



Welcome to US History Talks

# Preview : Module 6: A Nation Adrift

| Talk | Title                         | Time Period | Date of Talk   |
|------|-------------------------------|-------------|----------------|
| 37   | The Great Society             | 1964-1968   | May 19th       |
| 38   | Vietnam                       | 1961-1975   | June 2nd       |
| 39   | US society and culture 1960's | 1960-1970   | June 16th      |
| 40   | Return of the Republicans     | 1968-1976   | September 1st  |
| 41   | Cold War during the 1970's    | 1969-1980   | September 15th |
| 42   | The "Humility Experiment"     | 1976-1980   | September 29th |
| 43   | US society and culture 1980   | 1970-1980   | October 6th    |

# Talk 39: 1960's US Culture & Society

- Social change by the numbers
- Clothes, cars, and music
- Intermission
- The Counter Culture(s)
- The Counter, counter cultures



# Social Change by the numbers

# People 1960-1970

- Growing population, still homogenous, low immigration

|            | 1960 | 1970 |
|------------|------|------|
| Population | 179m | 203m |
| % White    | 89%  | 88%  |
| % Black    | 11%  | 11%  |

- Internal Migration to Sunbelt:

|            | 1960 | 1970 | %    |
|------------|------|------|------|
| California | 16m  | 20m  | +27% |
| Florida    | 5m   | 7m   | +37% |
| Texas      | 9m   | 11m  | +17% |
| New York   | 34m  | 36m  | +9%  |

- Low level of immigration (3m) foreign born 5% population (vs 14% 1900, 14% 2020)

# Economics

House hold income rose from \$49,000 to \$60,000 (2020 dollars) + 22%

- Growth in manufacturing jobs/High levels of unionized jobs
- Increase in dual- income households women working 38% to 43%
- Expansion of Medicare (for retired) Medicaid (for low incomes)
- Low unemployment 6% 1960 5% 1970

➤ Gap narrows between black and white (black income up from 55% to 61% white

➤ Increase in services, reduction in farm work

|               | 1960 | 1970 |
|---------------|------|------|
| Manufacturing | 29%  | 27%  |
| Services      | 39%  | 43%  |
| Agricultural  | 8%   | 6%   |

# USA still the world economic superpower

.....Europeans (except UK) catching up

.....Japan rising from the ashes

## GDP of top 6 Nations

|                | 1960m | 1970m | Growth |
|----------------|-------|-------|--------|
| USA            | 520   | 1,075 | 107%   |
| USSR           | 142   | 433   | 205%   |
| West Germany   | 92    | 208   | 126%   |
| United Kingdom | 72    | 125   | 74%    |
| France         | 62    | 146   | 135%   |
| Japan          | 44    | 209   | 375%   |

US dominance declining.....share of world GDP falls from 40% to 26%

.....share of world trade falls from 15% to 9%, .....oil production from 40% to 24%

# Emergence of the “Baby boomers”

Significant increase in younger generation

|      | US population | Aged 18-30 | % Total |
|------|---------------|------------|---------|
| 1940 | 132 m         | 20m        | 15%     |
| 1970 | 205m          | 43m        | 21%     |
| 2024 | 335m          | 55m        | 16%     |

- First generation predominantly middle class...rising wages, secure work, no Middle Class Population

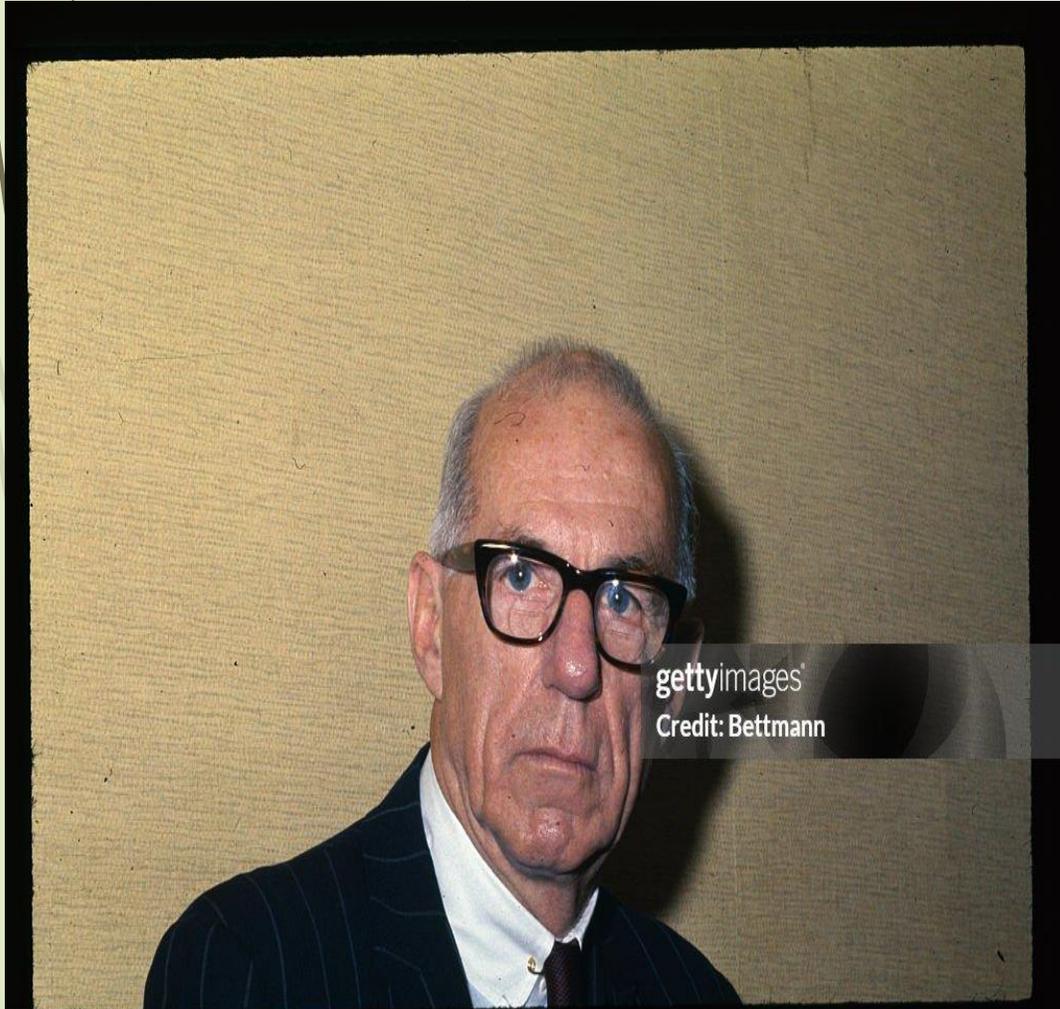
|             |            |
|-------------|------------|
| <b>1900</b> | <b>30%</b> |
| 1940        | 40%        |
| 1960        | 60%        |
| 1970        | 65%        |

- Plenty of housing and at only 2 x earnings with new 30 year fixed rates mortgage

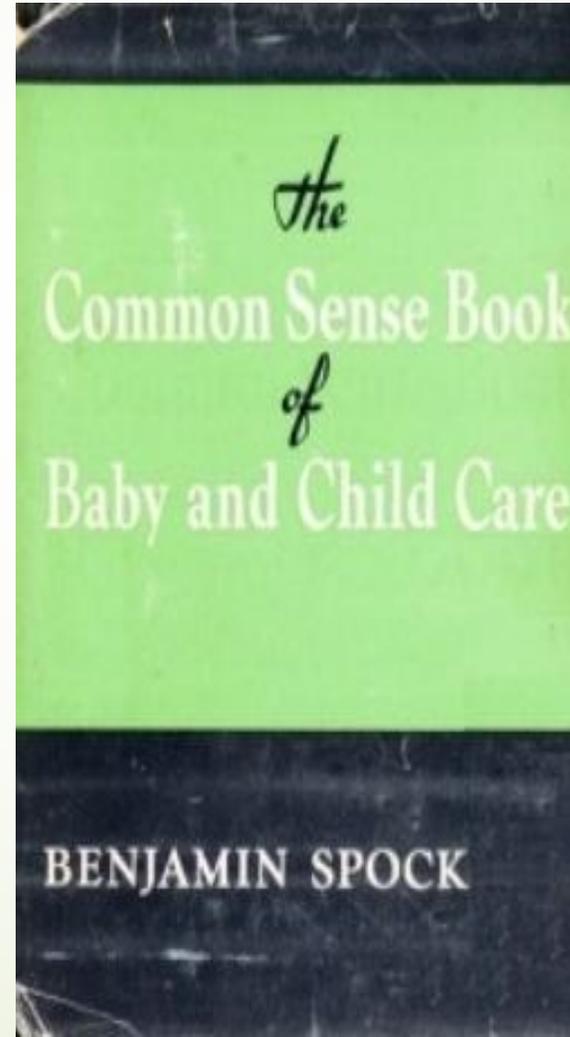
First generation subject to “new” thinking regarding child care

# Doctor Benjamin Spock (1903-1998)

Dr Spock 1968



“The Book”  
...50 million sold



Childcare prior to 1950's  
....discipline  
....fixed feeding schedule  
... maintain distance  
...encourage independence

Dr Spock  
....encourage love/ affection  
.... Each child an individual  
....follow instincts

Becomes ardent Socialist  
...anti war activist  
....Vegan



# Doctor Spock quotes

The main source of good discipline is growing up in a loving family, being loved and learning to love in return.

The children who are appreciated for what they are, even if they are homely, or clumsy, or slow, will grow up with confidence in themselves and happy. They will have a spirit that will make the best of all the capacities that they do have and of all the opportunities that come their way.

Humans can be the most affectionate and altruistic of creatures, yet they're potentially more vicious than any other. They are the only ones who can be persuaded to hate millions of their own kind whom they have never seen and to kill as many as they can lay their hands on in the name of their tribe or their God.

# A time of major changes in behaviour

## Reduction in family stability

|                               | 1960 | 1970 | 2024 |
|-------------------------------|------|------|------|
| Fatherless households (all)   | 8%   | 11%  | 20%  |
| Fatherless households (black) | 22%  | 32%  | 55%  |
| Divorce rate per 1000 women   | 9%   | 15%  | 14%  |
| Unmarried mothers             | 5%   | 11%  | 40%  |

## Fewer Children/ better educated

|                   | 1960 | 1970 | 2024 |
|-------------------|------|------|------|
| Births per women  | 3.7  | 2.5  | 1.9  |
| College graduates | 41%  | 55%  | 91%  |

## More violent.....,more high...more sexually active

|                                   | 1960 | 1970 | 2024 |
|-----------------------------------|------|------|------|
| Homicide rate/1000                | 4.6  | 7.9  | 4.5  |
| Occasional marijuana use          | 1%   | 10%  | 20%  |
| Acceptance premarital sex (women) | 10%  | 65%  | 66%  |

## .....and Changing beliefs/ attitudes

|  | 1960 | 1970                | 2024                |
|--|------|---------------------|---------------------|
| Tried Marijuana                            | 1%   | 10% (40% teenagers) | 19% (35% teenagers) |
| Interracial marriage okay                  | 4%   | 30%                 | 95%                 |
| Believe in God                             | 98%  | 94%                 | 74%                 |
| Christian                                  | 90%  | 89%                 | 63%                 |
| Ok to live next to blacks                  | >50% | 73%                 | 90%                 |
| Trust government to do what is best for me | 80%  | 50%                 | 24%                 |

USA 1960's a "Different place" ...more affluent, educated, informal chaotic and violent ....clothes, cars, and music



Cars, houses, looks and music

# New York Ladies 1961



# Teenagers 1961



# The business look 1960



gettyimages<sup>®</sup>  
Credit: Evening Standard

# Teen agers 1960



gettyimages®  
Credit: Aladdin Color Inc

US teenagers 1962..."wholesome" and well dressed



# Waiting to attend concert 1968...different time



gettyimages®  
Credit: Gerald Israel

# Teenagers us high school 1969



# Students University of California Berkley 1968



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Credit: Sjöberg Bildbyrå

Business meeting 1969...Cleveland Ohio

...less formal with minorities and women present



# Happy shoppers 1969





Cars

# Golden Age US Car Industry

William Reuther (1907-1970)



Born to Socialist parents

...worked in Ford USA/ sent to USSR Ford

...fired by Ford for Socialism

...Leads strike...Leads Auto Unions WW2

Elected President of US Auto Union 1956

....making auto worker middle class

....no strike deals/benefits

... expels communists/gangsters

....”pattern bargaining”...by company

Social activists. Pro Civil Rights/ MLK support

US auto workers best paid US/world (\$70k)

....non compete big car companies

....big uneconomic cars

....foreign competition unnoticed

Survives 2 assassination attempts

Killed in plane crash 1970 suspicious

# Automobile Industry 1960's

## Golden years of the automobile industry

- Move from “full size” to medium No fins, more boxy look
- Fuel economy no concern at \$08 per litre 1970....£0.05 !... 13 miles per gallon
- Focus on appearance, emission controls, increasing safety
- Sales volume increases from 6million per year to 10 million...two car family,
- Everyone a winner: Ford, General Motors, Chrysler...imports rising
  - Competition based on appearance more than performance
  - High wages, easy finance, profitable companies.
  - Expanding supply chain....auto dealerships, repair shops, etc

Imports: (Volkswagen Beetle, Toyota Corolla at 10% market and rising  
...but not seen as threat....

# 1963 Ford Galaxy



# 1963 Chevrolet Stingray



# 1965 Chevrolet Chevelle



# 1968 Chevrolet Impala



# 1969 Dodge Charger



# Volkswagen Beetle 1970 San Francisco



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Credit: Christian Rose

# Shape of things to come ...first Toyota Corolla's...introduced 1965

(Judging from what other magazines have said, the Toyota Corona can only strengthen this reputation.)

**“ Toyotas  
have built up  
an enviable reputation  
for rugged dependability  
and utility  
at very attractive  
prices ”**

— Motor Trend



Car and Driver said, "Powerful, sturdy, and comfortable as all get-out, the Corona abounds with pleasant touches. It does everything that a European economy sedan does, and it'll probably do it longer."  
These two quotes are typical of what the experts are saying about the Corona, and other Toyota vehicles have come in for similar praise. It all goes to prove that people expect to get what they pay for.  
In our line, people expect quality. So we go to the extreme in order to maintain the highest quality possible.  
Our production lines are as modern as you will find anywhere, and they are constantly expanding. Last year, for example, saw a new assembly plant go into operation. When you export to over 80 countries, you have to meet the demand.  
We'll be quoting from the automotive magazines in future ads, so watch for them. It's one sure way to read what the experts have to say.

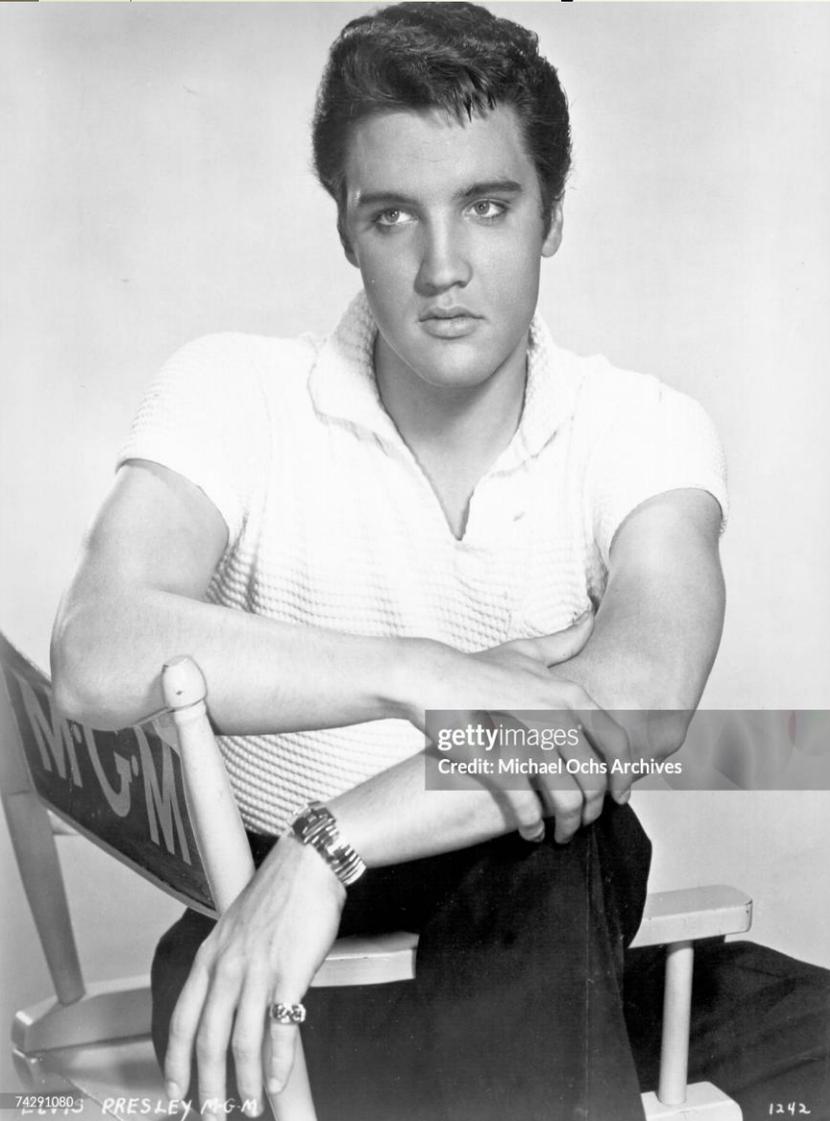
**TOYOTA MOTOR**



MUSIC

# Rock and rollers 1856-1960

Elvis Presley 1960



Buddy Holly



1950's

Enter Rock and Roll  
Buddy Holly,...falsetto  
...happy youthful love

Elvis Presley....greased hair  
...southern charm  
...short sleeved shirts  
....use of black gospel

Changes 1959  
“Day music died”:  
Buddy plane crash..Elvis army

Shift to polished....”crooners”  
....introduction of “Twist”  
...processed....formulaic

# Crooners and Twisters 1960-1963

Frankie Avalon



Chubby Checker



Teen idols: Pat Boone  
Paul Anka, Frankie Avalon  
...romantic  
...teen love songs

Fast dance music  
..Chubby Checker  
...Jerry Lee Lewis, Chuck Berry

Mass audience, radio  
And tv.....safe, neat, all  
American

Little innovation..  
Singers replaceable  
Big networks dominate

# Mini Skirts and Elvis 1965

...neat, bland, innocent, predictable



gettyimages®  
Credit: United Archives

# Tamla Records (Motown)

- ▶ Legacy of black owned labels
  - ▶ Black Swan Records (1921)—classical and blues
  - ▶ Peacock Record (1949) Gospel music
  - ▶ Vee Jay Records (1953)Rhythm and Blues...released early Beatles to US
- ▶ Tamla Records founded by Berry Gordy 1959 in Detroit
  - ▶ City booming, 40% black, auto industry centre
  - ▶ Liked name....(Tammy and Batchelor)...soft, catch name
  - ▶ Professionalised acts...focus on cross over appeal
- ▶ Hit with White audiences
  - ▶ Shift from segregated to integrated audiences
  - ▶ Black music popularised
  - ▶ Crossed to UK..EMI license agreement ....

# The Supremes 1965 (in London)

..other hits Mary Wells (My guy)Four Tops ,Temptations, Marvin Gaye, etc



Door open to new sounds, looks....and that was to come from an unexpected place

# Arrival of the Beatles February 1964

US in mourning JFK assassination November ...in need of joy

- US record/ music entirely American acts....British insignificant...Cliff Richard minor star
- “Ed Sullivan Show”...biggest weekly entertainment show USA –21 million views
  - US talent spotter visits UK...reports to Ed Sullivan
  - Ed Sullivan visits to observe Beatles...unimpressed 1,500 fans at airport greeting Beatles
  - New music based on talent...missed out on Elvis...Beatles “new thing”
  - “I want to hold your hand” released by Tamla Motown...January 1964...top of US charts
- Why success?
  - Presentation, simple arrangements, sound different British skiffle mixed with American rock
  - Humour...irreverent but polite....clean cut....rebellious...but not threatening
  - “Britishness” welcomed...accents, irreverent

Perfect time, place, behaviour

# Something big happening @ Beatles arrive ...teenagers at New York airport



# Beatles: Ed Sullivan Show February 1964



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Credit: Mirrorpix

Biggest tv audience to date...73 million viewers



# Impact of Beatles

## British “Invasion”

- Rolling Stones...the “bad boys” June 1964 “I can’t get no satisfaction”
- Kinks.... “You really got me” ...raw riff driven style
- Who... explosive stage presence...power chord
- Animals...stark, soulful direct lyrics
- Impact
  - Out clean cut teen idols, girl group
  - In guitar driven rock, blues influence
  - Emergence of albums, band as creative source...not lead singers only
  - New generation of American bands...black and white together

Youth culture celebrated....thing in itself to be promoted

# The "Monkees"

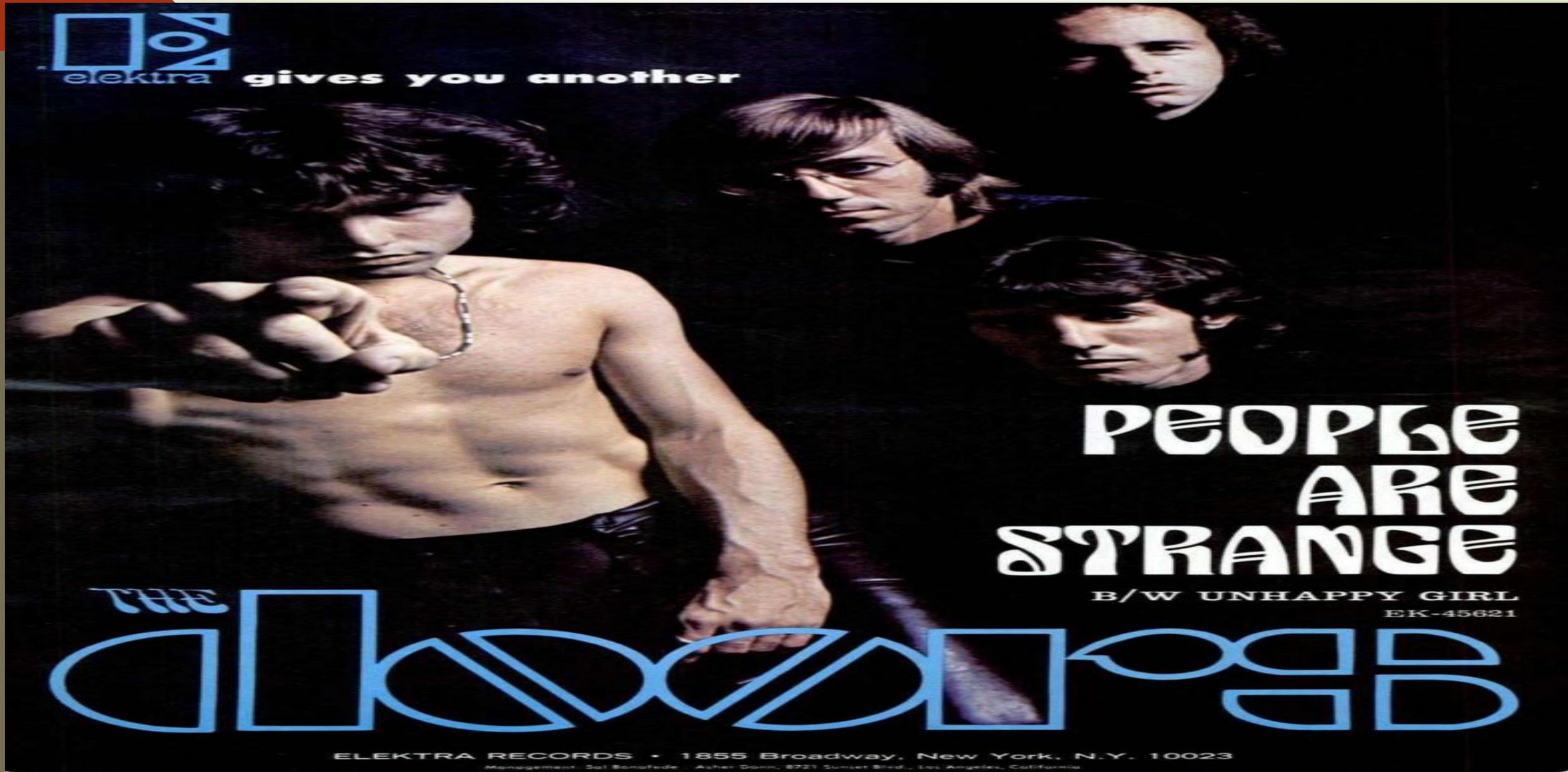
...manufactured group..dubbed  
...tv series 1965-1968



From rock to psychedelic  
Jefferson Airplane...San Francisco  
.....surreal "White Rabbit"



The Doors....concept albums, intense lyrics



The first rock concerts: largest mass gatherings in US  
.....Monterey California 1968, 300,000  
.....Woodstock 1969 .....400,000 people



Jimi Hendrix (former US Marine...made famous in UK



Janis Joplin...wild, emotional, scream song



# Mommas and Papas





# Counter Cultures

# USA mid 1960's

- ▶ 1950's "Equilibrium" shaken: killing of JFK, real threat of nuclear war
- ▶ Racial Turmoil: Civil Rights imposed.. resisted, urban riots, growth of black militancy
- ▶ Social Change
  - ▶ Contraception...liberation of women from childbirth
  - ▶ Demographic bulge....50% increase in teenage population
  - ▶ Mass advertising/ media...instant popularising of trends in music, lifestyle, .....and medication
  - ▶ Growing availability of narcotics....marijuana and LSD

And underlying everything...the growing reality of real war  
.... uncertainty about justification.....growing reach of "draft"

# Anti War Movement

## Early years

- High Support for war 60% 1965
- First sporadic demonstrations....students/ civil rights/ women's' movement
- Years of Doubt 1966-1967
  - Increasing conscription...40,000 a month. Deaths at 300 a week ..Life Magazine pictures
  - "Poor man's war....middle class/ college escape draft due to deferments
  - March on New York 300,000....increase across country....and world
- Expansion....fusion with Civil Rights 1968-1970
  - TET offensive ...US not winning/ Media transitions to critical...approval reduced to 30%
  - Moral case for war (execution photo) collapses as US negotiates Peace
  - Returning veterans ridiculed...many join marches
  - Mass demonstrations 500,000 march New York....everywhere

Unprecedented...no such mass demonstrations since Civil War

# Hawks: war necessary, anti war demos traitors



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Credit: David Fenton

# Anti war Movement and Social Transformation

“The picture: flower on guns”



Abbie Hoffman (1936-1989)

“It is always the young that make the change. You don't get these ideas when you're middle-aged. Young people have daring, creativity, imagination and personal computers. Above all, what you have as young people that's vitally needed to make social change, is impatience.

You want it to happen now. There have to be enough people that say, ‘We want it now, in our lifetime.’ This is your moment. This is your opportunity. Be adventurers in the sense of being bold and daring. Be opportunists and seize this opportunity, this moment in history, to go out and save our country. It's your turn now.”

# A New America? Jerry Rubin (1938-1994)



Anti war activists  
...anti capitalist/ corruption  
....anti materialism  
...theatrical politics  
....Wall Street dollars, flower power

Founds "Yippies": Youth International Party  
....disorganisation required  
....anti capitalist, materialism,  
...HUAC appearance as VC  
...outrage ...was the point

"I am a child of America. If ever I'm sent to Death Row for my revolutionary 'crimes,' I'll order as my last meal: a hamburger, French fries, and a coke."

# Bob Dylan/ Joan Baez



Bob Dylan (1941...)  
Born Robert Zimmerman  
... folk musician Early 60's  
..becomes "voice of the  
Generation"  
Folk...protest music  
..stream of conscious...apocalyptic

Joan Baez ( 1941....)  
Father Mexican (co inventor X  
Ray microscope, mother Scot  
..Brought up in New York  
..moved to California  
...popular folk singer  
...lover/ populariser Bob Dylan

# Bob Dylan: the times they are a changing (1965)

Come gather 'round, people, wherever you roam  
And admit that the waters around you have grown  
And accept it that soon you'll be drenched to the bone  
If your time to you is worth saving  
And you better start swimmin' or you'll sink like a stone  
For the times, they are a-changin'

[Verse 2]

Come writers and critics who prophesize with your pen  
And keep your eyes wide, the chance won't come again  
And don't speak too soon, for the wheel's still in spin  
And there's no tellin' who that it's namin'  
For the loser now will be later to win  
For the times, they are a-changin'



[Verse 3]

Come senators, congressmen, please heed the call  
Don't stand in the doorway, don't block up the hall  
For he that gets hurt will be he who has stalled  
The battle outside ragin'  
Will soon shake your windows and rattle your walls  
For the times, they are a-changin'

[Verse 4]

Come mothers and fathers throughout the land  
And don't criticize what you can't understand  
Your sons and your daughters are beyond your command  
Your old road is rapidly agin'  
Please get out of the new one if you can't lend your hand  
For the times, they are a-changin'

# Flower Power



Origin Berkley California 1965

Poet Al Ginsburg

Anti war activist : Abbie Hoffma

Counter demonstration vs  
Military parades

Abbi Hoffman: activist

"Plans are being made to mine the East River with daffodils. Dandelion chains are being wrapped around induction centers.... The cry of 'Flower Power' echoes through the land. We shall not wilt."

# A Brief history of Narcotics in the USA

1800's

- No national legislation
- Some states regulate labelling 1870.s, restriction on opium dens
- “Opium addiction” rises 500% 1870;s—1890's ..300,000 addicts 5/1,000 of population

➤ Early 1900's....”Progressive Era”...beginning of regulation

- “Pure Food and Drug Act” 1906...accurate labelling....NOT prohibition
- Opium Act of 1909.banned importation of opium for smoking
- Harrison Narcotics Act 1914..prosecutes doctors administering opium/ state bans Cannabis

➤ Move to prohibition

- 1924 Anti Heroin Ban..banned domestic production and distribution of heroin
- 1931 National “Marijuana Tax Act” .\$.1fine....”causes instant insanity, criminality, and death”
- 1938 LSD Switzerland (Lysergic Acid Diethylamide)..Dr Albert Hoffman  
..used for psychotic illnesses

➤ 1950's Boggs Act and Daniel Act increase penalties for marijuana...”causes migration to heroine

# Sixties cultural Transition

## Triggers

- Anti War / Civil Rights demonstrations question authority
- Rising population of young people questioning government advice
- Rising globalisation... increased availability of drugs Mexico, Jamaica, Asia –Vietnam war
- Popularisation of psychedelic music...spread
- Increased use of LSD
  - Promoted by Psychiatrist research/ Use by CIA interrogation 1950's
  - Mass production in Berkley California by Owsley Stanley ("king of acid)...5m doses 1965-1967
  - Promoted by influential advocates
  - No legal restrictions till 1970

Triggers for cultural" revolution created

...needed right time / place/ promoters.....to expand...rapidly

# The Place: Haight Ashbury District San Francisco



# Lead Promotor: Timothy Leary (1920-

Jesuit educated son of Dentist. Expelled from WestPoint...army psych WW2”

PHD Criminal Psychology  
...”discovers” psilocybin”  
...advocates use/ supplies students....fired

“Adopted” by Mellon Family  
....tv personality...influential  
Psychedelic celebrity...faked  
Research allegations prisoners

Advocates supervised LSD use  
.”Tune on...Tune In...Drop Out”

5 times married, arrested 36  
Times...escape to Afghanistan

“Most dangerous man in USA”  
...Richard Nixon



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Credit: Bettmann

# Haight Ashbury Early 1960's

## ▶ About Haight Ashbury

- ▶ District of San Francisco: Centre for “beatniks” 1950s....global connected...then “hipster” ---”hippies”
- ▶ Plentiful housing....rooms for rent..rates depressed by threat of freeway
- ▶ Perfect weather....no winters/ summers

## ▶ Rise of Psychedelic culture

- ▶ Owsley Stanley lab set up 1965...supply of LSD
- ▶ Jay Theilins Psychedelic shop set up 1965.....to distribute/ sell
- ▶ “Diggers” anarchist is social movement ...”Free Stores” movement
- ▶ Media Interest...more stores opened/

## ▶ “Hippy ideals”

- ▶ Expand consciousness...use of psychedelics
- ▶ Anti materialist/ collective ownership
- ▶ Abandon routine...free love

100,000 young people converge on Haight Ashbury

# The summer of love 1967

- ▶ Human Be-in Festival ...San Francisco January 1957
  - ▶ Timothy Leary "Drop Out/ Turn on/ Tune in speech"
- ▶ San Francisco January 1967
  - ▶ San Francisco Oracle "A new concept of celebration beneath the human underground must emerge, become conscious, and be shared, so a revolution can be formed with a renaissance of compassion, awareness, and love, and the revelation of unity for all mankind."
- ▶ Summer vacation 1967
  - ▶ 100,000 youth converge San Francisco
  - ▶ Free love, drugs, spiritual awakening, anti war protests
  - ▶ Free love festivals spread across USA.....UK (Woburn Abbey( ,,,and world

# Haight Ashbury San Francisco 1967



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Credit: Rolls Press/Popperfoto

# “Peace March” San Francisco June 1967



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Credit: Baron Wolman Collection/Rock & Roll Hall of Fame

# Golden Gate Park July 1967



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Credit: San Francisco Chronicle/Hearst  
Newspapers

# Haight Ashbury ....a year later

- Rising levels of malnutrition/Increased venereal disease
- 300% increase in rapes...”so common police give up trying to count
- Homicide rates in San Francisco triple from 5.8 per 100k 1965 to 18 per 100k 1977
- Enter organised crime as LSD outlawed...problem for the 1970's
- Reduced opportunities to “Drop Out” as economy declines in 1970's

District becomes Tourist Destination  
...many ex hippies “panhandlers” ...filth, trash,

Aftermath...the missing children  
every child story, a family, bewildered and desperate



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Credit: Ted Streshinsky Photographic Archive

# Future of “Flower Power” and Protest Movement

Expands across US and Europe to early 1970's

- ▶ Woodstock festival....1969---500,000 attend
- ▶ Mass anti war protests continue till US involvement ends 1972

## ▶ Contraction

- ▶ “Cost of freedom” increases as economic conditions deteriorate in 1970's
- ▶ Image change (Manson Killings, Altamont Free Concert disaster 1969)
- ▶ Overdose deaths lead performers (Joplin, Hendrix, Morrison,
- ▶ Manson Killings in 1969 Los Angeles

## ▶ Legacy

- ▶ Increase in self expression/ reduction in conformity
- ▶ “War on Drugs”....Controlled Substance Act 1970
- ▶ Dramatic rise in criminality and violence across US

# “Black Power”

Some political progress

|                          | 1960 | 1970 |
|--------------------------|------|------|
| Senators (100)           | 0    | 1    |
| US Representatives (435) | 1    | 14   |
| State Governors (50)     | 0    | 0    |

- Growing dissatisfaction with pace of change
  - City Riots...”Long Hot Summer” of 1967
  - Martin Luther King assassination 1968
  - Vietnam...over representation of black draftees/ casualties
- Rise of Radical Black Movements...big on publicity, short on deeds
  - Nation of Islam rise due to Malcom X....separation/ Muslim/ violence
  - Black Panther (1965)..Marxist Leninist....revolutionary...self empowerment
- Rise of Black Middle Class...steady progress, incremental improvements

# Black Panthers

...protesting gun law restrictions Washington State 1969



# Shirley Chisolm (1924-2005)

Shirley 1972



Parents from Barbados...garment District...sent to Barbados as child ...returns to US as 10 yr old

"Granny gave me strength, dignity, and love. I learned from an early age that I was somebody. I didn't need the black revolution to teach me that."<sup>1</sup>

Married...volunteers for politics ...State Assembly 1960-68 ..practical, non ideological .."unbought/ unsold"

First black woman in Congress 1969 ....agricultural committee. Food stam ...focus education, self help

Presidential candidate 1972...repres District to 1983

# Women in 1960's USA: ....back seat to Civil Rights/ Anti War

No political progress

|                    | 1960 | 1970 |
|--------------------|------|------|
| Senators           | 1    | 1    |
| US Representatives | 19   | 11   |
| State Governors    | 0    | 0    |

- New freedoms & Recognition for women's rights
  - .Contraception approved as safe and legal 1960
  - "Feminine Mystique by Betty Friedan published 1963
    - Women not fulfilled solely by "domestic goddess" 1950's role model
    - Systemic sexism repress the ability of women to achieve full citizenship
- Civil Rights Act 1964....makes illegal sexual discrimination for job and pay
- 1967...National Organisation of Women formed...campaign vs legal constraints
- 1969...Gloria Steinman article "After Black Power, Women's Liberation"

# Gloria Steinman (1931.....)

Gloria 1963



Brought up in Trailer, Jewish father  
Mother Presbyterian. Mother ill

Excellent student....scholarship to  
Smith College (private women)

Writer...works for charity in India (CIA  
Front)...abortion in London...to US

Freelance writer. Under cover  
“Playboy Bunny”...exposes conditions  
Cosmopolitan mag/ TV personality

Advocate for “feminist causes” ...reproduction r

Sex and race ...have been the primary ways of  
organizing human beings into superior and inferior  
groups ...we are talking about a society in which  
there will be no roles other than those chosen or  
those earned. We are really talking about humanism



# Counter..counter Cultures

# John Birch Society



Extreme Right Wing Group

..founded 1958 by Jack Welch  
(candy magnate & Baptist)

..named after J Birch. Killed by Chinese  
communists

## Beliefs

...anti United Nations... "One World Order"

...anti Civil Rights...state decision

...anti Federal Reserve

...pro States Rights, guns, white supremacy

Authoritarian organisation

100,000 members 1960's70s

.....father of "militia movements"

# George Wallace 1919-1998



Governor of Alabama 1963-1987

Committed segregationist

...opposes KKK

...opportunist politician

“You know, I tried to talk about good roads and good schools and all these things that have been part of my career, and nobody listened. And then I began talking about niggers, and they stomped the floor.”]

Goal: avoid “outniggered”

Creates white supremacist  
3rd Party to resist Civil Rights

Relents after assassination  
1972...apologises, “born again

# Wallace.....preventing black students entering university



# Silent Majority

- Majority of Americans late 1960's wanted
  - Gradual introduction of civil rights...or not at all
  - End Vietnam war without admitting defeat
  - Oppose drug use/ promiscuity, LGBT
  - Law and Order
- "Silent constituency"
  - White middle class secure jobs
  - Blue collar whites threatened by automation
  - Evangelical Christians
  - Mid West and South

# The American Dream.....and hope of the “silent majority”



# Radicals/ progressives the majority American Rodeo 1970



Silent Majority....not “flower power”  
....waiting for train 1970 Philadelphia



# “Pro War” Protests



# The rising Conservative "stars" Ronald Reagan Governor California



Richard Nixon Vice President 1952-1960  
loser of 1960 election, loser of California Governor race  
1952...rebranded as "everyman"





# The Future

“Progressives” (Great Society, Civil Rights, Big Government  
Anti War, non conformity)

VS

Conservatives: (Small government, States Rights, Peace w  
honour, “family values”)

Next Talk 40 September 1<sup>st</sup>...Return of the Republican