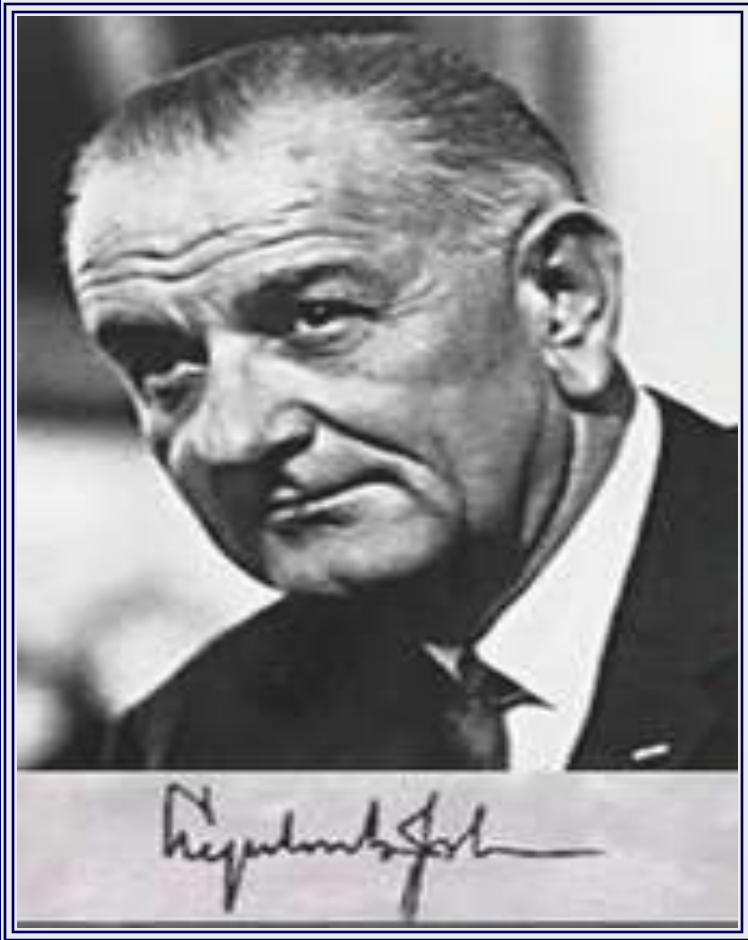


PRESIDENT LYNDON JOHNSON



- WWII served in Navy as a lieutenant commander
- won Silver Star in the S. Pacific
- Member of U.S. House of Representatives, 1937- 49
- United States Senator, 1949 - 61
- Vice President, 1961- 63
- 37th President, 1963 – 69
- Democrat, VP – Hubert Humphrey

PRESIDENT LYNDON JOHNSON



Major Events

- **Civil Rights Movement**
 - **Civil Rights Act, 1964**
 - **Voting Rights Act, 1965**
- **War On Poverty = "Great Society"**
 - **Anti-Poverty Act, 1964**
 - **Education reform**
- **Cold War = US involvement in Vietnam**

LBJ's Path to the White House

PRENTICE HALL

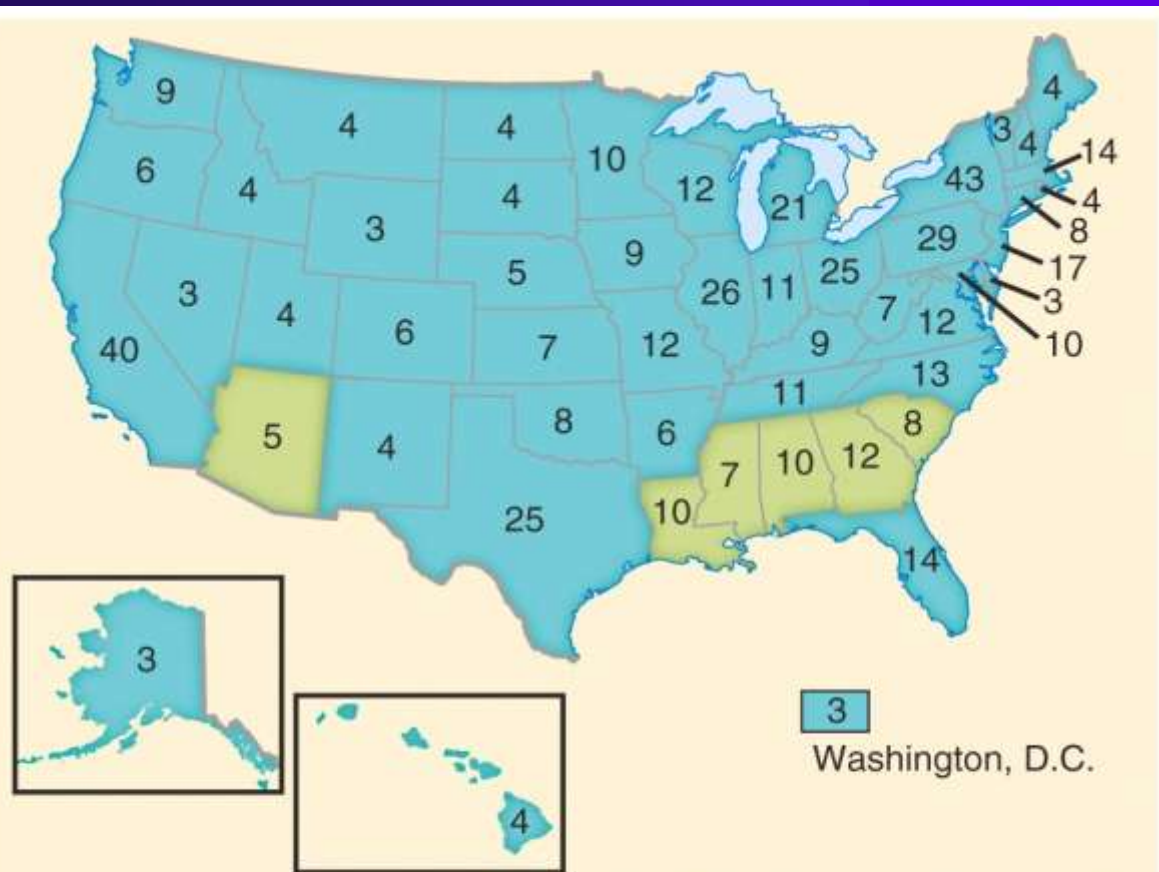
- **Lyndon Johnson became President unexpectedly following Kennedy's assassination.**
- **However, his political career had been leading up to this position for many years.**
 - **While serving in the House and Senate, Johnson had established a reputation for both his political talent and his ambition. In 1954, he became Senate Majority Leader.**
- **Kennedy had named Johnson his running mate in 1960 after Johnson's own bid for the Democratic nomination had failed.**
- **Johnson became President immediately after Kennedy's death, taking the oath of office an hour and a half later.**

