

05:00

Please take out your notes from  
yesterday AND pick up the new one!



# Objectives

**How extensive were the reform programs of the 1960s?**



*The Civil Rights Movement and the Response of the American government. Programs created to address poverty, education, etc.*

**To what extent was gender equality achieved starting in the 1960s?**



*The Feminine Mystique, NOW, Gloria Steinem, Equal Rights Amendment, Roe v. Wade and more...*

**What was the impact of the 1960s on popular culture?**



Counter-culture protests, beatniks-hippies, 1960s style, the sexual revolution, the drug scene, Woodstock and Altamont

**How did the Cold War and Americans involvement in foreign affairs evolve in the 1960s?**



*The Space Race, Cuban Missile Crisis, Vietnam War*

**How did the political, economic, and social status of various groups change and why?**



Japanese Am. post WWII  
Cesar Chavez & the United Farm Workers  
The American Indian Movement & Red Power Movement

**REQUIRED**

# Introduction

"The fifties had been primarily a time of unprecedented prosperity and security, but not all groups had participated equally. The sixties ushered in an era of activism, as these groups and their supporters seized the opportunity to make their voices heard...

A youth culture blossomed that promoted freedom & individuality. The counterculture's new attitudes towards personal relations, drugs, and music shocked many but ultimately changed American society." - America Pathways to Present

"[Meanwhile...] America became mired in a war it never understood and saw its citizens take to the streets in the name of peace, justice, and racial rage." - Steve Wiegand



*Optional but strongly recommended - listen to the song!*

# "The Times They are a Changing".

**BOB DYLAN, 1964**

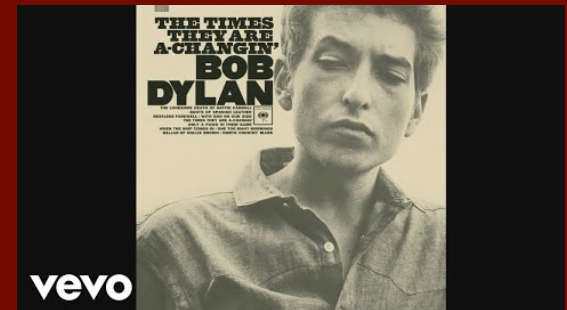
Come gather 'round people  
Wherever you roam  
And admit that the waters  
Around you have grown  
And accept it that soon  
You'll be drenched to the bone  
If your time to you  
Is worth savin'  
Then you better start swimmin'  
Or you'll sink like a stone  
For the times they are a-changin'.

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'.

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  
There's a battle outside  
And it is ragin'  
It'll soon shake your windows  
And rattle your walls  
For the times they are a-changin'.

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'.

The line it is drawn  
The curse it is cast  
The slow one now  
Will later be fast  
As the present now  
Will later be past  
The order is  
Rapidly fadin'  
And the first one now  
Will later be last  
For the times they are a-changin'.



[https://www.youtube.com/watch?v=90WD\\_ats6eE&feature=emb\\_logo](https://www.youtube.com/watch?v=90WD_ats6eE&feature=emb_logo)

**REQUIRED**

## **Two Minute Overview of the 1960s**

[Click here](https://www.youtube.com/watch?v=DQGRjoupVgg) or copy and paste the link below.

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

**PRESIDENTS  
OF THE 1960s**

**The  
skinny  
on  
JFK**



**REQUIRED**

**Perception & Significance of JFK  
to the American People  
4 minutes**

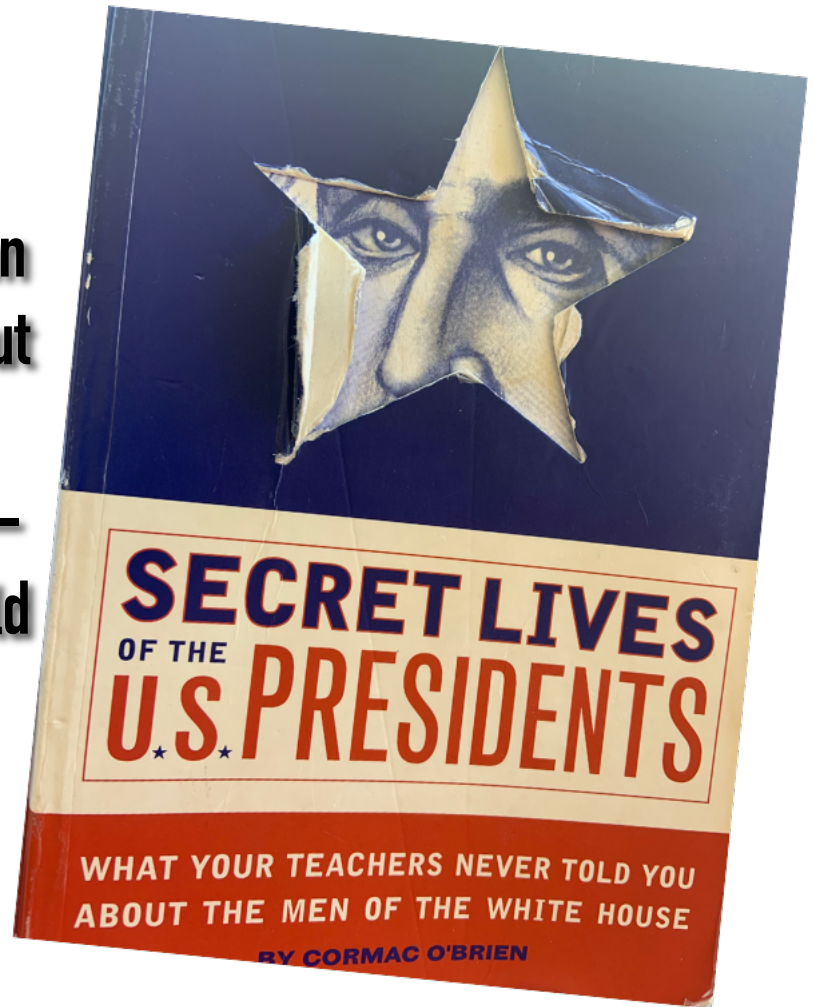
[Click here](https://www.youtube.com/watch?v=CHLWThjSJP4&feature=emb_logo) or copy and paste the link below.

[https://www.youtube.com/watch?v=CHLWThjSJP4&feature=emb\\_logo](https://www.youtube.com/watch?v=CHLWThjSJP4&feature=emb_logo)



*Completely Optional -  
Other sides of JFK*

The next few pages include an **OPTIONAL** reading insert about JFK from the book “Secret Lives of the U.S. Presidents – What Your Teachers Never Told You About the Men of the White House” by Cormac O’Brien



**Warning:** Some mature content.

# 35 JOHN FITZGERALD KENNEDY *Optional*

May 29, 1917–November 22, 1963

**ASTROLOGICAL SIGN:**

Gemini

**TERM OF PRESIDENCY:**

1961–1963

**PARTY:**

Democratic

**AGE UPON TAKING OFFICE:**

43

**VICE PRESIDENT:**

Lyndon B. Johnson

**RAN AGAINST:**

Richard Nixon

**HEIGHT:**

6'1"

**NICKNAMES:**

"Jack," "JFK"

**SOUND BITE:**

"Forgive your enemies, but never forget their names."

