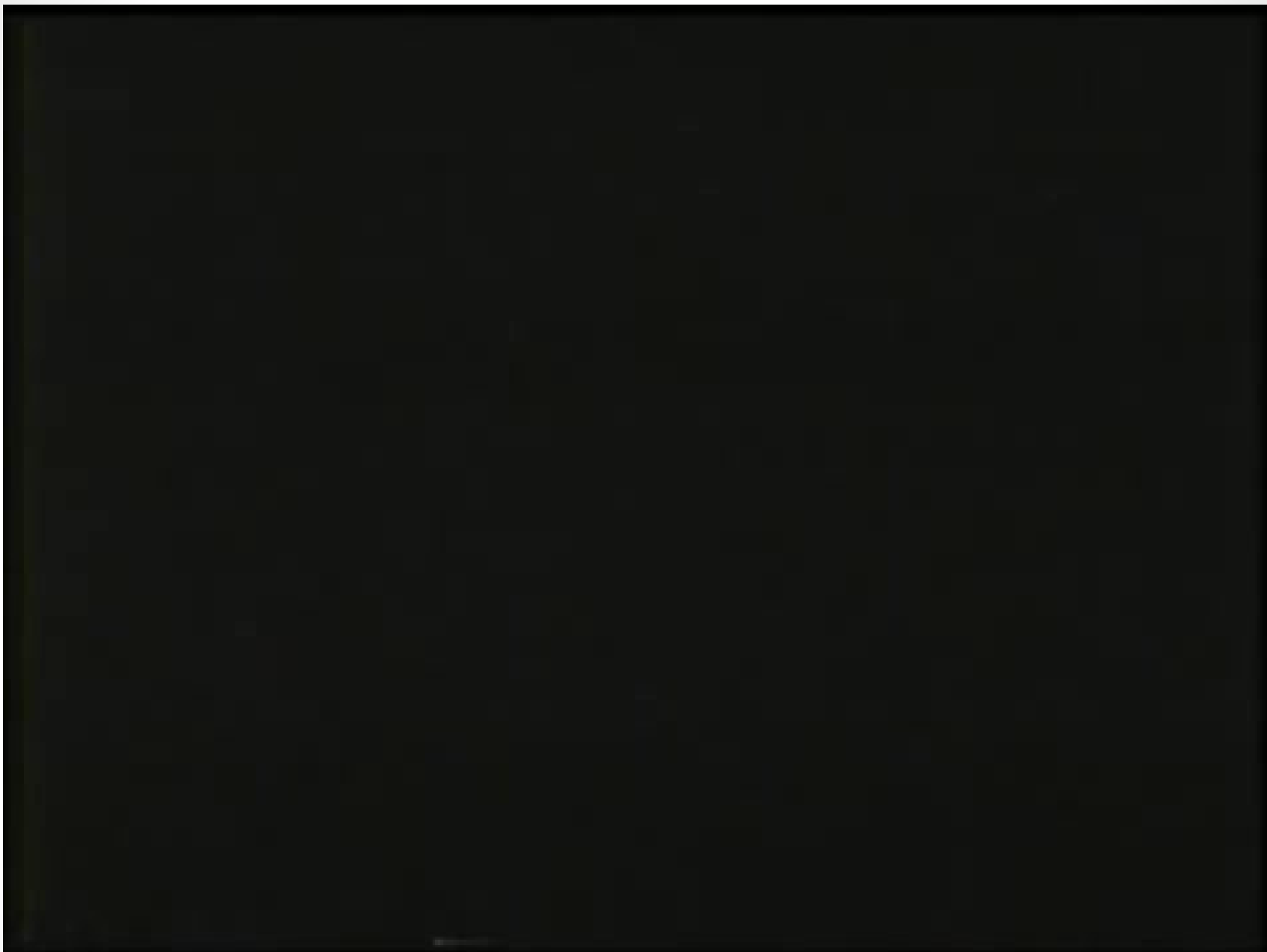
***We were young, we were reckless, arrogant, silly, headstrong...and we were right! I regret nothing!”***



C. Conservatives and liberals clashed over many new social issues, the power of the presidency and the federal government, and movements for greater individual rights.

In fact, the 1960s would produce two very different narratives of contemporary American life, each with its own camp, and this clash would play out in politics and popular culture throughout the rest of the century.







