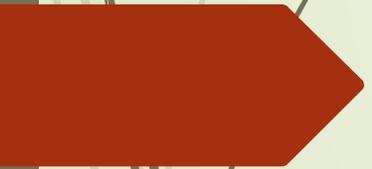


Welcome to US History Talks





Changing Society



Changes to population mix

- 1965 Immigration and Nationality Act
 - Removed racial quotas favouring Europeans
 - Preference system family connection skills
- Cuban & Indochina Adjustment Acts
 - Allows refugees from Castro Cuba & Haiti
 - Vietnamese refugees and “boat people”

US Population Change 1960-1980

.....shift to more diverse society begins

	1960	1970	1980
White	85%	83%	77%%
Black	10%	11%	12%
Hispanic	3%	4%	6%
Asian	0.5%	1%	2%
Other (mixed, Indigenous)	1.5%	1%	3%
Total population	179m	203m + 13%	220m +8%

1960's---85% immigrants from Europe

1970's -80% immigrants from Asia, Cuba

Change in occupations, more women at work

	1960	1970	1980
Manufacturing	26%	24%	17%
Agricultural	8%	5%	3%
Services	65%	71%	80%

New jobs, new economy

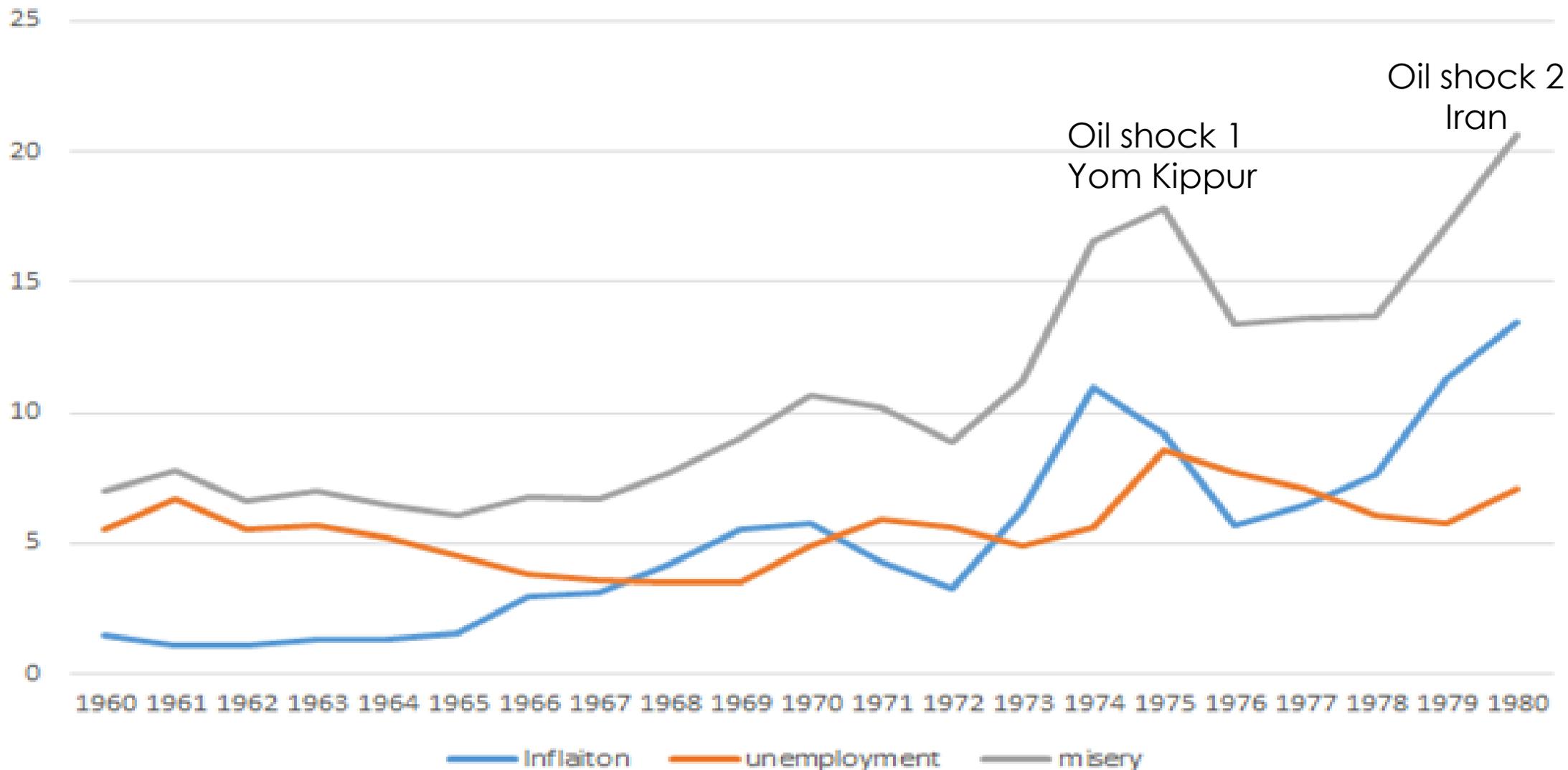
From a production to consuming economy

1960	1980
Farmers and labourers	Clerical workers
Craftsmen/ foreman	Sales workers
Clerical and sales workers	Service (waiters, janitor,
Factory operatives	Professional and Technical
Professional and Technical (nurses, teachers, engineers)	Craftsmen and Repairman

Service Economy based on mass consumption has arrived

1970's Stagflation

Us Inflation, unemployment and "misery"



Real wage decline

	1960	1970	1980
Average Household income (\$2024)	\$57,000	\$76,600	\$65,000
Union membership	32%	29%	22%
Women at work	38%	43%	55%
2 car households	19%	29%	34%
Level of Equality (0=perfect equality)	0.37 (UK=.27)	0.36 (UK-.28)	0.35 (.28)

Standard of living sustained by increase in 2 income households

Cost of living impact by rising costs of car ownership ... 300% increase price of oil (from 12p per liter to £2.00...peak oil crisis)



Social Change: less stability more “relaxed”

	1960	1980
Divorce rate 1 st marriage	22%	55%
Fatherless families (all)	8%	22%
Fatherless families (black)	22%	52%
Marijuana use (tried)	2%	60%
Marijuana use (regular)	1%	10%

Increasing levels of violence

	1960	1980
Homicide rate USA/100,000	5.1 (0.6 UK)	10.2 (1.1 UK)
Violent crime/100,000	188 (30 UK)	586 (60 UK)

Great variation by region/ urban rural

.....South – highest/ MidWest – lowest

.....Urban centres highest vs suburbs/rural...lowest

Fueled by rise of drug use, urbanisation, poverty –de-industrialisation...