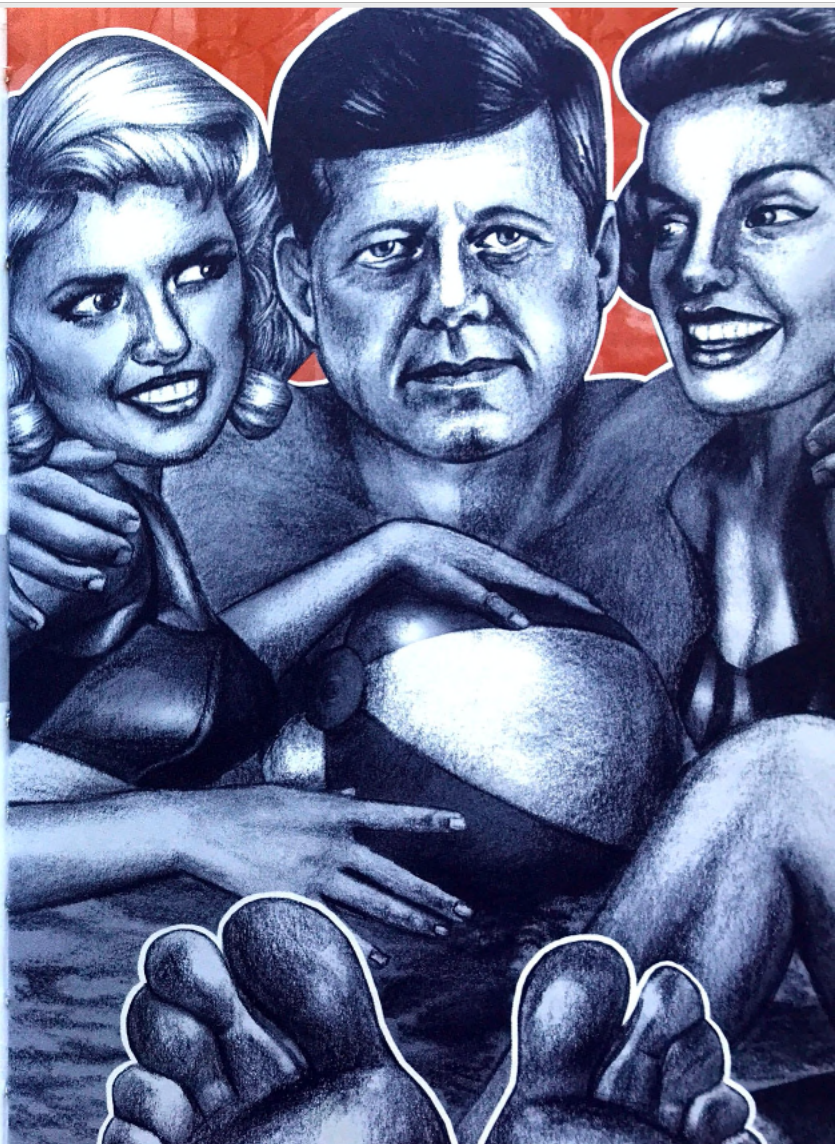
**H**ow do you become one of the most beloved icons of all time after serving only three somewhat unproductive years as president? You begin by having a father who's incredibly ambitious, utterly unscrupulous, and filthy rich. It also helps to have charm, humor, and movie-star good

Kennedy had wit, charm, good looks, money, and plenty of female admirers—especially after he made it to the White House.

looks. And it doesn't hurt to get cut down by a sniper before your domestic legislation has a chance to get cut down by Congress. John F. Kennedy had it all—and no amount of truth,

no matter how ugly, can remove the shining aura from his memory.

"Jack" Kennedy grew up in a Catholic Massachusetts household in which being frail and sickly—which he was—couldn't be tolerated. His father, Joseph Kennedy, Sr., had amassed a ghastly fortune from Wall Street speculation, investment in Hollywood films, and bootlegging during Prohibition. He ran his household like a boot camp for future achievers. In the clan's ubiquitous touch football games, winning was everything, and



losers learned to hang their heads in shame. Joe's wife, Rose, contributed to the healthy family atmosphere by keeping her mouth shut and withholding affection from their nine children. When Joe was appointed ambassador to Great Britain by President Franklin Roosevelt, he made an ass of himself by insisting that the British were going to lose the war with Hitler's Germany. FDR fired him, and by backing the wrong horse, Joe Kennedy ruined his dream of becoming president.

He then projected all his grandiose dreams on his sons. Joe Jr. was the eldest; unfortunately, his bomber got blown out of the sky over Europe, so Joe Sr. focused his energies on son number two: Jack. After graduating from Harvard, Jack joined the navy and saved the lives of his crewmen after the PT boat he commanded was rammed by a Japanese destroyer. By playing up his "war hero" status and playing down his chronic health problems and womanizing, JFK—with a lot of help from Dad—got elected to the House of Representatives and then the Senate. As the 1960 presidential campaign approached, the Democratic party was willing to overlook JFK's lightweight congressional record and make the dashing and charismatic Jack their candidate.

He beat Richard Nixon in one of the closest races in American history, becoming the first Catholic to occupy the Oval Office and the first president to be born in the twentieth century. Though Nixon had a better command of the issues, the new medium of television made the wisecracking, handsome, easygoing Jack into something of a prime-time celebrity. Image would continue to fuel the country's love of their new president, and visions of JFK with his glamorous wife, Jackie, and their two irresistible young children flickered across TV sets and filled magazine pages.

But if presidential yacht trips dominated the gossip columns, it was the Cold War that dominated front-page headlines. Just weeks into JFK's administration, an invasion of Fidel Castro's Cuba at the Bay of Pigs by American-backed Cuban exiles ended in disaster. It was an ill-conceived scheme that didn't ease tensions between the United States and the Soviet Union, which had begun cultivating a close relationship with Cuba. Just how

close would become clear when Soviet premier Nikita Khrushchev started shipping missiles to Castro's little Caribbean paradise. Faced with a nuclear threat just ninety miles from Florida, Kennedy challenged Khrushchev to remove them or face the consequences. An American naval blockade of Cuba made the Soviets back down, preventing World War III.

Though Kennedy was forced by the Soviets to remove American missiles from Turkey in exchange for the removal of Soviet missiles from Cuba, the peaceful resolution of the Cuban Missile Crisis was Jack Kennedy at his best. A lesser man might have given in to the cries from the military for an invasion of Cuba and allowed the unthinkable to occur. It also led to a groundbreaking arms limitation treaty between the two superpowers. Unfortunately, Kennedy's decisions weren't quite as sound concerning South Vietnam, where an American-backed government became corrupt enough to warrant a violent coup d'état. It sent the region into a spiral of strife that would eventually compel America to commit itself to one of the most tragic wars in its history.

But Kennedy wouldn't live long enough to see the Vietnam War. On November 22, 1963, he was assassinated in Dallas, Texas. Whether committed by Lee Harvey Oswald alone or by some nefarious conspiracy, it is this tragic moment—so vividly and horribly captured on film—that is frozen in time, the violent end to a young, vibrant life. Absent from that image is the dark side of JFK: the cocky, crooked rich kid who couldn't keep his pants zipped.

\*\*\*\*\*

### SLEPT IN THE ATTIC

In 1957, Jack Kennedy won a Pulitzer Prize for his history of leaders in action titled *Profiles in Courage*. It was mostly ghostwritten. Not that Jack couldn't write a book of his own—after all, long before *Profiles in Courage*, he had written a book about England's lack of preparation for World War II. It was

originally a thesis paper for Harvard, cobbled together while he spent time in the United Kingdom during his father's ambassadorship to that country. Joe Sr. thought it was good enough to be published and pulled some strings to get it in print. Entitled *Why England Slept*, it was poorly researched and even more poorly written. Nevertheless, it sold quite well. Why, you may ask? Because Joe Sr. immediately bought up 30,000 copies. They sat in the attic of the Kennedy household for years, unread.

### JACK'S BACK

JFK spent much of his youth in painful physical misery. Whooping cough, tonsillitis, scarlet fever, and appendicitis are among the afflictions he endured as a youth. Unfortunately, his physical burdens continued into adulthood. During the PT boat debacle, he aggravated a back injury that would plague him the rest of his life. He had two operations to remedy it: one that put a metal plate in his back and another to remove it. Both nearly killed him, and until his death, he would resort to using crutches whenever the press wasn't around. But his most serious malady was Addison's disease, which impairs the body's ability to fight infection. In addition to cortisone, JFK was regularly given shots by a doctor named Max Jacobson, popularly known as "Doctor Feelgood" by his numerous clients, many of whom were in show business. As John and Claire Whitcomb explain in their book, *Real Life at the White House*, the shots were a mixture of vitamins, steroids, amphetamines, and other bizarre substances that could lead to addiction. "I don't care if it's horse piss," replied the president to his brother Bobby, who had looked into Dr. Jacobson's concoctions.

Jacobson lost his license to practice medicine in 1975 for creating and administering "adulterated drugs."

### SHIP OF FOOLS

Jack Kennedy was the first navy man to make it to the White House, and he probably couldn't have done it without his dramatic experience as commander of PT 109. PT boats were tiny, wooden craft armed with torpedoes, and they depended on speed and maneuverability to survive combat with larger ships. After getting his father to pressure the navy into overlooking his physical problems, Jack became an officer, and he eventually weaseled his way into command of PT 109 in the Pacific. In the early morning hours of August 2, 1943, his boat was on patrol with a number of other PT boats, expecting the arrival of Japanese destroyers. They soon arrived all right, and with a bang—because visibility was so poor in the darkness, those aboard the tiny American vessels never saw the Japanese coming. The lead destroyer appeared out of the mist and ran right over Kennedy's boat, slicing part of it off and sending Jack's crew into the ocean. The next day, after spending hours in the water, Jack led what remained of his crew (the collision killed two instantly) to a nearby island—saving one man's life by gripping the guy's life jacket in his teeth and swimming him to shore. On August 7, the men were rescued. In the boat were reporters sent by Jack's father to help spread the news of JFK's exploit. Joe eventually got *Reader's Digest* to publish a story about PT 109, and it turned Jack into a bona fide war hero.

But wait a minute. PT 109 was the only PT boat to get rammed and sunk during all of World War II. And the navy isn't in the habit of rewarding skipper who lose their ships. In fact, the young Kennedy committed several offenses for which he could have been court-martialed: He had secretly replaced PT 109's only lifeboat with a heavy gun to increase the vessel's armament; he had allowed two men to sleep in the hours leading up to the collision when combat was imminent; and he had repeatedly left his men on the island to go searching for rescue boats. An inquiry was made after the incident, and many officers believed that Kennedy's career was finished. But the man responsible for writing the inquiry's report was none other than Byron White, an old friend of the Kennedys. That—and the fact that Joe Sr.

had more connections in Washington than anybody dared to count—got Jack off the hook. Indeed, he was awarded a medal for saving the lives of his crewmen. And that's how a legend is born.

### MOB RULE

Jack Kennedy had wit, intelligence, and personal magnetism. But he was no Washington heavyweight, and he needed all the help he could get in the 1960 presidential campaign. According to many historians, that help would come from some pretty shady characters. With the assistance of Frank Sinatra, a close Kennedy pal who rubbed shoulders with the Italian mob, Joe Sr. arranged a meeting in Chicago with none other than Sam Giancana, one of the nation's most powerful mafiosi. As Seymour Hersh explains in *The Dark Side of Camelot*, the meeting took place in a Chicago courthouse and was organized by one William Tuohy, chief judge of the Circuit Court of Cook County and another Kennedy crony. In the meeting, Giancana pledged to Joe Sr. that the mob-controlled unions would turn out in force to make sure the election went Kennedy's way. They would do it by ensuring that all their members voted Democrat and by spending money to buy votes. It is believed by many that Giancana was told that a Kennedy administration would take the heat off the Chicago crime outfit in return for the mafia's help.

In a victory with a margin of less than 120,000 votes nationwide, Giancana's help proved invaluable. Though the scheme almost certainly tipped the balance in JFK's favor in several states, nowhere was the mob's influence more vital than in Illinois, whose twenty-seven votes in the electoral college were decisive. Though accusations of vote fraud were filed after the election, they failed to result in more than a few minor indictments. After Kennedy was sworn in, the matter went nowhere—after all, the president's brother had become the new attorney general, the highest law-enforcement official in the country.

### JACK IN THE BOX

If there really is life after death, one of the great mysteries that will probably be revealed to our immortal souls is the number of women Jack Kennedy actually slept with. No doubt it's a staggering figure. Jack learned from the best: His father, Joe, was rumored to have had numerous affairs. But Jack certainly outdid his old man

That he had a long affair with Marilyn Monroe during his presidency is hardly a secret.

In *An Unfinished Life*, historian Robert Dallek recounts how JFK was caught on tape at his brother Ted's 1958 wedding mentioning that faithfulness wasn't required in marriage. And Jack practiced what he preached. He frolicked with naked women in the White House pool, relied on his Hollywood connections to get eager young starlets to pay him conjugal visits, and went through an army of young secretaries and prostitutes. As Dallek and other historians have pointed out, most of them were procured for Kennedy by confidants and political aides such as Dave Powers and Kenneth P. O'Donnell.

What follows is just a tiny sampling of Kennedy's profligate sex life, much of which came to light long after he'd been assassinated and, to be fair, will probably never be proven conclusively. Needless to say, they are all episodes that could have buried the glamorous president in a storm of career-ruining controversy.

In 1959, Kennedy allegedly began seeing a young woman named Pamela Turnure, whose landlady—Florence Kater—snapped photos of Kennedy

leaving his mistress's apartment. Kater began a crusade to discredit Senator Kennedy as a womanizing hypocrite, but to no avail. Though the Kennedys tried (unsuccessfully) to buy Kater off during the 1960 presidential election, it was the widespread public belief that she was a crazy eccentric that put the matter to rest. As for Pamela Turnure, she later became Jackie Kennedy's press secretary (and, again, JFK's sometime bedmate).

Kennedy had a long and torrid affair with a divorcée named Judith Campbell Exner—who also happened to be the girlfriend of Sam Giancana, head of the Chicago mafia. JFK stopped seeing her only after the FBI informed the president of her mob connections.

During the spring and summer of 1962, President Kennedy began seeing Ellen Rometsch, the wife of a military attaché at the West German embassy in Washington. Rometsch had two extraordinary professions: She made a great deal of money as a prostitute for exclusive D.C. clients, and—according to J. Edgar Hoover's FBI—she was a spy for the East Germans. When a Senate committee began investigating her activities, it could've spelled the end of JFK's presidency. But the investigation ran into a snag when the State Department deported Rometsch back to Europe, where she remained conveniently out of reach for questioning. Attorney General Bobby Kennedy allegedly did the rest by pulling strings and burying evidence. The issue died quietly.

On several occasions during the Kennedy presidency, Secret Service agents were supposedly called upon to visit the Mickelson Gallery in Washington to have photographs framed for the White House. Not your ordinary photographs, mind you, but explicit photographs of the president

The agents were always careful to stay during the framing process and make sure that no copies of the prints were made, and almost nothing of the whole sordid business was known until Sidney Mickelson himself spoke up for Seymour Hersh's book, *The Dark Side of Camelot*. Interestingly, the photos were always of the highest quality, as if they'd been shot by a professional.

### *Spreading the Joy*

In the end, JFK may have carried the most tragic consequence of his sex life in his pants—specifically, in his genitalia. Throughout much of his adult life, according to doctors interviewed by Seymour Hersh, Kennedy was regularly treated for chlamydia. Indeed, while the Bay of Pigs invasion was getting under way, the commander in chief who would take responsibility for its failure was getting a giant shot of penicillin for his venereal disease. With all his womanizing, Jack kept reinfecting himself and probably took the chlamydia with him to the grave. Worst of all, he must have passed it to literally countless sexual partners.

Untreated chlamydia, incidentally, is a major cause of infertility among women.

Email Kaz if you want these pages on Lyndon Johnson, Nixon, or any other President!

## President from: 1961 – 1963

Democrat (beat Nixon)

- **Personal:** youngest & first Catholic President, charming, glamorous wife
  - Symbolized the mood of change and expectation that characterized the early 1960s
  - Image would continue to fuel the country's love for their new president and his glamorous wife Jackie
- **Political Program:**
  - **"New Frontier"** proposal to improve economy, assist poor, speed up Space Race program
- **Economic:**
  - Cut taxes (after Stock Market drop)
  - Supported grants to high-tech industries
  - Increased defense spending & space technology
  - Encouraged international free-trade
  - Result = Economy grew quickly
- **Social and Cultural Developments**
  - Support for Civil Rights (on public television, in new appointments, sending 23,000 govt. troops during the James Meredith/University of Mississippi situation, support for voting rights)
  - Represented youth & idealism of the age
- **Foreign Policy Developments**
  - Cold War: Bay of Pigs Invasion (1961), Berlin Wall, Cuban Missile Crisis (1962), early intervention in Vietnam
  - Peace Corps
  - Encouragement of free trade



Presidency ends with his assassination in 1963, leaving us with one of the great "what ifs" of history.

Firsts:  
President born in 20<sup>th</sup> century  
First Navy President  
First Catholic  
First elected as young as 42

### FAMOUS QUOTES:

**"Ask not what your country can do for you, ask what you can do for your country."**

**Asked nations to join together in the fight against the "common enemies of man: tyranny, poverty, disease, and war itself."**

**"We choose to go to the Moon in this decade and do the other things, not because they are easy, but because they are hard."**



# THE SPACE RACE

**OPTIONAL**

**Overview of the Space Race**  
**2 Minutes**

[Click here](https://www.youtube.com/watch?v=AV3CH_78eqo&feature=youtu.be) or copy and paste the link below.

[https://www.youtube.com/watch?v=AV3CH\\_78eqo&feature=youtu.be](https://www.youtube.com/watch?v=AV3CH_78eqo&feature=youtu.be)

# CUBAN MISSILE CRISIS

**OPTIONAL**

## **Overview of the Cuban Missile Crisis**

[Click here](https://www.youtube.com/watch?v=bwWW3sbk4EU) or copy and paste the link below.

<https://www.youtube.com/watch?v=bwWW3sbk4EU>

# LBJ's GREAT SOCIETY

In 1963 Kennedy was shot while visiting Dallas, Texas in an open car. The assassination shocked Americans and the world. There is much debate over what would have happened if JFK had not been killed. But the remaining challenges of this term would be handled by his vice-President, Lyndon Banes Johnson.



## President from: 1963 – 1969

Democrat

• **Personal:** Crass, obscene, incredibly hardworking

### • **Political Programs:**

- **GREAT SOCIETY:** program of reform for domestic issues (poverty relief, educational aid, healthcare, voting rights, conservation, urban renewal, etc.)
- Medical Care Act (funded health care for elderly people and for families on low incomes)

### • **Economic Developments**

- **WAR ON POVERTY**
- Tax-cuts (initial benefits)
- Ends with: High inflation, high unemployment, and high government spending

### • **Social and Cultural Developments**

- **Civil Rights Act of 1964**
- **Voting Rights Act of 1965**
- Department of Housing & Urban Development (and other laws aimed at helping minorities & the poor)
- Head Start (which now serves over 11 million!)
- **Immigration Act of 1965** (ended racial quotas)

### • **Foreign Policy Developments**

- **Vietnam** - Inherited issue, but turned it into giant war effort (500,000 by 1968). Gulf of Tonkin Resolution gave power to control situation without an official declaration of war from Congress.



Devastated by events, he chose not to run for re-election.

#### FAMOUS QUOTES:

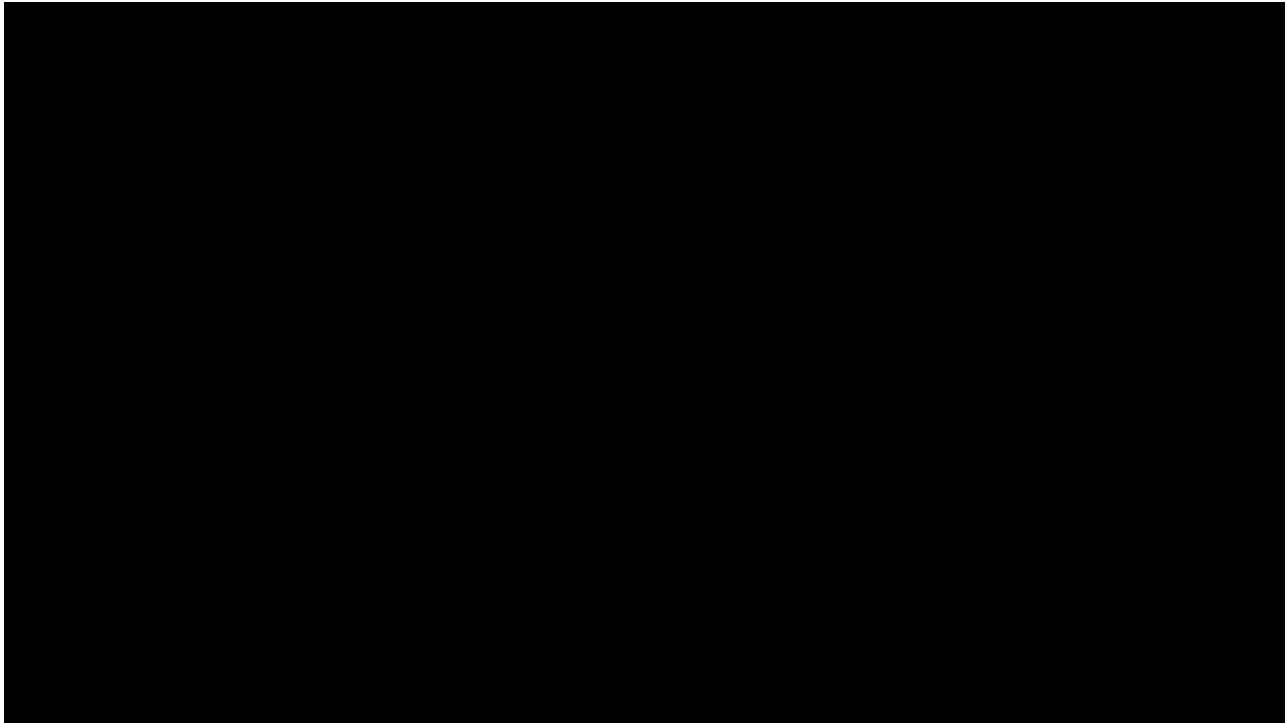
**“In your time we have the opportunity to move not only toward the rich society and the powerful society, but upward toward the Great Society.”**

**“We must declare] an unconditional war on poverty and an immediate end to racial injustice.”**

**“In a land of great wealth, families must not live in hopeless poverty.”**

# *Optional*

Three minute biography of LBJ



<https://www.youtube.com/watch?v=bKrMdQY7nWc>

# Women's Rights





## You mean a woman can open it ?

*Easily*—without a knife blade, a bottle opener, or even a husband! All it takes is a dainty grasp, an easy, two-finger twist—and the catsup is ready to pour.

We call this safe-sealing bottle cap the Alcoa HyTop. It is made of pure, food-loving Alcoa Aluminum. It spins off—and back on again—without muscle power because an exclusive Alcoa process tailors it to each bottle's threads

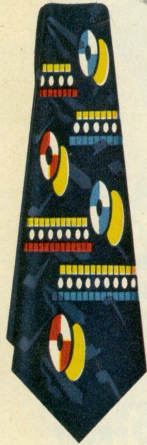
after it is on the bottle. By vacuum sealing both top and sides, the HyTop gives purity a double guard.

You'll recognize the attractive, tractable HyTop when you see it on your grocer's shelf. It's long, it's white, it's grooved—and it's on the most famous and flavorful brands. Put the bottle that wears it in your basket . . . save fumbling, fuming and fingers at opening time with the most cooperative cap in the world—the Alcoa HyTop Closure.

**Alcoa**  
**Aluminum**



show her  
it's a man's world



Van Heusen 

REG. T. M.

man's world

ties

For *men* only! . . . brand new man-talking, power-packed patterns that tell her it's a man's world . . . and make her so happy it is. And man! . . . how that Van Heusen seamanship makes the fine fabrics hold their shape. And for Christmas . . . here's the Christmas tie that is *really* different. **\$2.00**

Other Van Heusen ties from \$1.00 to \$2.50

Phillips-Jones Corp., N. Y. 1, N. Y., Makers of Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Handkerchiefs • Collars.



# If your husband ever finds out

*you're not "store-testing" for fresher coffee...*



*... if he discovers you're  
still taking chances  
on getting flat, stale coffee  
... we'll be onto you!*

*For today  
there's a sure  
and certain way  
to test for freshness  
before you buy*

*Here's how easy it is to be sure of fresher coffee*



Look for the "Dome Top" Can of Chase & Sanborn. That firm, rounded top shows it's packed under pressure, fresh from the roaster.

#### *Just do this:*

Press your thumb against the dome top before you buy. If it's firm, it's fresh. If the top clicks, pressure's gone—take another. It's the one way to get the freshest coffee ever packed.

#### *No other can lets you taste!*

You can't test an ordinary flat top can. Some are "leakers" that have let us in to staid freshness that all flat tops can't lock alike. You can't tell which are good and which are stale.

#### *Here's the payoff!*

Start on your next cup, they'll taste more! For Chase & Sanborn is a glorious blend of more expensive coffees... brought to you fresher. No wonder Chase & Sanborn pays a bonus dividend you won't find in any other coffee!



**"PRESSURE  
PACKED"**

# Chase & Sanborn

# ROOTS

*"Motherhood is bliss." "Your first priority is to care for your husband and children."  
"Homemaking can be exciting and fulfilling."*

Throughout the 1950s, educated middle-class women heard advice like this from the time they were born until they reached adulthood. The new suburban lifestyle prompted many women to leave college early and pursue the "cult of the housewife."

Magazines such as *Ladies Home Journal* and *Good Housekeeping* and television shows such as "Father Knows Best" and "The Donna Reed Show" **reinforced this idyllic image.**

But not every woman wanted to wear pearls and bring her husband his pipe and slippers when he came home from work. Some women wanted careers of their own.

[Excerpt from ushistory.org](http://ushistory.org)

# ROOTS

- Feminist progress *had* been made since 1890
  - Women made up half the workforce by 1960 and increased their involvement in higher education programs
    - 43% had Bachelors Degree by 1970 (up from 25% in 1950)
- But... Many wanted to change an unrealistic stereotype of women and expand their access to opportunities of purposeful living

*"You are asking that a stewardess be young, attractive and single. What are you running, an airline or a whorehouse?" – Congresswoman Martha Griffiths responding to United Air Lines decision to fire flight attendants when they reached the age of 32 or got married.*

# ROOTS



**Betty Friedan** wrote *The Feminine Mystique*

- She talked about "the problem that had no name" - the psychological dissatisfaction that faces people **who are not being allowed to realize their own full potential**
- She exposed the issue of women being solely regarded as support, subordinating all of their own needs of personal growth and fulfillment for their families
  - She said many women found themselves asking "Is this all?"

# ROOTS

- SIGNIFICANCE? Friedan's book struck a nerve. Within three years of the publication of her book, a new feminist movement was born, the likes of which had been absent since the suffrage movement.
- **The women's rights movement had been greatly aided by the Civil Rights movement.**
  - Women began to apply Civil Rights techniques that had been most effective
  - The achievements of the Civil Rights movement had also given women **legal tools to fight discrimination**. Examples:
    - The Civil Rights Act of 1964 had banned discrimination on basis of race, sex, religion, or national origin
    - The Equal Employment Opportunity Commission had been created



# Examples of Key Developments & People

- Equal Pay Act 1963
  - Signed by JFK - labor law that prohibits gender-based wage discrimination in the United States.
- 1966: NOW (National Organization of Women)
  - Organized by Freidan and others.
  - Attacked false image of women
  - Sought fair pay & job opportunities
  - Emphasized more balance in marriages
  - *40,000 members by 1970*
- 1972: Gloria Steinem founded new feminist magazine called *Ms.*
  - Presented arguments & issues of women's movement
  - 300,000 copies sold in 8 days! Showed there was significant number of American women seeking involvement in this type of discourse.
- 1972: Congresses approved the *Equal Rights Amendment*
  - But this amendment was not ever ratified by  $\frac{3}{4}$  of the states. States were influenced by the STOP ERA campaign ([Optional click here for more info: https://www.thoughtco.com/stop-equal-rights-amendment-3528861](https://www.thoughtco.com/stop-equal-rights-amendment-3528861))

NOW challenged discrimination in the courts. Between 1966-1971, NOW secured \$30 million in back pay owed to women who had not been paid the wages they had should have earned.



# What did the Equal Rights Amendment say?

"Equality of rights under the law shall not be abridged by the United States or by any State on account of sex."

The leader of the **STOP-ERA CAMPAIGN** was a woman named **PHYLLIS SCHLAFLY**. Schlafly glorified the traditional roles of American women. Schlafly argued that the ERA would bring many undesirable changes to American women and remove protections that were provided to women.





*Optional article:*

## ARGUMENTS AGAINST THE ERA TODAY?

For full article click here or copy link below: [\*The Supreme Court has made the Equal Rights Amendment irrelevant.\*](#)

Excerpt from article:

**[In the 1970s, the Supreme Court rules that the US Constitution did give men and women equal rights.]** The court has repeatedly has ruled in favor of gender equality employing the 14th Amendment (ratified in 1868) which prohibits the states from denying "equal protection of the laws." Currently, those who seek to defend gender-based government action must demonstrate an "exceedingly persuasive justification" for treating men and women differently [which is incredibly difficult to do].

## *Optional article:*

# ARGUMENTS AGAINST THE ERA TODAY?

[Some still push for the ERA arguing] it would serve a symbolic purpose by "putting women in the Constitution."

First, the amendment doesn't mention women; it mandates equality between the sexes and, like the 14th Amendment, could be used to challenge laws that favored women over men.

Second, if we decide to specify in the Constitution that gender discrimination is bad, get ready for demands that other sorts of discrimination be explicitly forbidden by that document. That has been the experience with hate crime laws, which have expanded to target not only crimes motivated by racial hatred but also those driven by bias against women, gays, transgender people, disabled people, the elderly and veterans. **Better to let the courts expand the definition of protected classes under the 14th Amendment.**

The ERA is a historical artifact as dated as bell-bottom jeans, platform shoes and disco. As for Phyllis Schlafly, let her gloat. She won the battle but lost the war."

# DIVISION

Like the antiwar and civil rights movements, feminism too developed a radical faction by the end of the decade.

**NOW** was more moderate among the spectrum of women's movements. Friedan for example was a feminist, but she still believed in traditional family values and marriage. NOW used conventional methods, such as political pressure and court cases. At the other end of the spectrum were younger feminists with more radical objectives and different methods to achieve them.

They became known as the **Women's Liberation Movement.**



In 1968, radical women demonstrated outside the Miss America Pageant outside Atlantic City by crowning a live sheep. "FREEDOM TRASH CANS" were built where women could throw all symbols of female oppression including false eyelashes, hair curlers, bras, girdles, and high-heeled shoes.





WELCOME TO THE  
**MISS AMERICA**  
CATTLE  
AUCTION

BREAK  
THE DULL  
STEAK  
HABIT



CATTLE  
HABITS

# DIVISION

- Radical Feminists:

- Sought to take more extreme measures to usher in change, wanted to end male domination
- **Talked of rejection of men, marriage, and childbearing**
- **Argued that the personal WAS the political** – everything you did in your life could affect the way people treated all women. Therefore, to give in to traditional institutions (such as marriage or wearing make-up), in some cases it would be perceived as a violation of the movement.

*Common saying: "A woman without a man is like a fish without a bicycle."*

- Moderate Feminists:

- **Argued against the emphasis on such strict adherence to group rules and group identities**
- **Argued that radical faction had begun to violate the messages of equality, importance of personal choice, and recognition of the value of the individual that they had been promoting.**
- Others felt **protection for women would be lost** if total equality was adopted (like maternal rights)
- Some felt that the **role of wife & mother were undervalued by the radical movement** - wanted it to be a CHOICE, yes, but still an acceptable one.
- Some also felt that **the more radical the movement = the less progress**. They argued radicals did not help their cause because their protests were not taken as seriously.

# Reproductive Rights

**BIG IDEA:** The feminist movement contributed to a long-standing fight over more access to information about contraceptives (that women could control for themselves)

- remember Margaret Sanger from the 1920s?

**MAJOR DEVELOPMENT:** The Birth Control Pill was approved by the FDA in 1960

*Optional clip about the effects of this innovation from History Channel*

- 10 million American women were using it by end of decade
- But many states outlawed the sale and prohibited doctors from sharing information about it

Women argued that they had the right to get medical information about and choose what happened to their bodies.



# Landmark Court Case

When did this change?

In 1965, ***Griswold v. Connecticut*** struck down state laws that prohibited the use of contraceptives to married couples.

The decision was based on the Court's interpretation that people have a **constitutionally protected right to privacy** (that included the ability to make private decisions about such a personal decision with one's doctor).



# Landmark Court Case

## PRIVACY IN THE CONSTITUTION?

Even though the Constitution doesn't use the word privacy, the Supreme Court argued that there are "zones of privacy" created by the First, Third, Fourth, Fifth and Ninth Amendments. Other justices also argued that the 9<sup>th</sup> Amendment alone protected the right to marital privacy! Then, this protection of privacy was applied to state laws via the 14<sup>th</sup> Amendment.

Note: None of these amendments explicitly use the word privacy, but it was perceived as an expected and implied right that can be found in the reasoning/basis behind what IS stated.

For example...

1st Amendment = clear support for privacy of thought/beliefs

3<sup>rd</sup> & 4<sup>th</sup> = clear support for privacy of home and property

5<sup>th</sup> = clear support for right to due process (which means no unnecessary intrusions and therefore protection of privacy unless the government has a REALLY good reason to do otherwise)

9<sup>th</sup> = clear support for any rights not specifically mentioned (which could mean privacy)

14<sup>th</sup> = states can't violate privacy rights that the federal government would have honored

# Landmark Court Case

This case opened the door to another landmark case.

## ROE V. WADE



- NOW & other groups sought to reform laws restricting access to abortion
  - Wanted to ensure that women who could not afford to travel to a safe location were not denied the opportunity to receive safe care in the US and wanted to end practice of people often turning to illegal/unsafe methods (*in the 1950s and 1960s, the estimated number of illegal abortions in the U.S. ranged from 200,000 to 1.2 million per year, according to the Guttmacher Institute*).

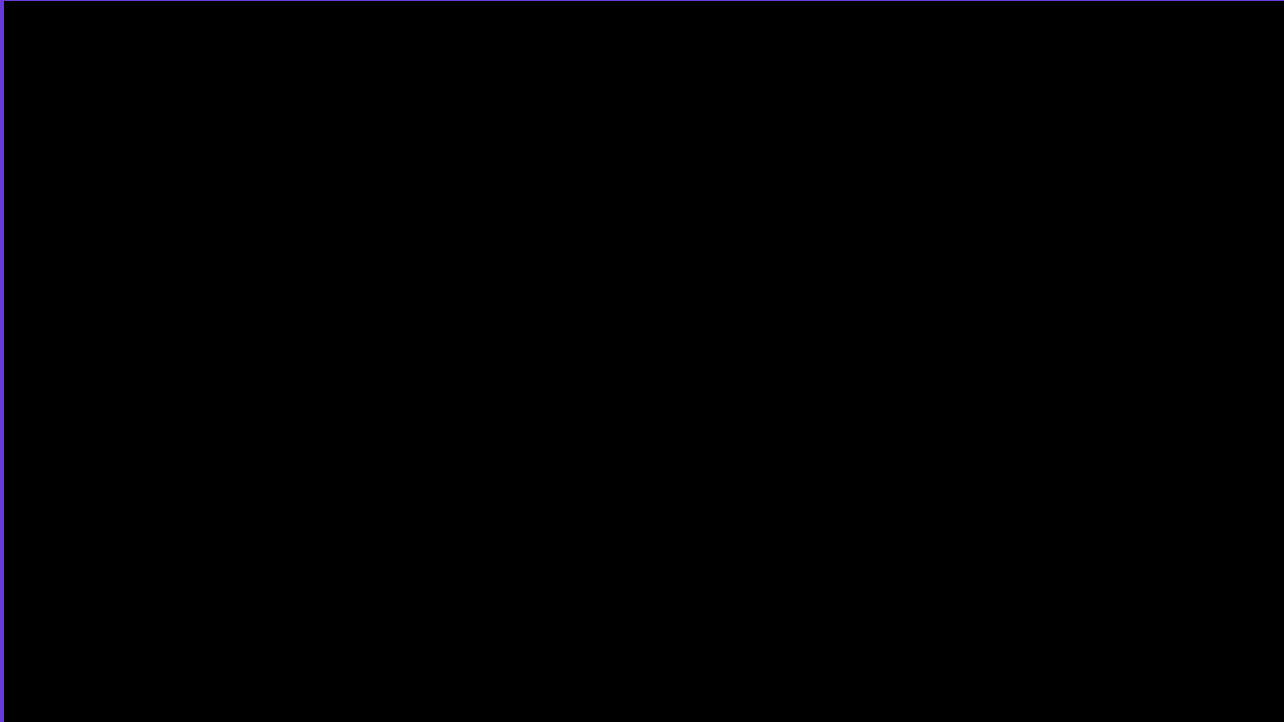
# Landmark Court Case

## ROE V. WADE

- 1973: Supreme Court made a landmark decision that effectively legalized abortion in the first trimester
  - This too was based on the constitutional right to personal privacy
  - The Court argued *“the concept of personal liberty was broad enough to encompass a woman’s decision whether or not to terminate her pregnancy”*
- Since the 1973 decision, additional Supreme Court decisions have upheld a woman’s right to choose to have an abortion at certain stages of pregnancy.
- But the case remains largely controversial. These terms are used to describe the two opposing positions:
  - **Pro-Life:** Opposes medical access to abortions
  - **Pro-Choice:** Supports women’s right to choose and have medical access to abortions under certain circumstances

*Optional Additional Explanations of*

# **ROE V. WADE**

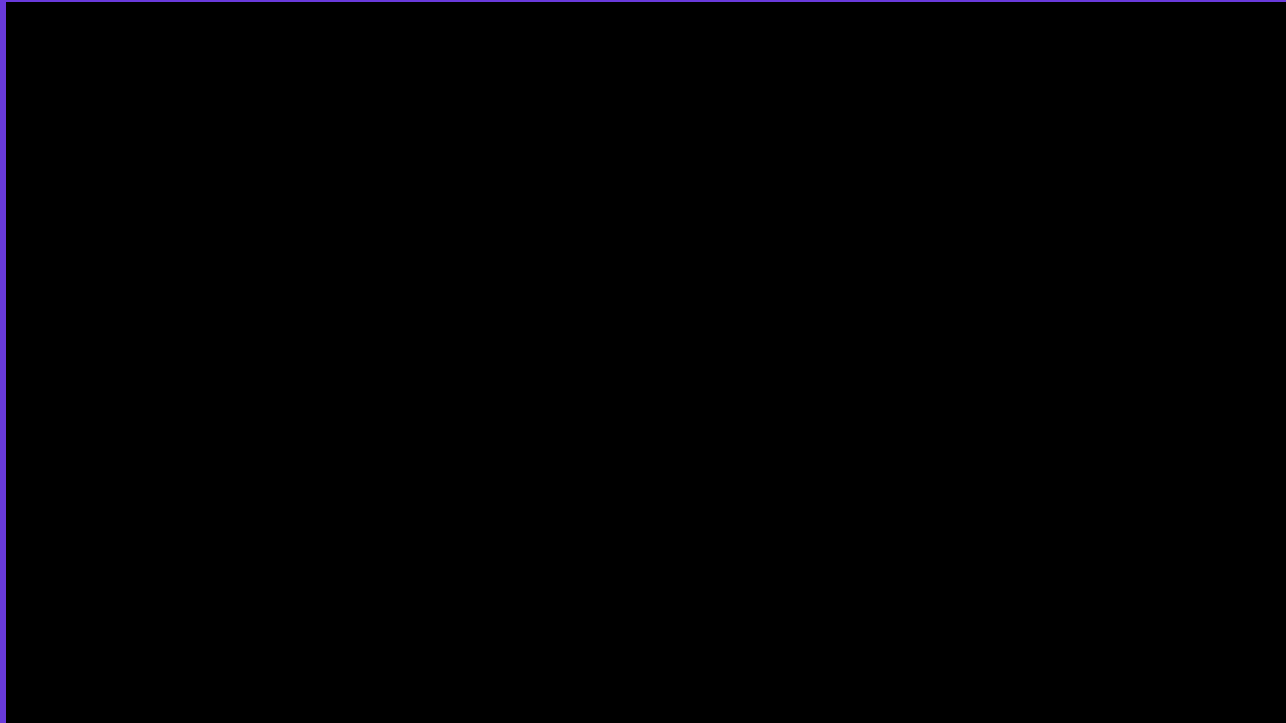


[Click above/here](https://www.youtube.com/watch?v=9HZj8Qp4p2A) or copy and paste: <https://www.youtube.com/watch?v=9HZj8Qp4p2A>

*Optional Additional Explanations of*

# ROE V. WADE

Bill of Rights Institute



[Click here/above](https://www.youtube.com/watch?v=rHv4WaHtRZA) or copy and paste: <https://www.youtube.com/watch?v=rHv4WaHtRZA>

A vibrant, slightly grainy photograph capturing a moment of musical performance. In the center, a young woman with blonde hair, wearing a white dress with a colorful floral pattern, is playing a silver flute. To her right and in the foreground, a man with dark, curly hair and a beard, shirtless, is playing a drum. The background is filled with a diverse crowd of young people, some looking towards the performers. The overall atmosphere is that of a lively outdoor event or festival.

# Young People in the 1960s

# The Counterculture

# STUDENT PROTEST

In the spirit of reform, many student groups also engaged in protest. There were many different organizations with varied intentions and tactics. It is important not to oversimplify them!

One of the most notable was the SDS: Students for a Democratic Society

- They condemned middle-class materialism, suburban conformity, racism, and anticommunism.
- They were rejecting the values and the society their parents had created.
- Became the leader in the antiwar movement.

Pushed for

- end to Vietnam War
- freer society (emphasized free speech)

SDS members feared that the Cold War was undermining American democracy. A military-industrial complex seemed to be driving the United States. Military leaders justified huge budgets by involvement in foreign wars. The expenditures led to major defense contracts for industrialists and millions of jobs across America.

The liberal establishment of Kennedy and Johnson accepted the trend for fear of losing powerful supporters and thousands of votes from working Americans. The results, they claimed led to unjust involvement in foreign conflicts. Hayden called for "PARTICIPATORY DEMOCRACY," — grassroots organizations where the "true" voices of Americans could be heard. —

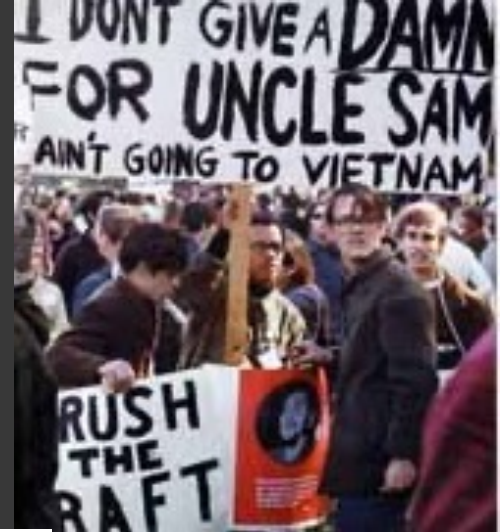
[ushistory.org](http://ushistory.org)

# STUDENT PROTEST

Formed "New Left"

- How is this different from the OLD LEFT?
  - OLD: They had been the Socialists of the past, **concerned with the problems brought by poverty for working people.**
  - NEW: Criticized the **suburban conformity** and **career materialism** spawned by postwar affluence. They were critical of older left-leaning national politicians.

What happened to the SDS? As the decade came to a close, SDS fragmented into moderate and radical factions much like most other movements. Although most SDS members were dedicated to peaceful protest, some did go beyond simply engaging in marches and sit-ins, and engaged in confrontations with the police. An extreme branch of SDS splintered off to form **the Weathermen in 1970**. This group was a terrorist organization openly committed to a violent overthrow of the government.





# A Time of Change

- Remember this was the largest generation in USA history - by sheer numbers, they were a force for change!
- Even if not involved in active reform, there was new VALUE placed on youth, spontaneity, individuality (which are still culturally valued in the US today!)
- Many young people PROMOTED peace, love, and freedom with new emphasis.
- They also EMBRACED entirely new dress, music, cultural attitudes toward varying lifestyles





**Result =  
Generation Gap**

# **REQUIRED** **Generation Gap**



<https://www.youtube.com/watch?v=9PN9crI9FjM&feature=youtu.be>

# Welcome to History



# FLOWER POWER

“Even though they were never more than a minority movement, the so-called **"HIPPIE"** lifestyle became synonymous with American youth of the 1960s.

Displaying frank new attitudes about drugs and sex, communal lifestyles, and innovations in food, fashion, and music, the counterculture youth of America broke profoundly with almost all values their parents held dear.” – *ushistory.org*

# STYLE



- Changes = Many attempted to show a clear rejection of the corporate/suburban white-collar world & its “uniform”
  - Examples:
    - Hair: long, free, unstructured, natural
    - Clothes: loose-fitting, blue jeans, plain cotton shirts, peasant blouses, apparel from indigenous groups, colorful, focus on SIMPLICITY
    - Color not confined to clothing, cars, bodies, art (Pop Art and Op Art)
- But... hippie dress itself ironically became a kind of uniform and another version of conformity!



- **BIG IDEA:** Remember movement is about seeking more freedom
  - Aided by “The Pill”
  - Rejected traditional restrictions
  - Argued sex should be separate from marriage/procreation
  - New living patterns (communal groups, relationship without marriage)
  - New attitudes about nudity
  - Gay Liberation Front & other organizations created
    - 1974: American Psychiatric Association removed homosexuality from list of mental illnesses
    - By the mid-1970s, the FBI no longer considered homosexuals a security risk
  - More open discussion of sex in media
    - Example: "Sex and the Single Girl" printed 1962 by Helen Brown

# SEXUAL REVOLUTION

“Those in favor of this new trend maintained that young people were simply more open and honest about activities that had traditionally transpired behind closed doors and shielded from public scrutiny.”

- UShistory.org







“In addition to these changes, many young people associated with the counterculture experimented with drugs.

Marijuana and LSD were used most commonly, but experimentation with mushrooms and pills was common as well.

A Harvard professor named **TIMOTHY LEARY** made headlines by openly promoting the use of LSD.

There was a price to be paid for these new attitudes. With the new freedom came an upsurge of venereal diseases, bad trips, and drug addictions”

– *ushistory.org*

**The Dangers of Marijuana Addiction**  
**History Channel**



<https://www.youtube.com/watch?v=QR9sDYPjNfl&t=1s>

# How Did Cannabis Become the World's Most Controversial Plant? History Channel



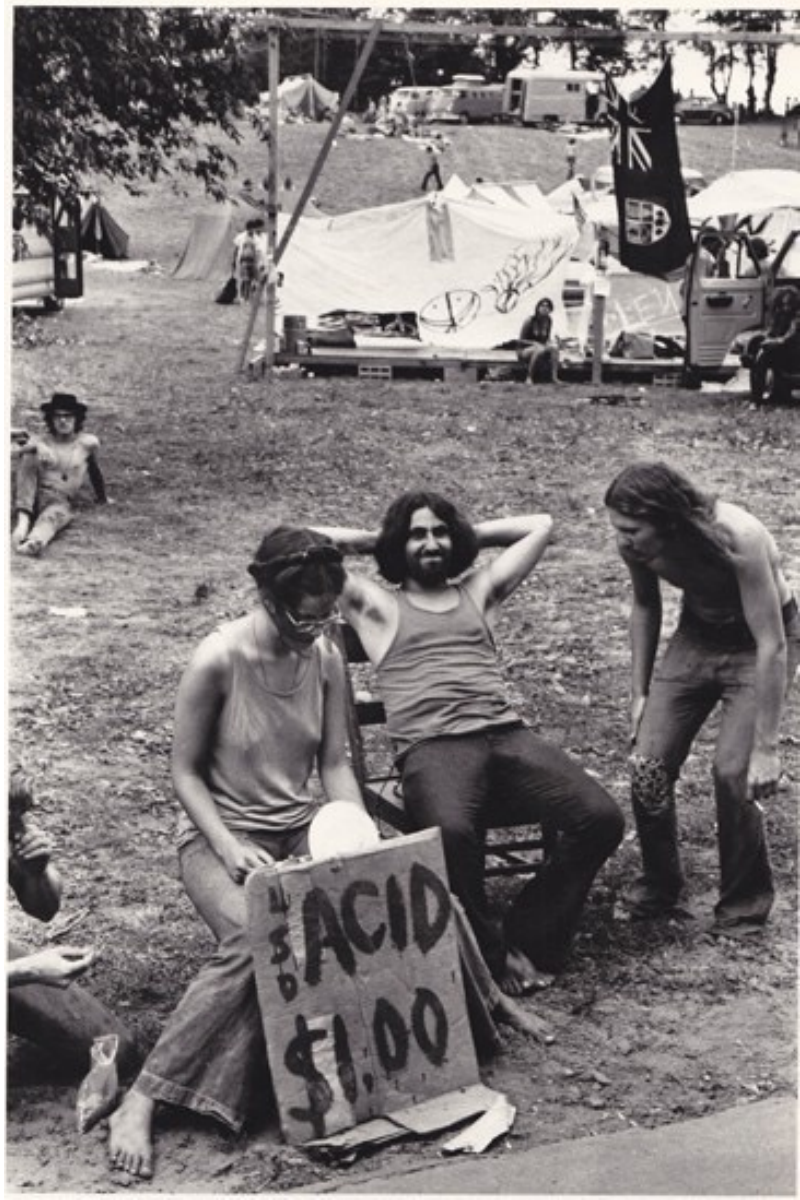
<https://www.youtube.com/watch?v=Cg-ltyeRKK4&t=1s>

# DRUG USE

## REQUIRED

Pay attention to the following History Channel clips that address changing attitudes toward drug use in the 1960s as part of the counterculture movement.

Also consider: Is this experimentation overexaggerated in our view?



# ASK STEVE

<https://www.loom.com/share/f25797df94294eeda1f71b90b9f914d8>

**TIMOTHY LEARY**



Learn more about the infamous College Professor Timothy Leary and the response to drug experimentation.

*Warning: Some mature content and video footage of drug use.*



<https://www.loom.com/share/c94cadbef1e84cdf86e66cf87a5814d6>

**COMMUNAL  
LIVING:  
THE  
SEARCH  
FOR  
UTOPIAN  
LIVING**





# UTOPIAN COMMUNITIES



- Over 2000 rural communes were established during this time
- Planned to reject **the capitalist system**, rotate duties, make all of their own **laws, food, and products**, and elect own leaders.
- Some were philosophically based, others were influenced by new religions:
  - Earth-centered religions, astrological beliefs, & Eastern faiths.
  - Some called it the **THIRD GREAT AWAKENING**.
- Common Outcome: The vast majority all faced same fate as those attempts at collective living before... A charismatic leader would leave or become authoritarian, or most often the funds would become exhausted and the commune would gradually dissolve.

# UTOPIAN COMMUNITIES

*Optional clip Ms. Kaz always  
thinks of when she reads about  
these communes!*



[https://www.youtube.com/watch?v=NrAU7F4RmDk&feature=emb\\_logo](https://www.youtube.com/watch?v=NrAU7F4RmDk&feature=emb_logo)

# Music of the 1960s

BIG IDEA: Above all other developments, the **common bond** among many young people of the time was **music**.

Centered in the **HAIGHT-ASHBURY** section of San Francisco, a new wave of psychedelic rock and roll became the music of choice.



# Summer of Love

During the "Summer of Love" in 1967, as many as 100,000 young people (sporting hippie fashions of dress and behavior) converged in San Francisco's Haight-Ashbury district for a unique social experiment in "free love, communal living, drug use, and inhibition."

They relied on free food and free clinics.

# Summer of Love



<https://www.youtube.com/watch?v=b6nglf7IGCY>



# MUSIC

- As the “counterculture” music became mainstream, more and more people went out of their way to hear the new Psychedelic Rock & Roll or Folk with Rock music of the time.
  - Example: GRATEFUL DEAD, the DOORS, BOB DYLAN, the BEATLES, the ROLLING STONES, JANIS JOPLIN
- In 1969, 400,000 people attended the WOODSTOCK festival in New York

"This event was so much bigger than the music. It was a phenomenon. It was absolutely a phenomenon. And it was also the most peaceful, civilized gathering that was probably happening on the planet at the time."

— *Woodstock attendee*

# WOODSTOCK

This was another example of an important “counterculture microcosm” that occurred in the 1960s.



[https://www.youtube.com/watch?v=StFhvAlv3Js&disable\\_polymer=true](https://www.youtube.com/watch?v=StFhvAlv3Js&disable_polymer=true)

"Politics would not be part of the onstage proceedings,"  
Woodstock organizer Michael Lang wrote later.

"It was the place where art and commerce could coexist,  
where opposing ideas could coexist,  
where our humanity would come first and our differences would  
just add color.

Elements of the festival were deeply grounded in the underground movement,  
but the focus would remain peace and music."

*– Facts About the Weekend That Defined a Generation*



Vibe: Despite the lack of organization, food, and medical supports, there **were no reports of violence.**

“If a half million young people could turn such adverse conditions — filled with the possibility of disaster, riot, looting and catastrophe — into three days of music and peace, then perhaps there is hope that if we join them, we can turn those adversities that are the problems of Americans today into a hope for a brighter and more peaceful future.”

*- Max Yasgur, farmer who hosted Woodstock on his land*



## END OF AN ERA

Later that year another festival was held at Altamont. The Rolling Stones hired the Hell's Angels (a motorcycle gang) to keep order and a man was beaten to death. This, among other things, led many to feel that the "PEACE AND LOVE" attitude that had been celebrated at Woodstock wouldn't last forever.

# END OF AN ERA

BIG IDEA: Many factors contributed to an end to feeling of OPTIMISM that had characterized the beginning of the decade:

The intensification of the Vietnam War after 1968,  
The radicalization of some groups within reform movements  
The assassination of important leaders like Martin Luther King Jr.  
and Robert Kennedy

# LEGACIES OF THE SIXTIES

- Continued progress for women. By 1980, women would make up the majority of undergraduates.
- With more opportunities available for women to be independent and have careers, divorce rates skyrocketed and the birth rate continues to decrease.
- The style & fashion still influence many - even though it became mainstream.
- The music of the decade remains some of the most popular
- Diet changed! Health food stores sold wheat germ, yogurt, and granola, products completely foreign to the 1950s America. Vegetarianism became popular.
- Concern for the environment was firmly established.
- Increased concern for human rights became an increasing part of popular culture.
- The "New Left" remained
- And much more!



# FINAL THOUGHT

"It is important to note that the counterculture was probably no more than 10% of the American youth population. Contrary to common belief, most young Americans sought careers and lifestyles similar to their parents. Young educated people actually supported the war in Vietnam in greater numbers than older, uneducated Americans.

The counterculture was simply so outrageous that the media made their numbers seem larger than in reality. Nevertheless, this lifestyle made an indelible cultural impact on America for decades to come."

- <http://www.ushistory.org/us/57h.asp>