**Dirty Harry**

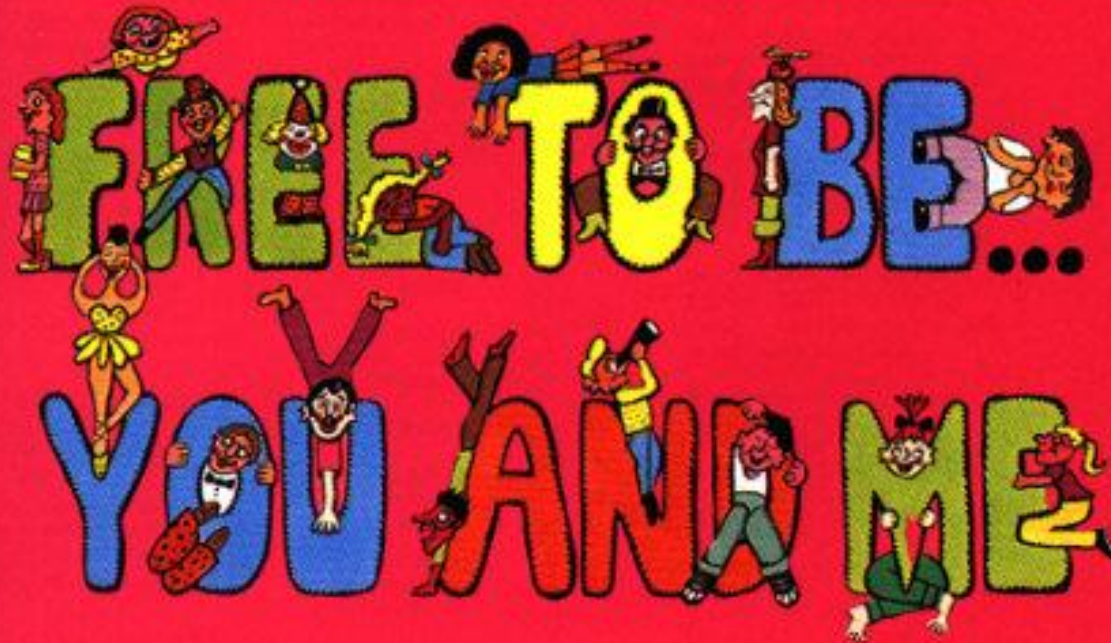




# MARLO THOMAS AND FRIENDS

ALAN ALDA • HARRY BELAFONTE • MEL BROOKS • JACK CASSIDY  
DICK CAVETT • CAROL CHANNING • BILLY DE WOLFE • ROSEY GRIER  
SHIRLEY JONES • BOBBY MORSE • THE NEW SEEKERS  
DIANA ROSS • DIANA SANDS • TOM SMOTHERS

We'll see Marlo  
Thomas again soon



COMPACT  
disc  
DIGITAL AUDIO

**Parents are People (1973)**

**by Marlo Thomas**

Mommies are people, people with children  
When mommies were little  
They used to be girls, like some of you  
But then they grew

And now mommies are women  
Women with children  
Busy with children and things that they do  
There are a lot of things a lot of mommies can do

Some mommies are ranchers or poetry makers  
Or doctors or teachers or cleaners or bakers  
Some mommies drive taxis or sing on TV  
Yeah, mommies can be almost anything they wanna be!





Merle Haggard's *Okie from Muskogee* was the Country Music Single of the Year in 1970.



We don't smoke marijuana in Muskogee;  
We don't take our trips on LSD  
We don't burn our draft cards down on Main  
Street;  
We like livin' right, and bein' free.

We don't make a party out of lovin';  
We like holdin' hands and pitchin' woo;  
We don't let our hair grow long and shaggy,  
Like the hippies out in San Francisco do.

Leather boots are still in style for manly  
footwear;  
Beads and Roman sandals won't be seen.  
Football's still the roughest thing on campus,  
And the kids here still respect the college dean.



© Stanley Forman

corbis.





A man in a white shirt and dark pants is dancing in a disco setting. He has one arm raised and is smiling. In the background, there is a large disco ball and colorful lights. Other people are visible in the background, some dancing and some watching.

The 1970s marked the first time that youth of different demographic backgrounds—class, race, ethnicity--attended the same discotheques.

Often, results were less than harmonious. An ideal record of this trend, and others of the time, is found in the motion picture, *Saturday Night Fever*.

Timely themes in the movie include the diminishing role of religious life in the U.S., drug use (particularly amphetamines), the abortion issue, among others.