The Election of 1964



PRENTICE HALL

- In the 1964 election, Johnson won a landslide victory over Republican opponent Barry Goldwater.
- A controversial television advertisement known as the “daisy” commercial took advantage of Americans’ fear of nuclear war to support Johnson’s campaign.
- Republicans nominate Senator Barry Goldwater
 - **Goldwater: government should not deal with social, economic problems**
 - **Threatens to bomb North Vietnam, advocates intervention**
- LBJ says will not send troops to Vietnam; wins by landslide
- Democrats big majority; Southern Democrats not needed to pass bills

PRESIDENT LYNDON JOHNSON



**LBJ is re-elected
by a landslide in
the 1964
Presidential
election.**

Candidate	Electoral Vote	Popular Vote	Percent of Popular Vote
 Lyndon B. Johnson (Democrat)	486	43,121,085	61.1
 Barry M. Goldwater (Republican)	52	27,145,161	38.5

PRESIDENT LYNDON JOHNSON

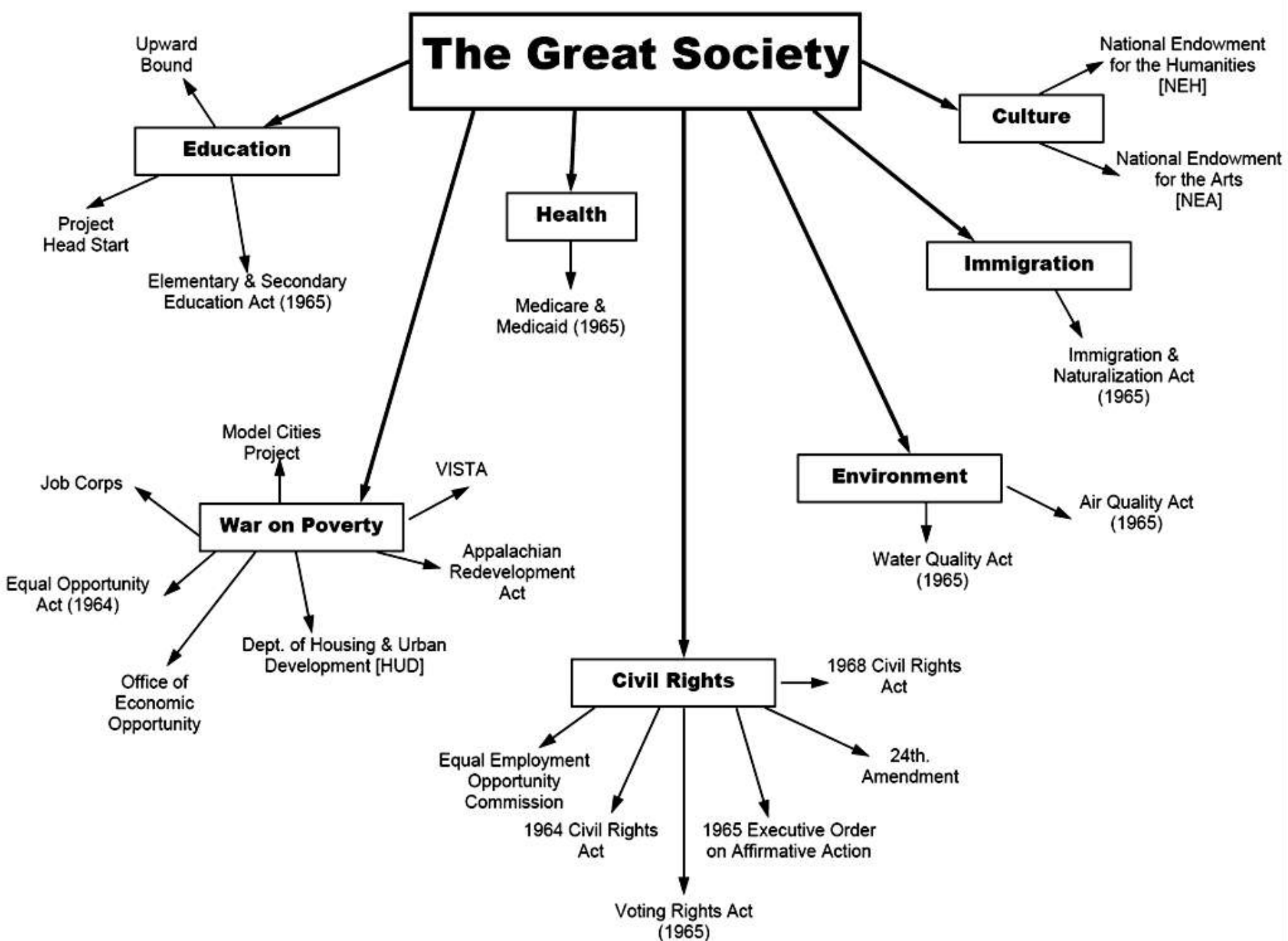


A poster urging voters to elect Lyndon B. Johnson for president and Hubert Humphrey for vice-president.

The Great Society

PRENTICE HALL

- Johnson used his talent in working with Congress to initiate many reforms on domestic issues.
- Johnson's programs on poverty aid, education, healthcare, economic development, and conservation became collectively known as the Great Society.



WAR ON POVERTY



Great Society

- Under President Johnson War on Poverty in the 1960s, the welfare programs of FDR's New Deal were greatly expanded.

- It was LBJ's Great Society programs that created the modern American welfare state.

LBJ's Great Society

Head Start (1965)

Provided poor, disabled, and minority kids with extra academic assistance through pre-school in order to ensure educational success.

Job Corps (1966)

Provided training for poor, minority inner-city youth in order to cultivate job skills.

Medicare (1965)

Extended Social Security benefits by providing health insurance for the elderly.

Medicaid (1966)

Provides health insurance for the poor and disabled.

VISTA (1966)

Volunteers In Service To America; Organized youth volunteers to work in economically depressed areas.



Great Society Programs

PRENTICE HALL

- **The Tax Cut** — Like Kennedy, Johnson believed that a budget deficit could be used to improve the economy. A tax cut caused the deficit to shrink, since renewed prosperity generated new tax revenues.
- **The War on Poverty** — Johnson initiated new programs such as Head Start, a preschool program for low-income families, and Volunteers in Service to America (VISTA), which sent volunteers to help people in poor communities.
- **Aid to Education** — The 1965 Elementary and Secondary Education Act, also initiated by Johnson, provided billions of dollars in aid to public and private schools.
- **Medicare and Medicaid** — Johnson helped Congress pass two new programs, Medicare and Medicaid. Medicare provides low-cost medical insurance to most Americans over age 65, while Medicaid provides similar services to poor Americans of any age.
- **Immigration Reform** — The Immigration Act of 1965 replaced immigration quotas with overall limits from various parts of the world. Immigration rose during the 1960s and 1970s.

Great Society Programs, 1964–1967

POVERTY

- 1964 Tax Reduction Act** cut corporate and individual taxes to stimulate growth.
- 1964 Economic Opportunity Act** created Job Corps, VISTA, Project Head Start, and other programs to fight the “war on poverty.”

- 1965 Medicare Act** established Medicare and Medicaid programs.
- 1965 Appalachian Regional Development Act** targeted aid for highways, health centers, and resource development in that economically depressed area.

CITIES

- 1965 Omnibus Housing Act** provided money for low-income housing.
- 1965 Department of Housing and Urban Development** was formed to administer federal housing programs.

- 1966 Demonstration Cities and Metropolitan Area Redevelopment Act** funded slum rebuilding, mass transit, and other improvements for selected “model cities.”

EDUCATION

- 1965 Elementary and Secondary Education Act** directed money to schools for textbooks, library materials, and special education.
- 1965 Higher Education Act** funded scholarships and low-interest loans for college students.

- 1965 National Foundation on the Arts and the Humanities** was created to financially assist painters, musicians, actors, and other artists.
- 1967 Corporation for Public Broadcasting** was formed to fund educational TV and radio broadcasting.

Great Society Programs, 1964–1967

DISCRIMINATION

- 1964 Civil Rights Act** outlawed discrimination in public accommodations, housing, and jobs; increased federal power to prosecute civil rights abuses.
- 1964 Twenty-Fourth Amendment** abolished the poll tax in federal elections.

- 1965 Voting Rights Act** ended the practice of requiring voters to pass literacy tests and permitted the federal government to monitor voter registration.
- 1965 Immigration Act** ended national-origins quotas established in 1924.

ENVIRONMENT

- 1965 Wilderness Preservation Act** set aside over 9 million acres for national forest lands.
- 1965 Water Quality Act** required states to clean up their rivers.

- 1965 Clean Air Act Amendment** directed the federal government to establish emission standards for new motor vehicles.
- 1967 Air Quality Act** set federal air pollution guidelines and extended federal enforcement power.

CONSUMER ADVOCACY

- 1966 Truth in Packaging Act** set standards for labeling consumer products.
- 1966 National Traffic and Motor Vehicle Safety Act** set federal safety standards for the auto and tire industries.

- 1966 Highway Safety Act** required states to set up highway safety programs.
- 1966 Department of Transportation** was created to deal with national air, rail, and highway transportation.

Effects of the Great Society

PRENTICE HALL

Chapter 22, Section 2

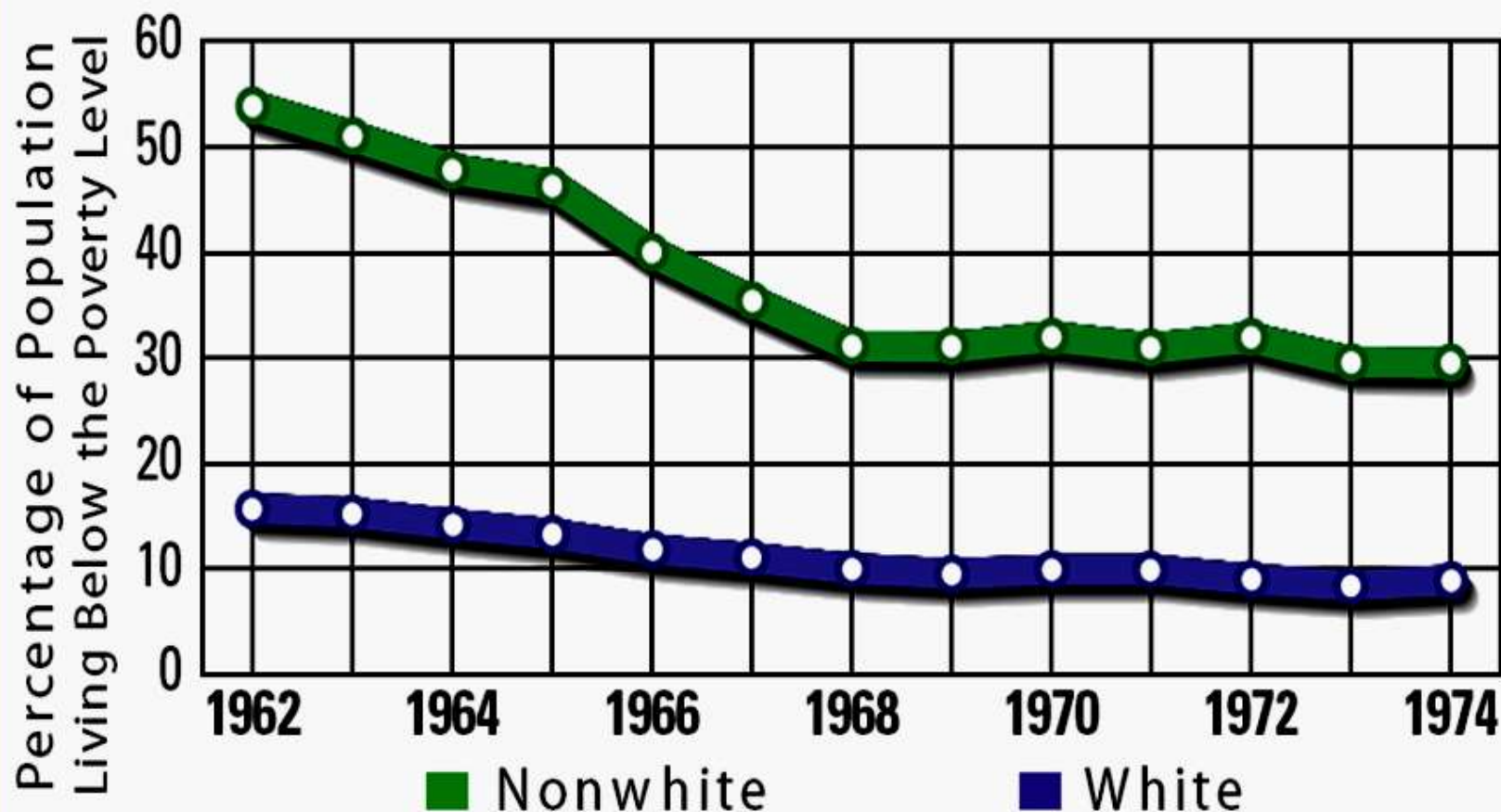
Effects on Poverty

- During the 1960s and early 1970s, the number of Americans living in poverty in the United States was cut in half.
- However, some Americans complained that too many of their tax dollars were being spent on poor people. Others criticized the way Great Society antipoverty programs expanded the size of the federal government.

The End of the Great Society

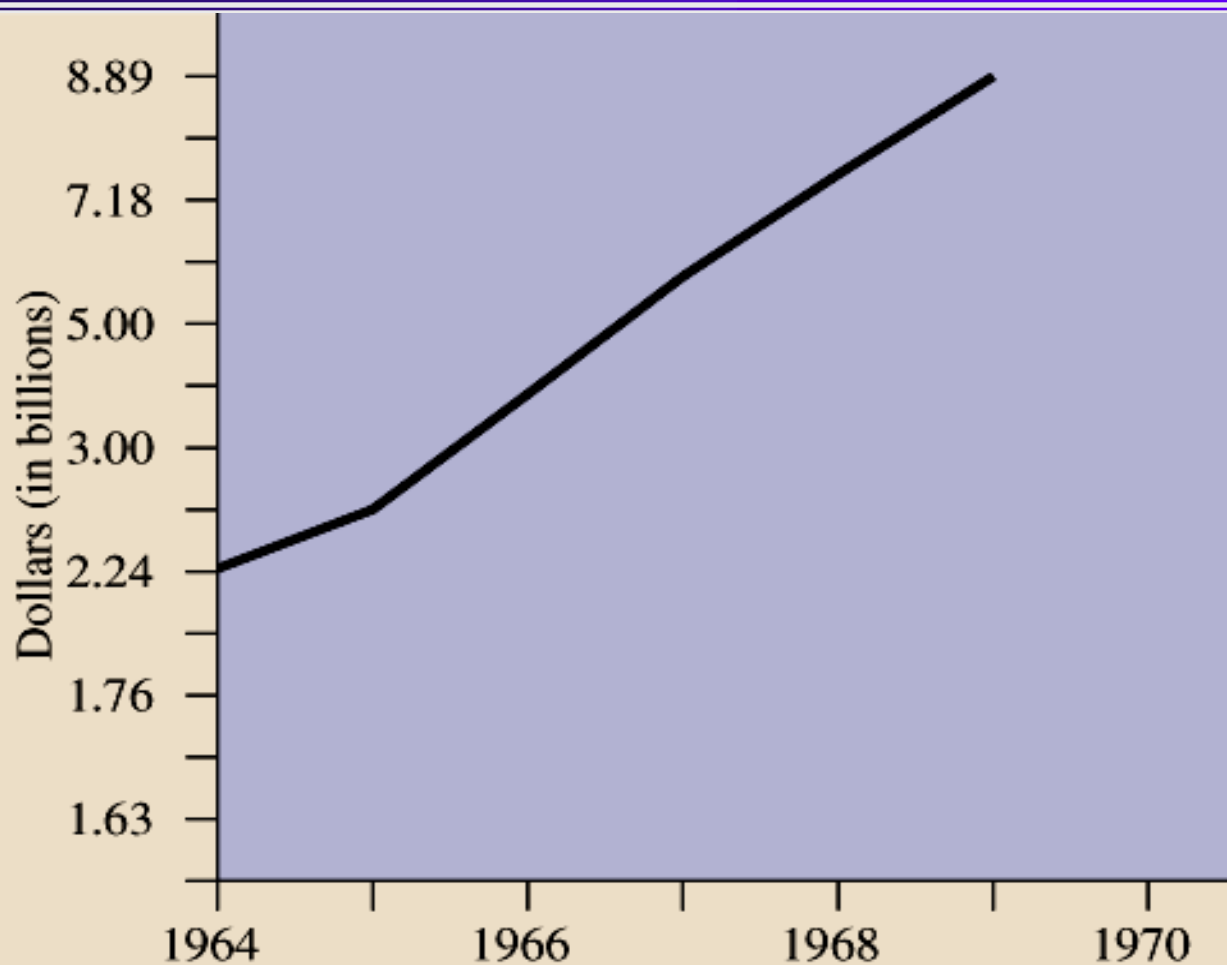
- Johnson received both praise and criticism for Great Society reforms.
- A conflict in Southeast Asia, later to become the Vietnam War, began to consume the resources Johnson needed for his domestic programs.
- The Great Society came to an end when Johnson failed to contain the Southeast Asia conflict.

Poverty in America, 1962-1974



Source: Statistical Abstract of the United States, 1968-1975

GREAT SOCIETY



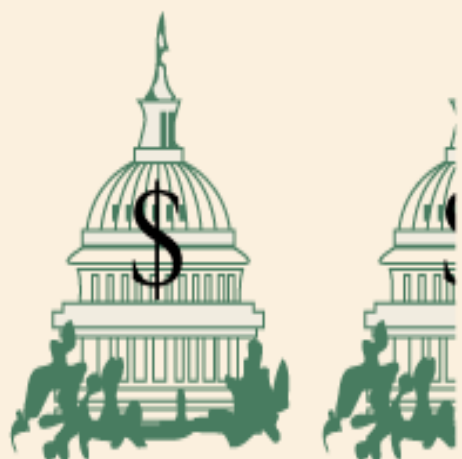
Source: Compiled from U.S. Bureau of the Census, Historical Statistics of the United States, Colonial Times to 1970, Bicentennial Edition, Washington, D.C., 1975.

Figure 30.3 Federal Aid to Education, 1964–1970



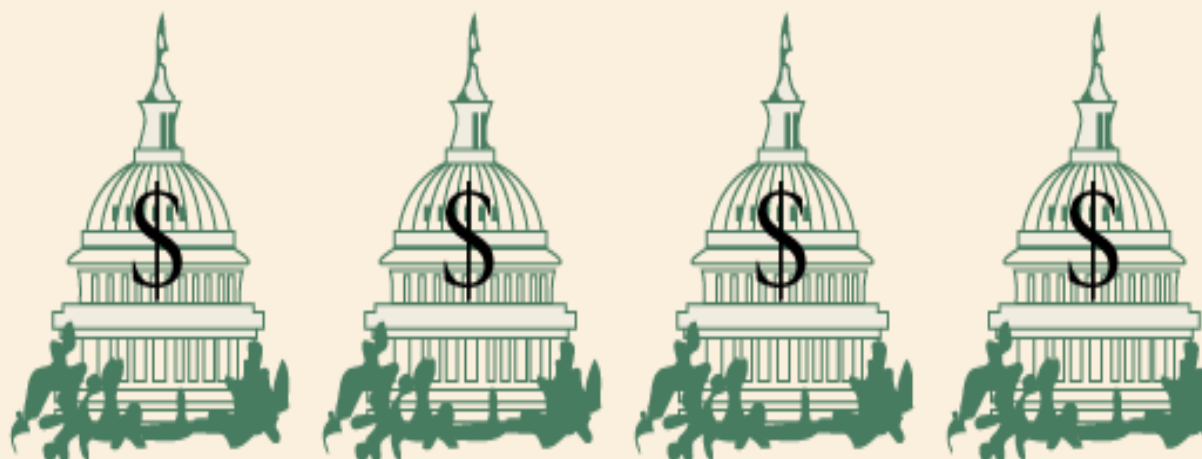
Years

1960



\$9.9 Billion

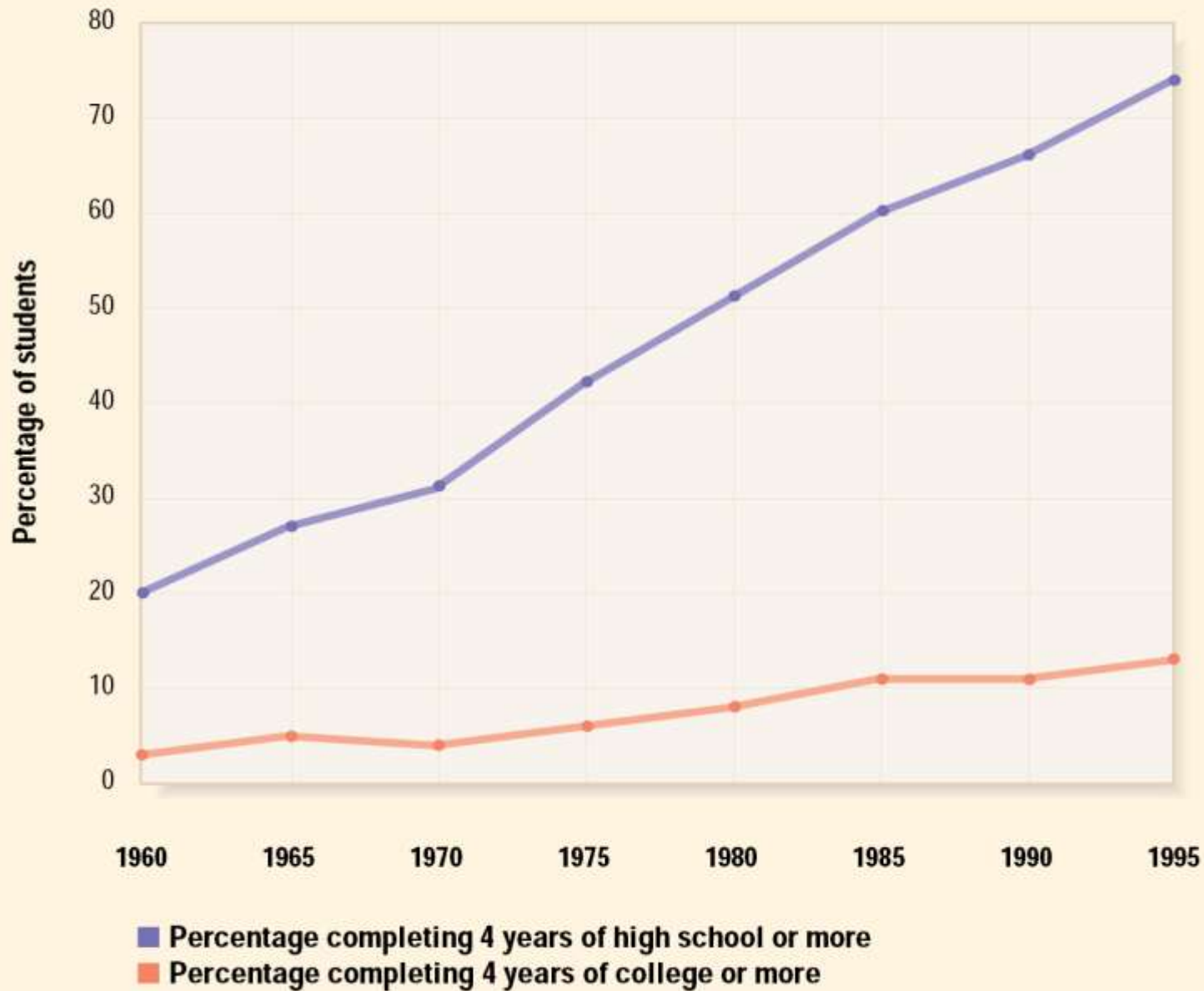
1965



\$25.6 Billion

Figure 30.2 Federal Spending on Social Programs, Excluding Social Security

African-American Educational Attainment, 1960–1995



Source: Statistical Abstract of the United States, 1996.

The Warren Court

PRENTICE HALL

- During the Kennedy-Johnson years, the Supreme Court, headed by Chief Justice Earl Warren, handed down many controversial landmark verdicts.
- The Court ruled on social issues including obscenity, prayer in public schools, and use of birth control.
- The Warren Court was also interested in safeguarding the rights of persons accused of committing crimes. The **Miranda rule**, a result of the 1966 case *Miranda v. Arizona*, required police to inform accused persons of their rights.
- A series of Warren Court decisions changed the nature of **apportionment**, or the distribution of the seats in a legislature among electoral districts.

The Chaos of 1968



- **LBJ disgraced**

- Tet offensive
- Refuses to run for Presidency in 1968

- **Democratic Party collapses**

- Eugene McCarthy vs. Robert Kennedy for control of party
 - Both gain anti-war support
 - Kennedy assassinated----Sirhan, Sirhan
- Democratic National Convention in Chicago
 - mass protests against war
 - Americans witness the radical “anti-war and counter culture” on TV
- VP Hubert Humphrey wins Democratic nomination



The Chaos of 1968



● Civil Rights

- Black Panther Party opposes MLK
- Cities burn with Black riots
- MLK assassinated
- Robert Kennedy assassinated
- George Wallace: Third Party appeal = White Back Lash

● Republican Richard Nixon is elected

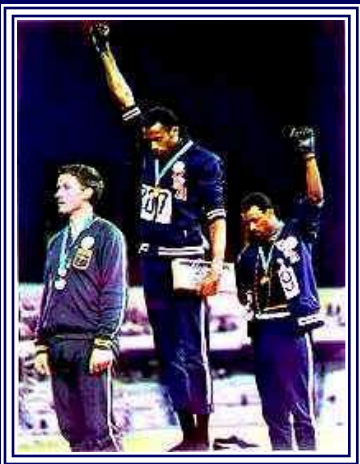
● My Lai Massacre in Vietnam

● Cold War

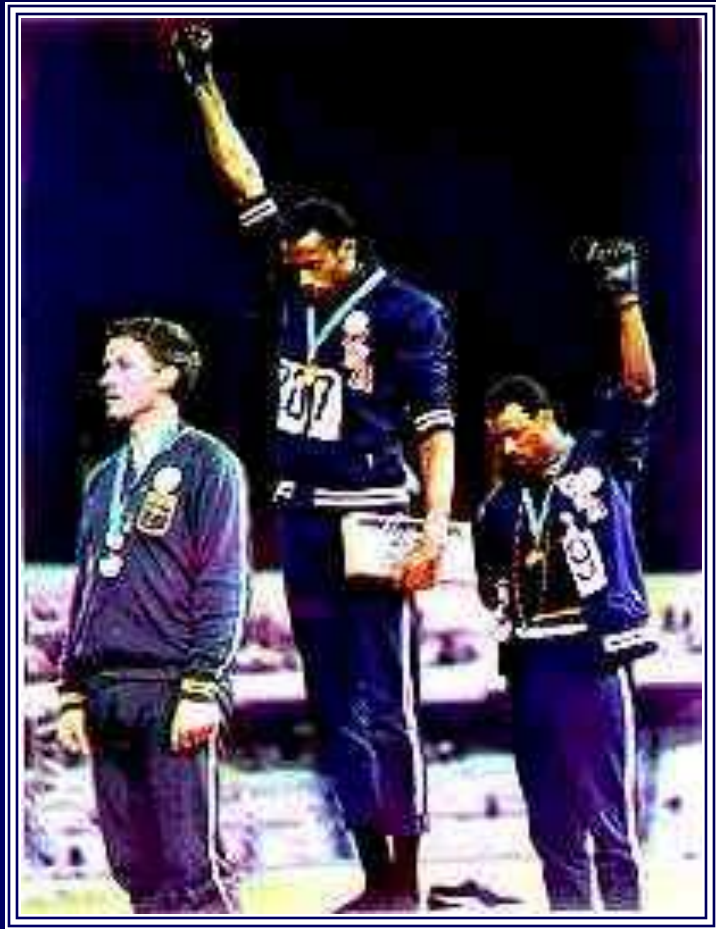
- Soviet invasion of Czechoslovakia
- USS PUEBLO attacked by North Korean

● Organizations form to end the war.

- National Mobilization Committee
- Students for a Democratic Society (SDS).
- Youth International Party (YIPPIES). Abbie Hoffman and Jerry Rubin



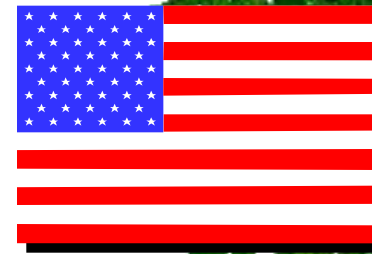
1968, The Turning Point



- National Mobilization Committee to End the War in Vietnam.
- Students for a Democratic Society (SDS).
- Youth International Party (YIPPIES). Abbie Hoffman and Jerry Rubin
- Bobby Seale was a founder of the Black Panthers.
- charged under provisions of the 1968 Civil Rights Act, which made it a federal crime to cross state lines to incite a riot.



Impact of the Vietnam War



Johnson announces (March, 1968):

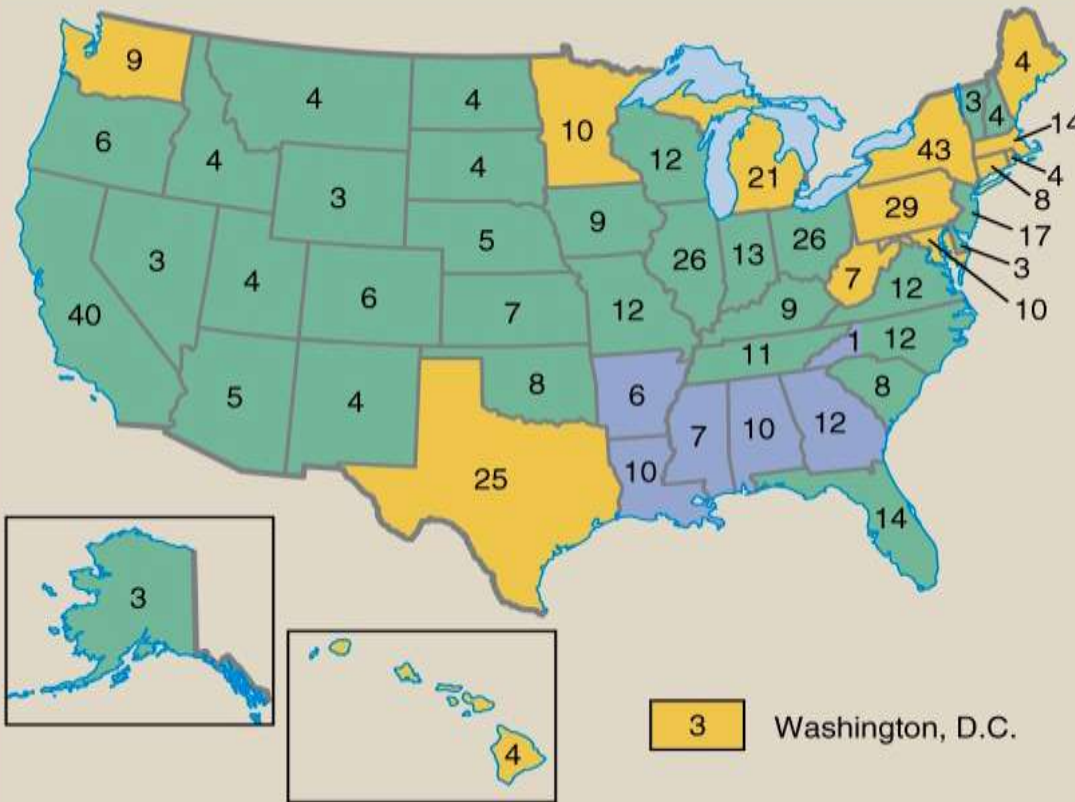





☞ *I do not believe that I should devote an hour or a day of my time to any personal partisan causes, or to any duties other than the awesome duties of this office, the Presidency of your country.*

☞ *Accordingly, I shall not seek, and I will not accept, the nomination of my party for another term as your President.*



1968, The Turning Point



Candidate	Electoral Vote	Popular Vote	Percent of Popular Vote
 Richard M. Nixon (Republican)	301	31,770,237	43.4
 Hubert H. Humphrey (Democrat)	191	31,270,533	42.7
 George C. Wallace (American Independent)	46	9,906,141	13.5