.....high value easily cashable consumer goods

USA 1980...the “Permissive Society”

- Censorship abolished 1968
- Contraception legalised (married couples 1965, all 1973)
- Abortion legalised by Roe vs Wade 1973...decline in teenage birth rates
- Replacement of “at fault” by “no fault” divorce 19

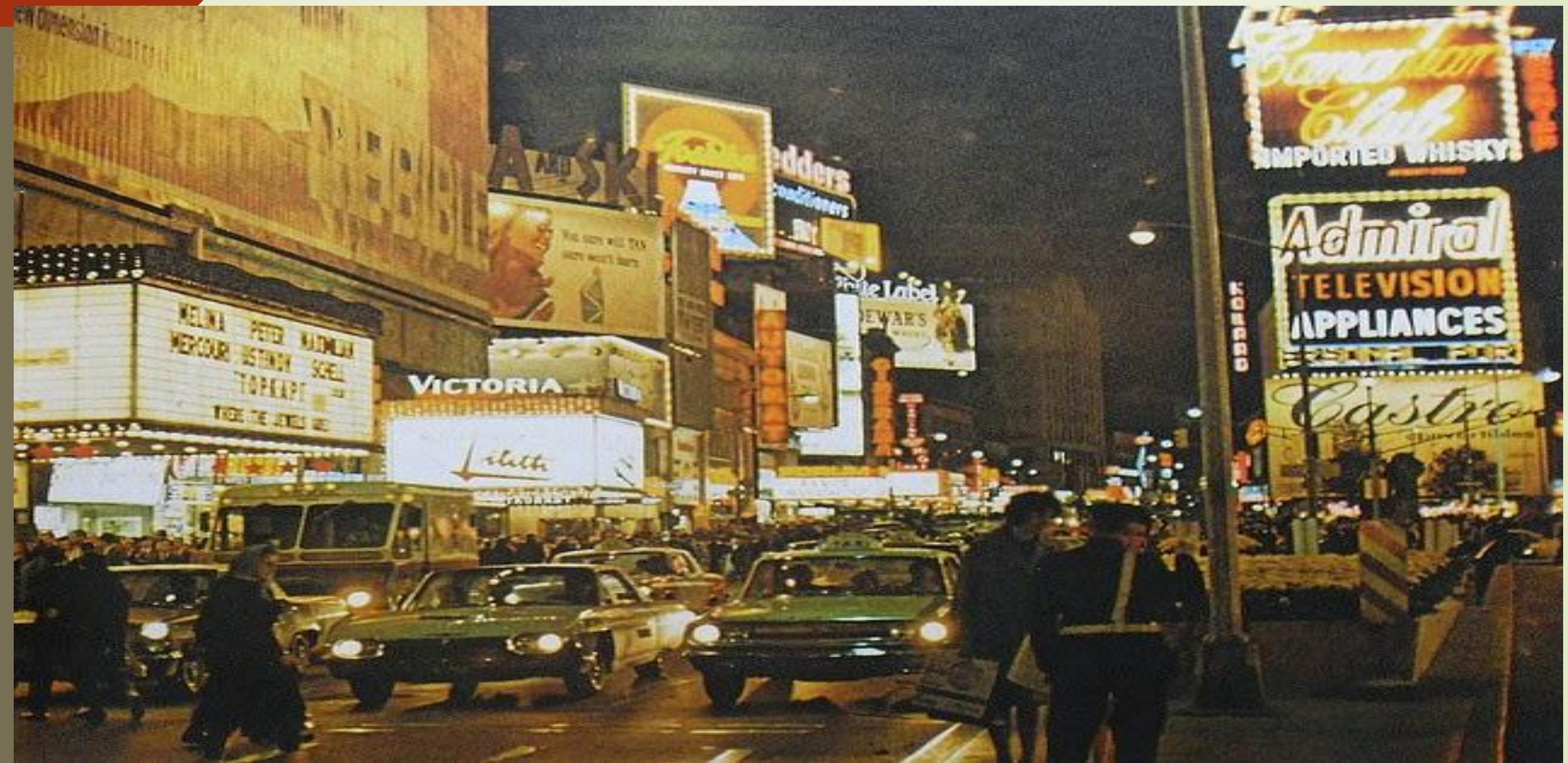
Homosexuality remains crime in most states till 2003

.....tragic implications as Aids epidemic appears 1980's

Times Square 1960



Times Square night life 1960



New York Times Square 1974



gettyimages®

Credit: Scott McPartland

Times squarenight life 1975



gettyimages®
Credit: Bettmann



Cars

Cars 1970's

- Imports rising rapidly
- "Gas Guzzler" declining
- Shift to non unionised plants in South
- Multi car families
- Collapse of inter city rail system, internal city tram/ metro systems



US Automobile Industry

....flat sales....rising share of imports

	Total Sales	% Imports
1960	6.6m	6%
1965	9.3m	6%
1970	6.5m	25%
1975	6.7m	28%
1980	6.4m	35%

Major changes: demise of the gas guzzler (muscle cars),
.....rise of sub compacts

1970 Cream Car: The Cadillac (5 mpg)

GM
MARK OF EXCELLENCE

Cadillac presents
the **Spirit**
of the **Seventies**



1970

The
elegantly spirited
1970 Cadillac

Each of the eleven brilliant new 1970 Cadillac models is styled to reflect the quality and the mood of life in the spirited seventies. Richly tailored appointments and refinements welcome you to a new era of Cadillac elegance. And the dramatic Eldorado, with its exclusive new 8.2 litre engine (more than 500 cubic inches), provides unsurpassable personal performance. See the superb 1970 Cadillac at your authorized dealer's.

..and for the less affluent: 1970 Oldsmobile

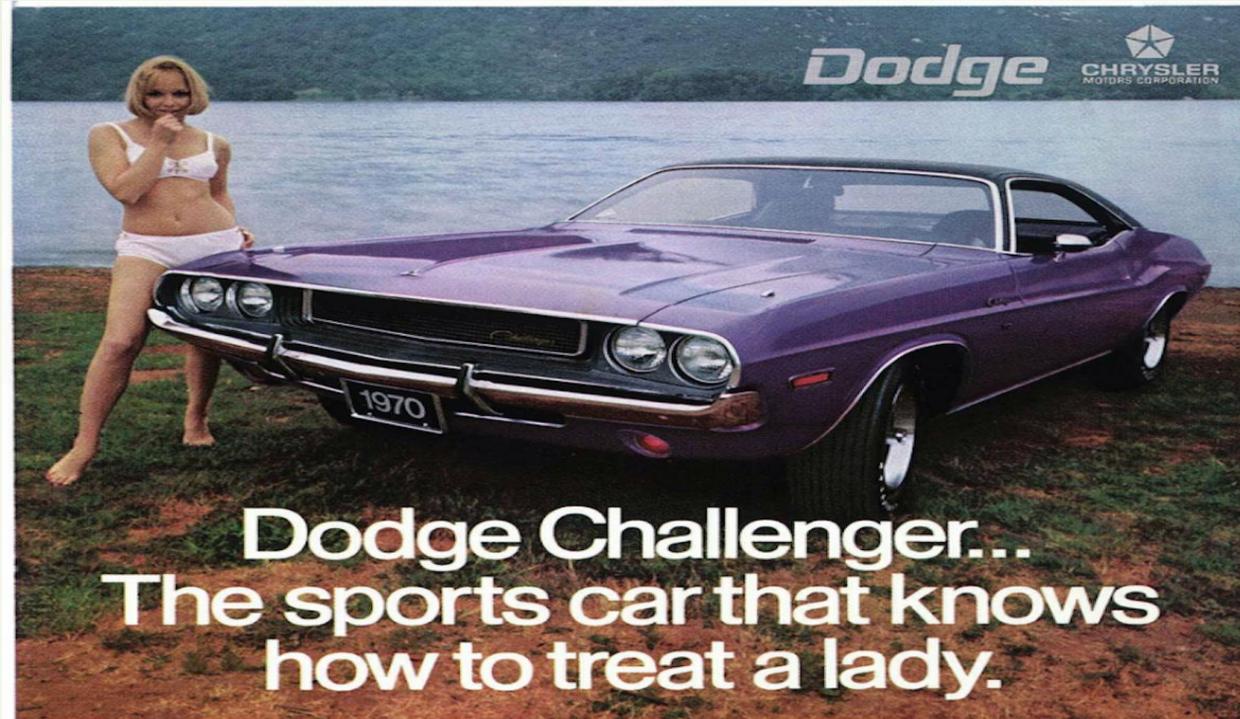
**12-hour day. Meetings. Memos. The midnight of
Wouldn't it be nice to have an Escape Machine**

1970 Oldsmobile Toronado, the ultimate luxury car.

You work hard and you deserve it—a Toronado and nothing less. The nicest kind of personal compensation you can pay yourself. Pride, satisfaction, a feeling of accomplishment—they're all part of the reward of owning a Toronado. So are the impressive looks. Elegant interiors. And the incomparable handling of front-wheel drive. There's an Olds exclusive also: Positive Valve Rotators for peak Rocket V-8 action that lasts and lasts. Why settle for less? Make your escape in the ultimate luxury car, 1970 Olds Toronado. You'll be in good company when you do.

Oldsmobile: Escape from the ordinary.

Everyman car (not sexist at all)



If you didn't know better, you'd almost think Challenger had been designed by a woman. Who else would have made it low and sporty-looking, but still big enough so you don't get that squashed feeling when you're inside? Aren't things like the sports-type steering wheel and color-coordinated carpeting women's touches? Who but a member of the female

sex would be smart enough to combine looks with practicality? Take those flush door handles. They aren't just for looks, you know. They're safer, too. And those thrifty standard six- and eight-cylinder engines. Both use regular gas. Speaking of thrift, Challenger's price is pretty nice, too. If Challenger was designed by a man, I bet he talked to his wife first.



If you think
all this was
worth waiting
for . . .

you could be
DODGE
MATERIAL.



1970 Dodge Charger

...cool looks, lousy gas mileae, high maintenance



Let's find out.

Dodge White Hat Special Charger.

Now you can get a super deal on America's Super Car. The special low White Hat package price includes:

- Vinyl roof in black, white, tan or green
- Simulated, wood-grained steering wheel
- Hood-mounted turn signals
- Light group
- Outside, remote-control rearview mirror
- Whitewall tires
- Deep-dish wheel covers.

Look for the special "White Hat" sticker. It's your ticket to a money-saving deal.

How can you resist it?

Get **DODGE fever**

Dodge 

Ford Maverick (1977)

Goodbye Old Paint



Anti-EstablishMint
Hulla Blue
Original Cinnamon
Freudian Gilt
Thanks Vermillion

FORD MAVERICK \$1995*

When you make a maverick car, you paint it maverick colors. Bright, bold colors with names to match. (Who says economy has to be dull?) But Maverick gives you much more. You get a car that rivals the economy imports in price—and tops them in power, performance, and room.

Maverick's Six lets loose 105 horses. You get to 70 mph turnpike speeds in a hurry. More good news: Maverick's gas mileage is what you might expect in an import.

Maverick is nimble in traffic. And you'll slip into parking places you've passed up for years. The wheelbase is 8" shorter than a '69 Falcon's. The turning circle (35.6 ft.) is even shorter than a VW's.

Inside: cheerful interiors and room for U.S.-sized people. The front seat gives you 9" more shoulder room than a VW's. In back: a *real* trunk (10.4 cu. ft.). No more going off half-packed!

Maverick is designed to be unusually easy to service. And there are over 6,000 easy-to-find Ford dealers to handle Maverick parts and service. So say farewell to old paint. Say goodbye to old-style driving. Say hello to Maverick, the first car of the 70's... at 1960 prices.

For scale model of Ford Maverick, send \$1 to Maverick, P. O. Box 5397, Dept. O, Detroit, Michigan 48211. Offer ends 7-31-69

* Manufacturer's suggested retail price for the car. Price does not include: optional white sidewall tires, \$32.00; dealer preparation charges, if any; transportation charges, state and local taxes.



MAVERICK



The first mass produced US subcompact: Ford Pinto,
.....hot exhaust problem...inclined to blow up



The attempt at change: uneconomic, ugly, quality American motors Gremlin (1975)...My first new car

The New American Car.

This is the American Motors Gremlin. It is the kind of car this country has needed for a long, long time. It is designed to give the American motorist a car that is easy to buy, easy to handle, easy to take care of, and, at the same time, fun to drive. The Gremlin is the smallest production car made in America. It is 161 inches long, just 2½ inches longer than the Volkswagen. Yet its turning circle, at 32 feet, 8 inches, is about 3 feet less than VW's. Which makes the Gremlin about the

easiest car in the world to park and handle. The Gremlin gets the best gas mileage of any car made in America. It goes about 500 miles without stopping for gas. This is great gas mileage, when you consider that the Gremlin has a bigger standard engine than any car near its size and price. 128 hp to VW's 57. This engine gets from 0 to 60 in 15.3 seconds, the pickup you need on expressways. And nobody's going to push you around in a Gremlin. It is 10 inches wider, 7 inches lower and 765 pounds heavier than a VW. Which gives you about the smoothest,

most stable ride possible in a car this size. The Gremlin is remarkably easy to service and maintain. Its normal oil change interval is 6 months or 6,000 miles; lubrication is normally needed only every 24,000 miles. There are two basic Gremlin models. A two-passenger, with storage area in the rear. A four-passenger with fold-down rear seats for extra storage and flip-up rear window for easy access. Both models cost about what you'd pay for an imported economy car.

The four-passenger lists for \$1,959! The lowest list price of any car made in America. Except for the two-passenger Gremlin. It lists for \$1,879! Which is quite a bargain, when you consider what you get for your money. The new American car.

**American Motors
Gremlin**
\$1,879¹ 2-Passenger
\$1,959¹ 4-Passenger



The Mini Arrives.....a contender...but not for long
.....unable to scale up, maintenance issues



HAPPINESS IS  SHAPED

© Austin Morris, a subsidiary of BL Cars.

Mini 

From Austin Morris with Supercover.
Mini is a registered trade mark.

Unstoppable imports

Datsun...unbeatable economy & quality



HIGHEST GAS MILEAGE OF ANY CAR YOU CAN BUY!

All-new Datsun 210 Hatchback: You work hard for your money. We've been working hard to help you stretch it. Result: the new Datsun 210 Hatchback, an economy car built like we had to buy the gas!

47 MPG HWY
35 MPG CITY

1979 EPA estimate for comparison. Optional 5-speed. Your mileage may differ, depending on how and where you drive, condition of car, and optional equipment. California mileage lower.

Virtually every comfort you could ask for in any car is standard in this economy car: steel-belted radials, reclining bucket seats, console, cut-pile carpeting, power front disc brakes, rear window defroster, sporty wheel covers—and more room than you'd ever expect for the price.

The new 210 doesn't feel tiny. Or sound tinny; hundreds of welds lock out rattles. Just what you'd expect from a company **NOBODY DEMANDS MORE** to build quality automobiles for nearly 50 years.

DATSUN
WE ARE DRIVEN

Settle into the 210's lush, plush interior and listen to the quiet that's been dedicated Nissan Motor Company, Ltd. Buy or lease the refined, redesigned Datsun 210, today. It's the highest gas mileage car you can buy.



You can take all the short cuts because DATSUN engineers didn't!

You get to Mecca quicker and safer. Want details? Even very expensive cars. Actually, every cubic inch of this



Clothes

Major changes (per ChatGBT)

Females

- Diversity of styles...more about individuality than conformity
- Relaxation of dress codes...rise of unisex
- Pants and jeans ...bell bottoms and designer jeans
- Disco glamour..late 70's

Males

- Broke free from conservative looks
- Flared pants/ bell bottoms
- Bold colours and patterns
- Polyester leisure suits
- Disco....tight shirts, platform shoes, tailored suits

Polyester Pant suites 1970



Holston with models 1972



Jeans with style 1979



Jeans with style: Farah Fawcett 1976



Men's fashion 1971



gettyimages

Credit: Oliviero Toscani

**CHICAGO:
YOUR KIND OF TOWN
HOW TO GET THE MOST OUT OF IT**

Man about town 1977



The cool look 1980



LA look ...mid 1970's



New York look mid 1970's



1970's Music

- Early 70's Hard Rock
 - classic (British dominated)..Led Zeppelin, Stones, Who
 - Southern Rock (Allman brothers)
 - Folk/ protest ...carry over fom 1960's (Joan Baez, Bob Dylan)
- Mid to Late 70's: Rise of Disco: Donna Summers
- Late 70's
 - Punk / Glam
 - Synthetic electronic
- Singer song writers (Carole King, James Taylor)

From Vinyl to Cassette tape....rise of the mega concerts

Godfather (1972)...triumph of violence



Patton (1970): Anti war film ridiculing mad hero
...evolves into patriotic myth (Nixon/ Reagan/ Trump)



gettyimages[®]
Credit: Sunset Boulevard

Rocky (1973)...the hero redeemed

His whole life was a million-to-one shot.

ROCKY



A ROBERT CHARTOFF-IRWIN WINKLER
PRODUCTION

JOHN G. AVILDSSEN · SYLVESTER STALLONE
STARRING

IN "ROCKY" · TALIA SHIRE · BURT YOUNG
ALSO STARRING

CARL WEATHERS · BURGESS MEREDITH
AND AS MICKEY

gettyimages®

Credit: Movie Poster Image Art

WRITTEN BY SYLVESTER STALLONE

PRODUCED BY IRWIN WINKLER AND ROBERT CHARTOFF

DIRECTED BY JOHN G. AVILDSSEN · EXECUTIVE PRODUCER GENE KIRKWOOD

MUSIC BY
BILL CONTI

PG PARENTAL GUIDANCE SUGGESTED
SOME MATERIAL MAY BE INAPPROPRIATE FOR CHILDREN UNDER 10

United Artists
A Transamerica Company

ORIGINAL MOTION PICTURE SOUNDTRACK ALBUM AND TAPE AVAILABLE ON UNITED ARTISTS RECORDS

Taxi Driver (1976)...fear of the depraved
....Judy Foster debut....Hinckley the observer



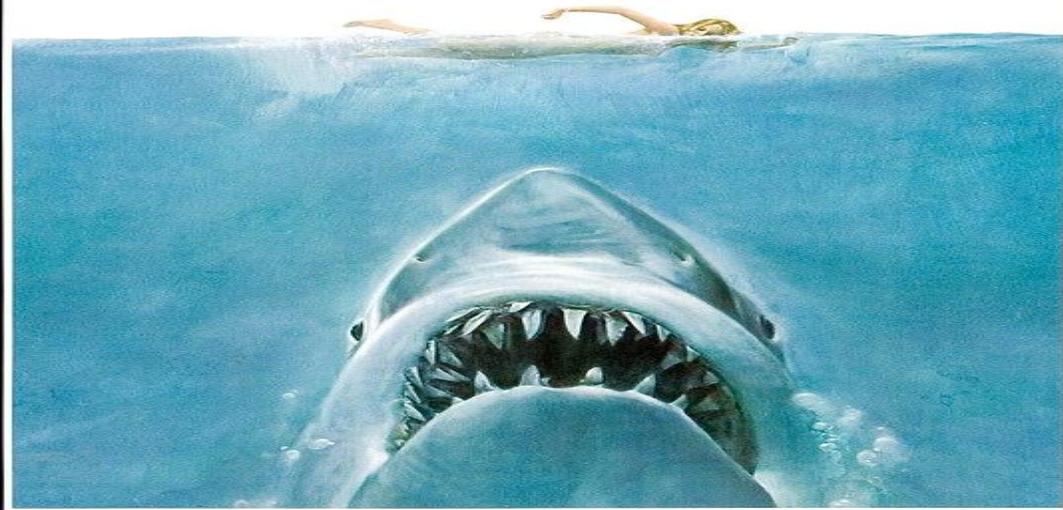
One flew over Cuckoos Nestharbinger mass closure state hospitals



Jaws 1975....fear of things below

*The terrifying motion picture
from the terrifying No.1 best seller.*

JAWS



ROY SCHEIDER **ROBERT SHAW** **RICHARD DREYFUSS**
JAWS

Co-starring LORRAINE GARY - MURRAY HAMILTON - A ZANUCK/BROWN PRODUCTION
Screenplay by PETER BENCHLEY and CARL GOTTLIEB - Based on the novel by PETER BENCHLEY - Music by JOHN WILLIAMS
Directed by STEVEN SPIELBERG - Produced by RICHARD D. ZANUCK and DAVID BROWN - A UNIVERSAL PICTURE -
TECHNICOLOR® PANAVISION® **PG** PARENTAL GUIDANCE SUGGESTED
SOME MATERIAL MAY NOT BE SUITABLE FOR CHILDREN ORIGINAL SOUNDTRACK AVAILABLE ON MCA RECORDS & TAPES
...MAY BE TOO INTENSE FOR YOUNGER CHILDREN

Grease (1977)...return to happy times



Top movies...Star Wars (1977)...escapism



Apocalypse Now (1979).

FRANCIS FORD COPPOLA
PRESENTS

Apocalypse Now

gettyimages

Credit: Universal History Archive

MARLON BRANDO ROBERT DUVAL MARTIN SHEEN in APOCALYPSE NOW
FREDERIC FORREST ALBERT HALL SAM BOTTOMS LARRY FISHBURNE and DENNIS HOPPER

Produced and Directed by FRANCIS COPPOLA

Written by JOHN MILIUS and FRANCIS COPPOLA Narration by MICHAEL HERR

Co-Produced by FRED ROOS, GRAY FREDERICKSON and TOM STERNBERG

Director of Photography VITTORIO STORARO Production Designer DEAN TAVOULARIS Editor RICHARD MARKS

Sound Design by WALTER MURCH Music by CARMINE COPPOLA and FRANCIS COPPOLA



TECHNICOLOR®



United Artists

AN OMNI ZOETROPE PRODUCTION

506008319

Carole King (1970)



gettyimages®
Credit: Richard E. Aaron

Sonny and Cher (1973)



The Eagles 1973



gettyimages®
Credit: Gijsbert Hanekroot

Birmingham hits the USA! ...Black Sabbath 1974



gettyimages®
Credit: Jorgen Angel

....the more "wholesome"Carpenters 1978



gettyimages®
Credit: Hulton Archive

Saturday Night Fever 1975



.....Future U3A membership



gettyimages®
Credit: joshblake

Bee Gees 1979



gettyimages®
Credit: Allan Tannenbaum

Donna Summers 1980



USA 1980

- More diverse
- Casual
- Colourful
- Uncertain..fear of lost income,
- More violent, unstable, attracted to escapism

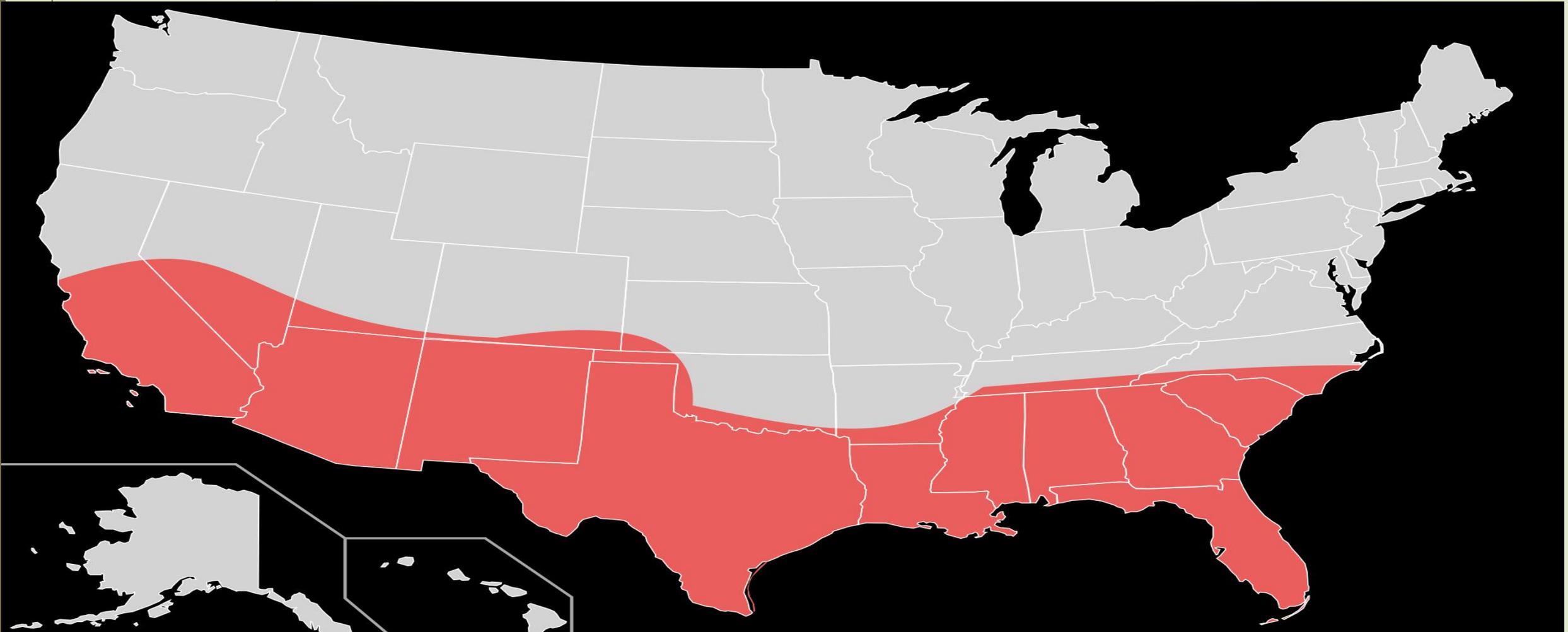
And many on the move
.....and moving West to the Sunbelt



Rise of the Sunbelt

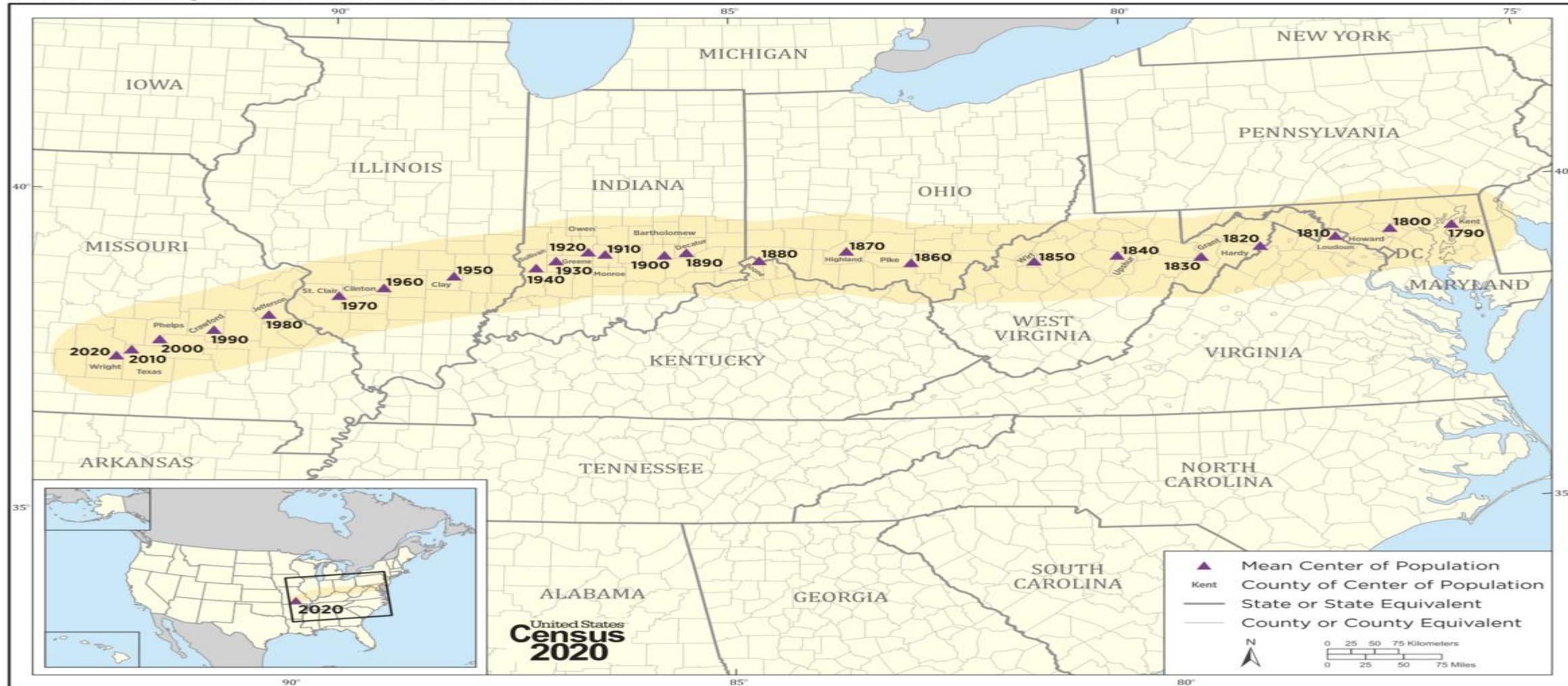
The Sun belt

hot summers, cool winters, south of 36th parallel
hot humid florida, desert, mediterranean



Mean centre of population...ever westwards

Mean Center of Population for the United States: 1790 to 2020



U.S. Census Bureau, 2020 Census

Growth of the sunbelt

Greater metropolitan are population (m)

	1960	1980	2000	2020
Los Angeles	6.4	11.5	16.5	18.6
Dallas Fort Worth	1.3	2.8	4.0	7.6
Houston	1.1	2.4	3.8	6.4
Las Vegas	0.1	0.4	1.3	2.8
Phoenix	0.5	1.4	2.9	4.6
Miami	0.6	3.2	5.0	6.1

Sun
Belt
cities

	1960	1980	2000	2020
New York	13.8	15.6	17.8	18.8
Chicago	6.1	7.2	8.3	8.9
Philadelphia	3.9	4.5	5.1	5.7
Detroit (metro)	3.4	3.8	3.0	3.5
(city)	1.8	1.2	0.9	0.6

"Rust
Belt
cities

% US population in Sunbelt

1920	22%
1940	28%
1960	32%
1980	40%
2000	48%
2020	62%

The Sunbelt



- Attractions

- Sunshine...brutal winters of Mid West/ East Coast
- Low cost
- Space
- Opportunities

- Detractions

- Distance from families in East
- Lack of water
- Lack of infrastructure
- Too hot to live...without air conditioning

American imagination.....Westward Expansions, the promise of “Renewal”

Solving “far away” problem: Highway Network

US Highway system 1980



Inter city rail network 1800's
.....few roads 1900-1950

Federal Highways Act 1956
90% cost recovered fuel tax,
10% by states
Cost \$600 B (2024 \$,,£450B)

Inter city rail services decline
1980s....nationalised

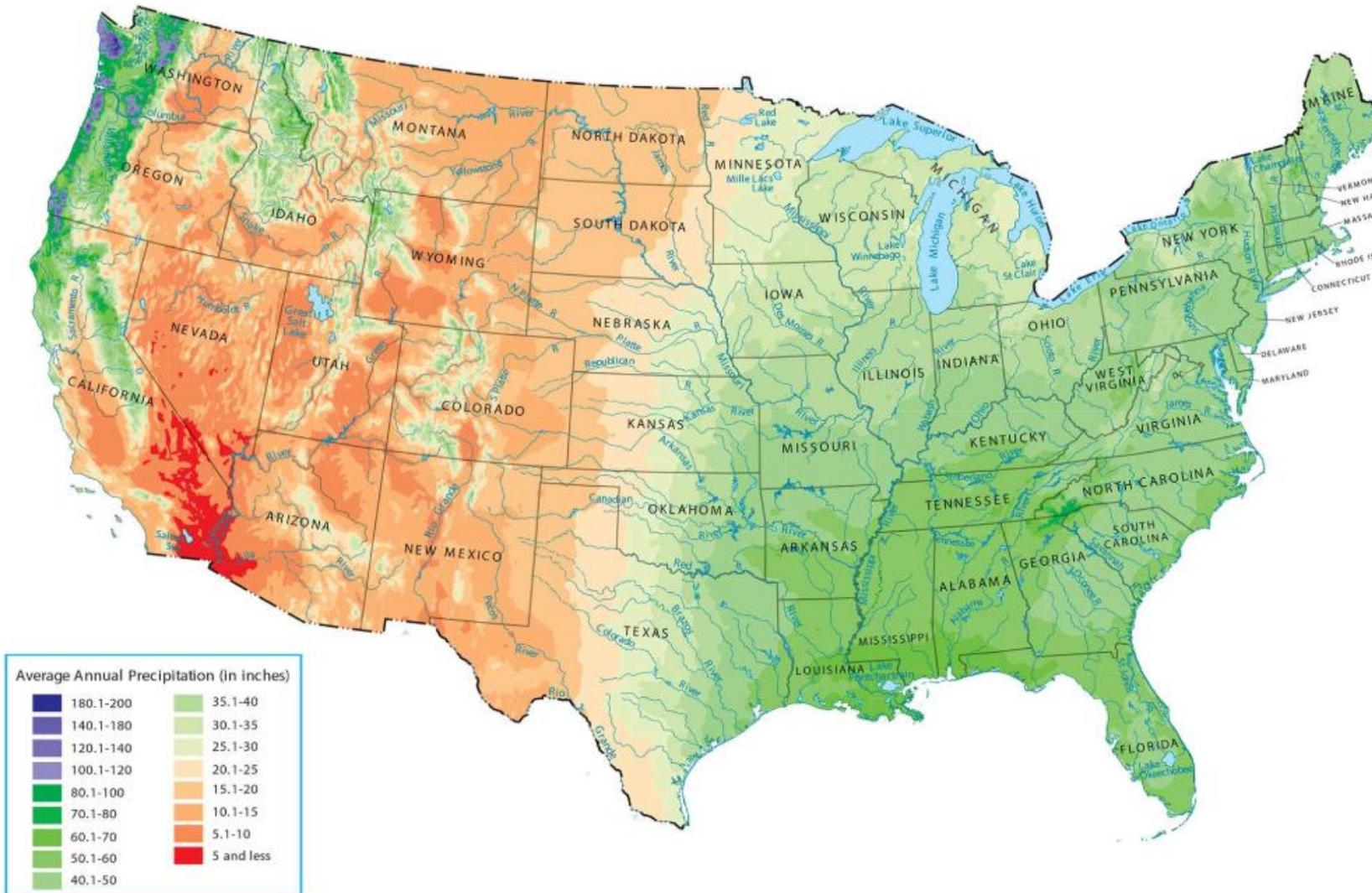
History of Sunbelt ...the history of Water

...South/ Florida....too much, West, South West....too little

Indigenous people
Prospered from
Underground water

Sun Belt Pre
colonisation
population 2-3
million

Sun Belt population
1980...100 million



Sun Belt...creation of Federal Government

US Water Irrigation Systems 1980

Multiple Federal projects
1900-1960's.....partially
funded by Water use fees

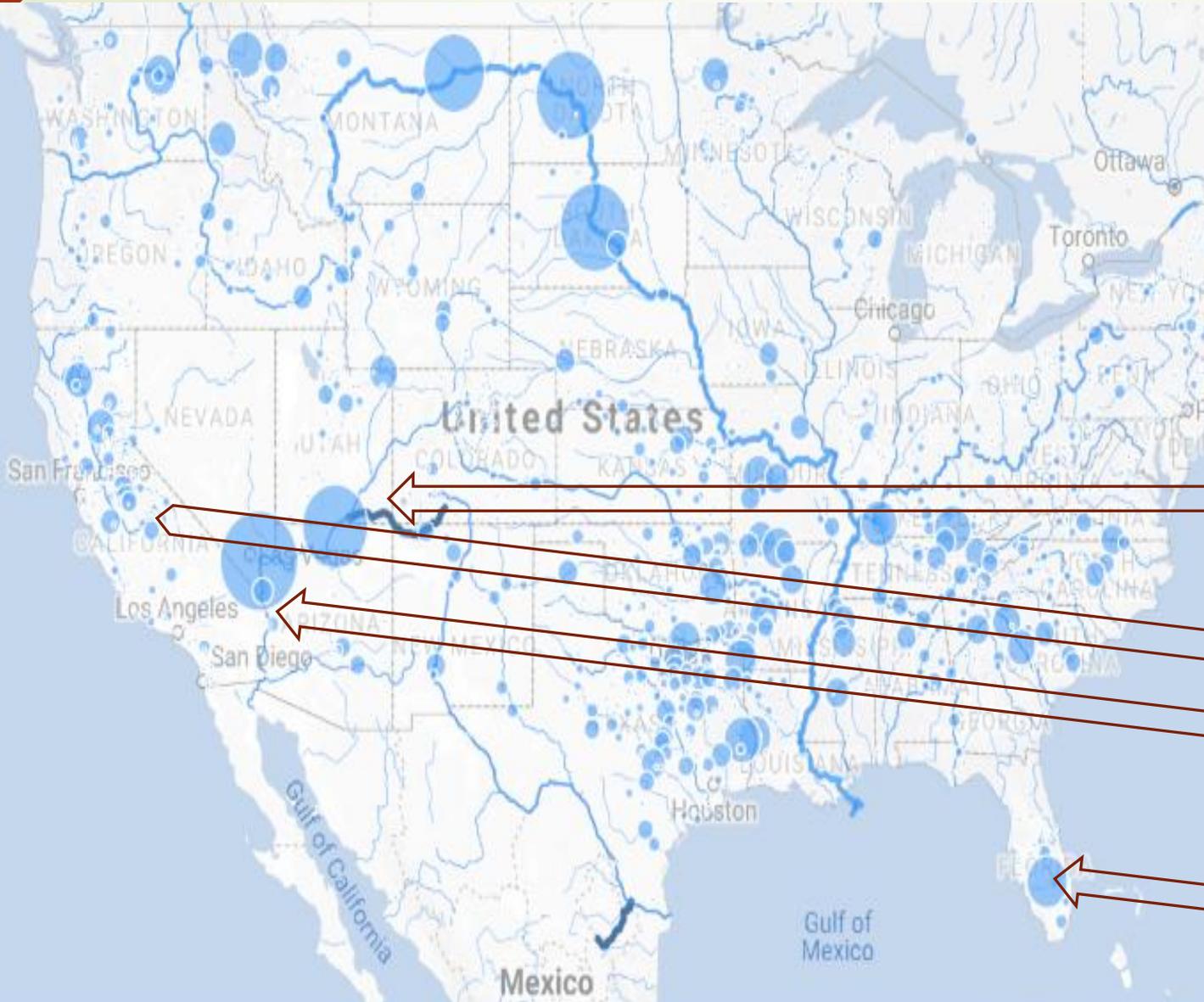
82,000 dams
..Army Corps of Engineers
..Bureau Land Reclamation

Salt River Project 1902
(Arizona)

Imperial Irrigation 1911

Hoover Dam 1930-1936

Central & South Florida 1948
...drainage of Everglades



Creating the Infrastructure

- ▶ West 19th Century to World War Two
 - ▶ Removal of indigenous people
 - ▶ Agriculture...homesteading
 - ▶ Gold Rush & Mining industries
- ▶ World War Two
 - ▶ Mass rapid industrialisation
 - ▶ New capacity/ cheap land
 - ▶ Two coast policy
- ▶ Post War
 - ▶ Defence industry expansions...Cold War
 - ▶ Oil/ Gas ...Texas/ California
 - ▶ 5 million veterans : baby boom...pull factors...jobs, land, sun, opportunity
 - ▶ Much of west “unlivable”till arrival of air conditioning

A Brief history of air conditioning

- ▶ Interior West/ South West....summer temperature (Jun-Oct) 35-45C (95-110°F)
- ▶ First electrical air conditioning unit 1901 William Carrier
- ▶ Shift to affordability
 - ▶ First domestic units 1931 (Cost \$200,000 in 2024\$)
 - ▶ 1940 \$30,000
 - ▶ 1960 \$2,000
- ▶ Widespread use expands....West / South ...made livable

Window units develop



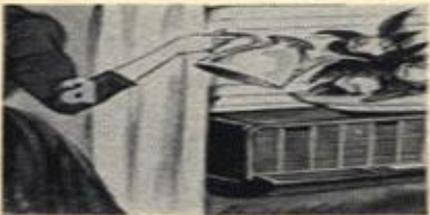
gettyimages®
Credit: Debrocke/ClassicStock

Centralised systems...universally available from mid 1960's's



Why Swelter ?

ONLY GENERAL ELECTRIC OFFERS YOU ALL THIS!



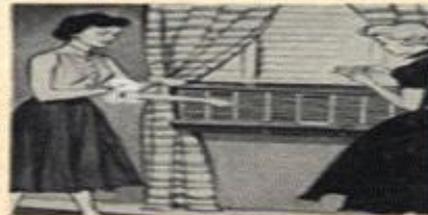
Dry, cool comfort! A G-E Room Air Conditioner not only cools the



Clean, healthful comfort! You enjoy a cleaner, healthier home.



No-draft comfort! Not one, not two, but three special air directors



Automatic comfort! G-E Room Air Conditioners have automatic



Dependable comfort! For years G.E. has been the symbol of depend-

Sunbelt 1980...everything in place

- 
- All Conditions in place for rapid growth
 - Road and Air
 - Water
 - Jobs
 - Temperature control
 - Implications
 - Shift to conservative politics (except California)`
 - Reduced power of organised labour....new industries
 - Increased diversity (mix migrating whites...growing Hispanic, Asian populations

Every area different story: Los Angeles, Las Vegas, Houston, Miami

Los Angeles, Las Vegas, Houston, Miami



As advertised 1970 Airlines



LOS ANGELES AMERICAN AIRLINES



LOS ANGELES



UNITED AIRLINES

Brief History of Los Angeles

- 10,000 BC – 1780.....Chumash/ Tongva Indians....5,000
- 1559.."Discovered by Spanish"...Occupied by 100 migrants 1781
- 1780-1848 Spanish> Mexican...rancho culture.population 1,500
- 1848-1900 Agricultural Centre population 100,000
- 1900-1920 Oil Industry...50% total US oil production/California Aqueduct, 500,000
- 1920-1940 "Water War" ..Rise of Hollywood/ Service industries...population 2,700,000
- 1940-1945 Defence Industry.. Grand Union Canalpopulation 4,000,000...
- 1940-1980 Diversified mega city Defense, Construction, Oil, Finance, Services
 - Migration Vietnamese, Mexican, Philippines ...population

Water Wars

.....Owens Valley...High Sierras 1900



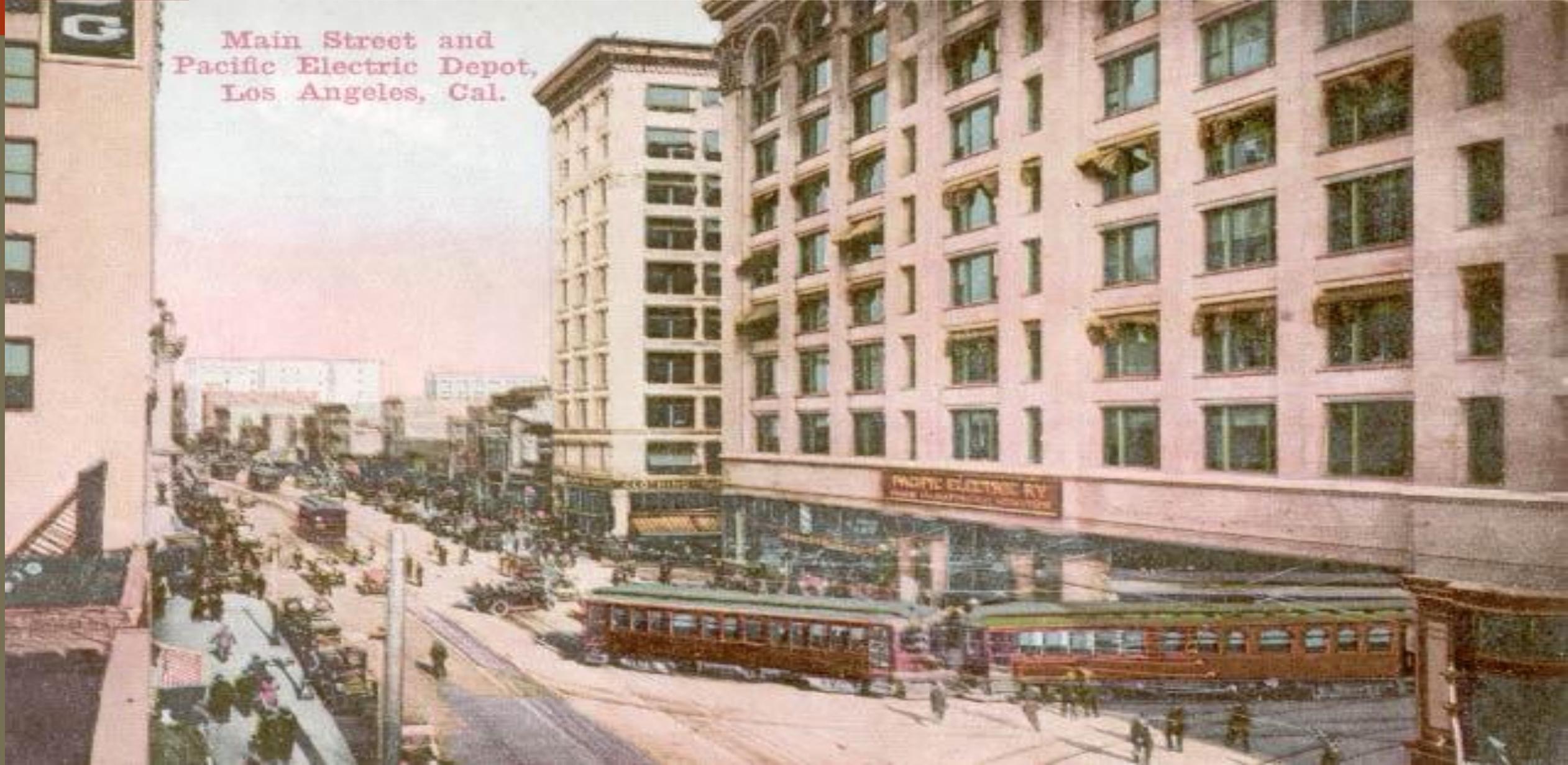
Owens Valley...now after “Water War” 1920



gettyimages®
Credit: Brian van der Brug

Los Angeles "Red Car" network 1930

Main Street and
Pacific Electric Depot,
Los Angeles, Cal.



Replaced by freeway network 1960's-1970s



gettyimages
Credit: ClassicStock

1980: City of suburbs



Smog....20m cars, chemical plants, oil refineries..trapped by mountains



gettyimages®
Credit: Donaldson Collection

Living the dream: LA Freeway 1973





Las Vegas

Las Vegas 1980



Hot...May....November

...heat amplified by concrete

...city made by air conditioning, water,

Climate data for [Harry Reid International Airport \(Paradise, Nevada\)](#), 1991–2020 normals,^[b] extremes 1937–[\[hide\]](#) present

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
Record high °F (°C)	77 (25)	87 (31)	92 (33)	99 (37)	109 (43)	117 (47)	120 (49)	116 (47)	114 (46)	104 (40)	87 (31)	78 (26)	120 (49)
Mean maximum °F (°C)	68.7 (20.4)	74.2 (23.4)	84.3 (29.1)	93.6 (34.2)	101.8 (38.8)	110.1 (43.4)	112.9 (44.9)	110.3 (43.5)	105.0 (40.6)	94.6 (34.8)	80.5 (26.9)	67.9 (19.9)	113.6 (45.3)

Annual rainfall less than 5 inches,
unliveable till Hoover Dam, cheap electricity and air conditioning

A brief history of Las Vegas

- 10.00 BC to 19th Century...home to Paiute Indians, artesian spring water
- 1850 – 1900 Mormon settlers...population 100
- 1900-1920 Train stop ...population 1,000
- Hoover Dam construction...1930-1931...business/ farming interests...company town...population ..5,000
- Gambling legalized / relaxed divorce law 1931: Guy Mcaffee Los Angeles Police

Las Vegas 1928

UNCLASSIFIED



38-140P-BPL.LVAGSXII-16-

Enter Bugsy Siegel

AREA, LVAGS, 10-15-4

“Bugsy” Siegel 1906-1947



Jewish American
Mob member
...Al Capone

Rapist, murderer
Hit man...forms
“Murder Inc” mob
..on contract to “Commis

Opportunities in Vegas
....finances first hotels
....money laundering

Murders rival,desert
Graves embezzell
Mob money

Moves to LA..arrested

Vegas 1930's....first Casinos
...no air conditioning..



Wit and Wisdom of Bugsy s.

- “Las Vegas turns women into men and men into idiots”
- Reassuring building contractor: “Don’t worry. We only kill each other”
- ...From prison...to a newspaper reporter “You think because I'm locked up here a punk like you can write anything you please ... Maybe you won't be using that typewriter anymore. Maybe your fingers won't be on your hands. I have people outside who'll break your legs or drop you in a hole if I say the word.”

Released from prison.....returns to Vegas.. party animal ...movie stars..charitable
Donations. Builds Flamingo hotel....money disappears
.....Mob visits.....shot dead at home 1947

Transition to business centre

- ▶ 1947-1950... "warfare" City Government & Police vs Mob..population 20,000
- ▶ 1950's Collusion City Government, Police, Banks and mob
 - ▶ First mega Casinos...with air conditioning...
 - ▶ US Defense Dept....idea area for testing Atomic Bombs
 - ▶ LA to Las Vegas Freeway started.....4 hour drive
 - ▶ Population 100,000
- ▶ 1960's/ 1970's
 - ▶ Development of Las Vegas Strip...Mega Hotels
 - ▶ "Rat Pack" ...Elvis...shows/ Family packages/ Global markets
 - ▶ Growing retirement communities....cheap housing, low cost electricity, amusement parks....
 - ▶ Population 400,000 by 1980....now 2.9 million

Nuclear Tests 1950's

Army sent to watch....radiation poisoning



View from Vegas



Las Vegas today ...2.9 million
....50% population: leisure/ entertainment





Dallas

The city.....not the Tv Series (1977-1992)

A landscape view of Dallas, Texas, featuring a large body of water in the foreground and a cityscape in the distance. The word "DALLAS" is overlaid in large, yellow, outlined letters across the center of the image. The letters are stylized and have a thick outline. The background shows a mix of greenery and urban buildings under a clear sky.

DALLAS

No oil fields in or around Dallas



Brief history of Dallas to 1900

- About Dallas
 - Hot humid summers, mild winters
 - Moderate rainfall, rivers
 - Rolling hills....now barriers to expansion (as in LA)
- Early History 1550-1860
 - Cado Indians...Red and Brazos river....forested
 - Spanish Territory 1550-1821...Mexica 1821-1838..Trading post
 - 1860 ...stage coach, farms, slave economy...population 600
- Commercial Centre Central Texas 1860-1901
 - Railroad centre for cattle industry
 - farming (cotton, corn, wheat) ...pop: 5,000

From town to Colossus

- 1901 –1940 ...Commercial centre for oil industry
 - ▶ South Texas 1901, East 1930.....discovery + demand ...300,000
 - ▶ Oil locations desolate....Dallas central location, infrastructure....oil HQ .. finance
- ▶ 1945-1970---Defence industry, interstate highways, oil growth, 1,200,000
- ▶ 1970...Oil boom and diversification
 - ▶ Energy crisis....pro growth business culture
 - ▶ Airport...hub for transportation, electronics, consumer goods
 - ▶ Pro Business culture Zero state income taxes, lax zoning laws, business incentives, anti union,
- ▶ 1980's....Mega complex
 - ▶ predatory vs California...low cost housing, space, lack of regulations
 - ▶ Recharged oil industry due to Fracking technology

Dallas – Fort Worth

9,300 square miles, 100 miles x 80: 7.6 million people



gettyimages
Credit: Art Wager

Small urban centre...suburban sprawl...and traffic



Dallas traffic



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Credit: Joe Sohm/Visions of America

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Miami

The "Sunshine State" ...Miami: "the magical city"



About Miami.....and Florida

➤ **What's a Florida retiree's favorite form of exercise?**

.....Swatting flies with a newspaper.

➤ **How do you know you're in a Florida retirement community?**

.....The streets are named after grandkids.

➤ **Why is everything in Florida in the 80's?**

➤The people, the temperature, and the average IQ

➤ **(Before air conditioning) If the devil owned both Florida and Hell, where would he live?**

.....Rent out Florida, live in Hell.

Brief history of Miami

- ▶ Named after Miami river....abandoned by indigenous people
- ▶ Spanish fort 1559—US 1821...base US Army during Seminole Wars (Indians/runaway slaves)
- ▶ Citrus Industry established 1890-1900
 - ▶ Winter freeze North Florida: Francis Tuttle founds “city” of 300 by 1900
- ▶ Expansion
 - ▶ Francis secures railroad connection north population (50% migrant labor)
 - ▶ Real estate “boom” and “bust”
 - ▶ Village to town of 30,000 by 1930

From village to metropolis

- 1930-1960 rapid expansion..population rises to 600,000
 - Everglades Drainage System.....land for real estate
 - Mainstream corporate investment supplemented by Mob investment
 - Highways expansion
- 1960-1980 Population explosion...population increases 5x to 3,000,000
 - Cuba no longer available
 - Boomer retirement: Inexpensive housing... air conditioning
 - Mass migration from Cuba and Haiti 150,000 in 1980 alone
- 1980. to now....6.9 millions in greater metropolitan area
 - Mass marketing & investment
 - Waves of migrants from Cuba, South America, Canada, Europe

Miami...Miami Beach



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Credit: Kevin Fleming

Miami 1980



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Credit: Bettmann

Master Planned retirement cities for wealthygated, internally resourced



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Credit: halbergman

Trailer Park complexes...to fit most budgets
...convenient, compact...often violent



iStock
Credit: felixmizioznikov



1970's USA

America 1980: “Adrift!”

- Earnings declining.....”destiny of progress” removed
- Powerlessness....hostages, oil embargoes
- Increasingly diverse
- Politics polarised....President discredited, rising crime, drugs
- Nation on the move...disconnected families/ communities

Nation “adrift”...needs a new approach and leader

Next talk: The Reagan Revolution