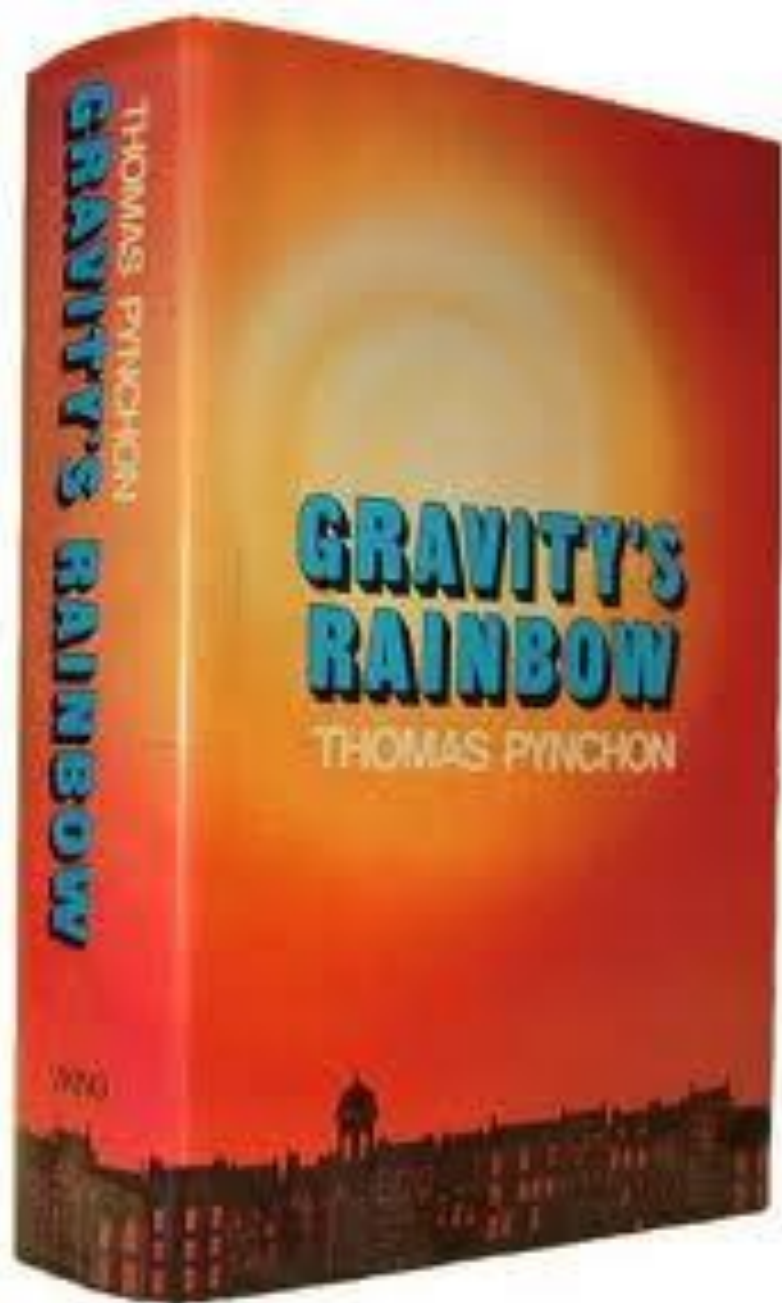
<https://www.youtube.com/watch?v=z09RhsOGqMY>

<https://www.youtube.com/watch?v=Y0rhuKmC0Cw>









THOMAS PINCHON

**GRAVITY'S RAINBOW**

**GRAVITY'S  
RAINBOW**

THOMAS PINCHON

1920

“Right and left; the hothouse and the street. The Right can only live and work hermetically, in the hothouse of the past, while outside the Left prosecute their affairs in the streets manipulated by mob violence. And cannot live but in the dreamscape of the future.”

Thomas Pynchon--*V.* (1973)

Winner-National Book Award (1974)

Pynchon is regularly nominated for the Nobel Prize for literature for this work.







01:32:04:25

**Mark my word, if and when these preachers get control of the [Republican] party, and they're sure trying to do so, it's going to be a terrible damn problem. Frankly, these people frighten me. Politics and governing demand compromise. But these Christians believe they are acting in the name of God, so they can't and won't compromise. I know, I've tried to deal with them.**

**~ Republican Barry Goldwater**





The idea that religion and politics don't mix was invented by the Devil to keep Christians from running their own country.

(Jerry Falwell)

[izquotes.com](http://izquotes.com)



**Phil Donahue was the *Oprah* of the 1970s and early 1980s. His wife, Marlo Thomas, was also very active in liberal causes of the time, as we saw earlier. Their response to Reverend Jerry Falwell and his “Moral Majority” religious movement . . .**

**THE  
MORAL  
MAJORITY IS  
NEITHER!**



**The Donahue/Falwell dialectic was an end of decade iteration of the Sesame Street/Dirty Harry dialectic.**

**Our collective response...**





## Review of Unit 8.3

1. Identify ways in which American behaviors changed, as a result of:

a) the availability of credit, through the credit card-

b) Air conditioning-

c) Increased awareness over air pollution and environmental degradation-

2. Identify divergent ways in which Americans responded to greater inclusion, desegregation, and public openness to previously marginalized groups: