

The 1960s

The Rise and Fall of Liberalism

Why did it “rise”?

Why did it “fall”?

1960-1963

Anticipation, or...

“A promising time”

The Election of 1960

“Time to get the country moving again.”

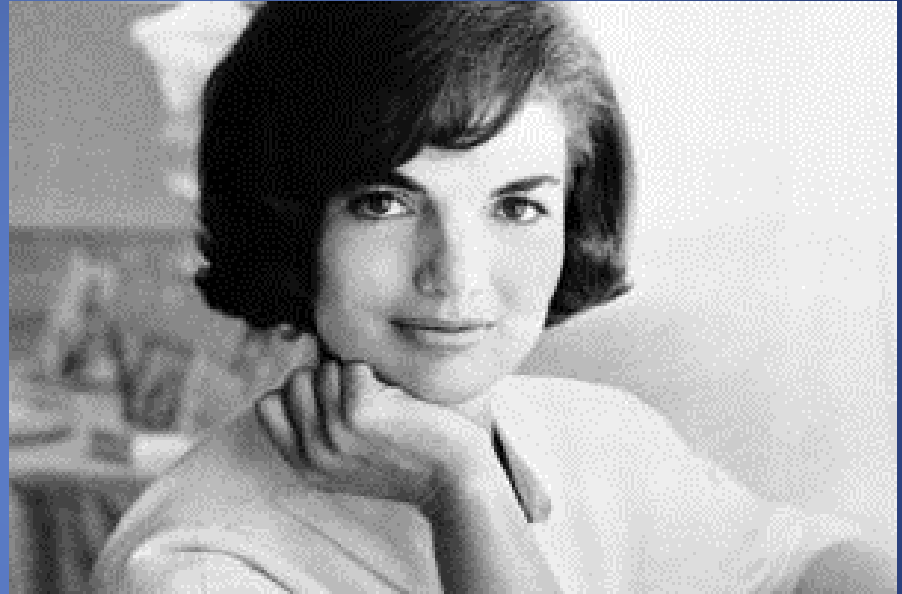
Kennedy vs Nixon



“The Torch is Passed”



Mamie to Jackie...



Kennedy Liberalism = Activist Government



Aggressive, Anticommunist Foreign Policy

-- Cuba

-- Vietnam

Bay of Pigs Invasion – Anti-Castro











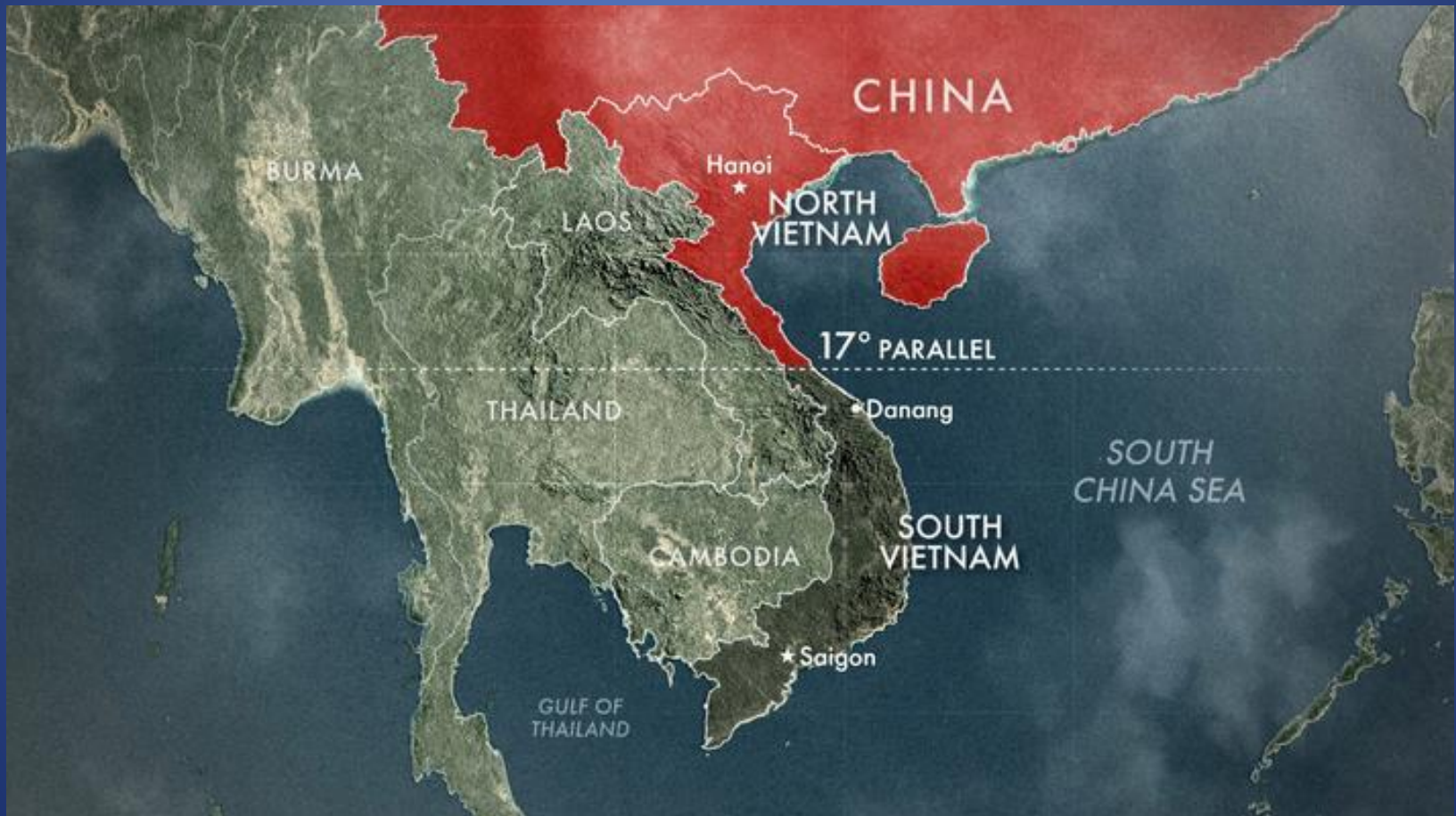
To give [the Bay of Pigs invasion of Cuba] even covert support is on a par with the hypocrisy and cynicism for which the United States is constantly denouncing the Soviet Union in the United Nations and elsewhere. This point will not be lost on the rest of the world, nor on our own consciences.

— *J. William Fulbright* —

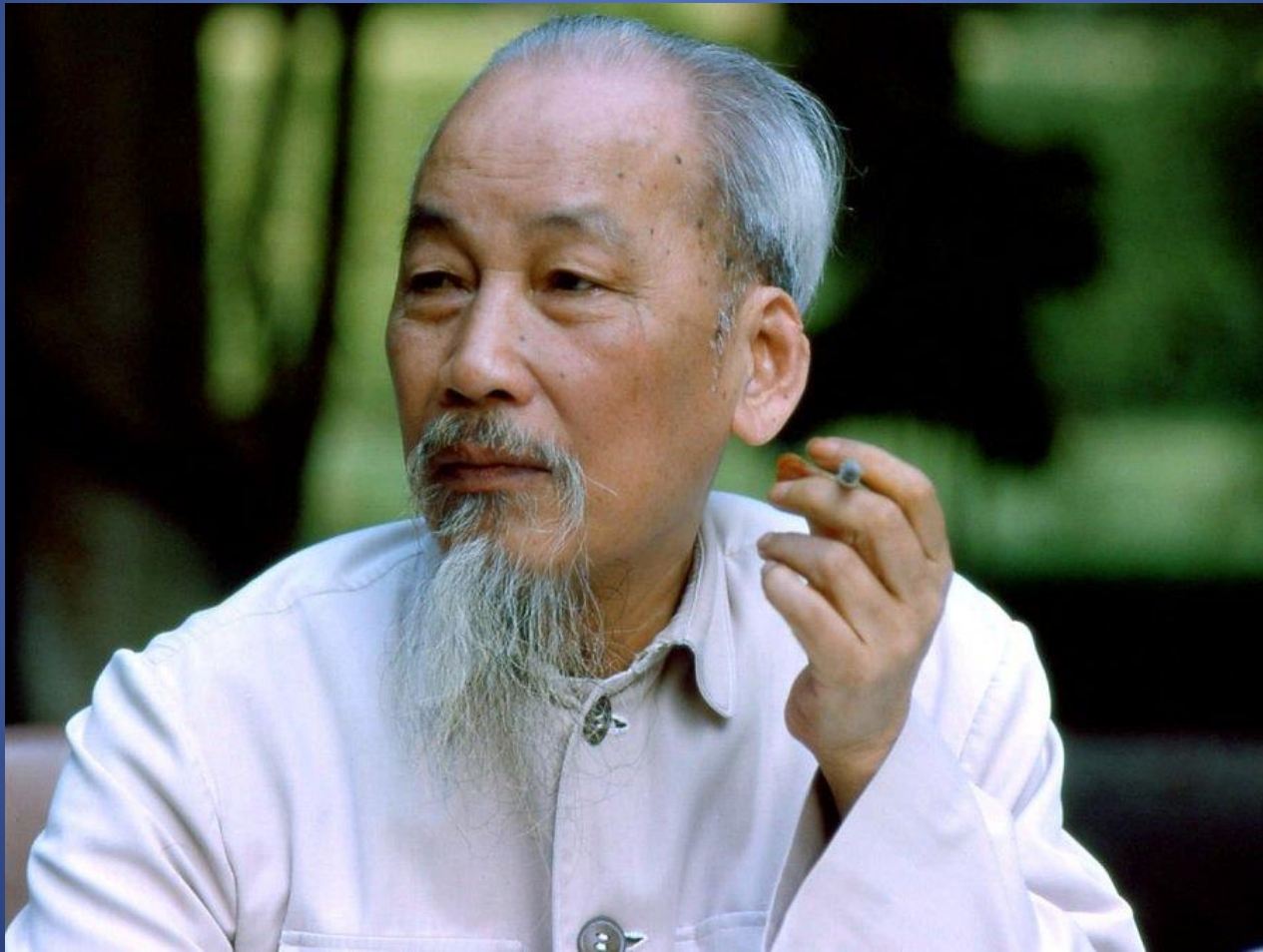
Cold War in Vietnam



“Containment”



Ho Chi Minh – North Vietnam



Ngo Dinh Diem – South Vietnam





“Those Crazy Buddhists—Setting Fire To Themselves”





Cautious, Pragmatic Domestic Policy

- support for Civil Rights...eventually
- emphasis on equality of opportunity
- tax cuts to stimulate the economy

Kennedy: Image vs Reality



Dallas, November 22, 1963



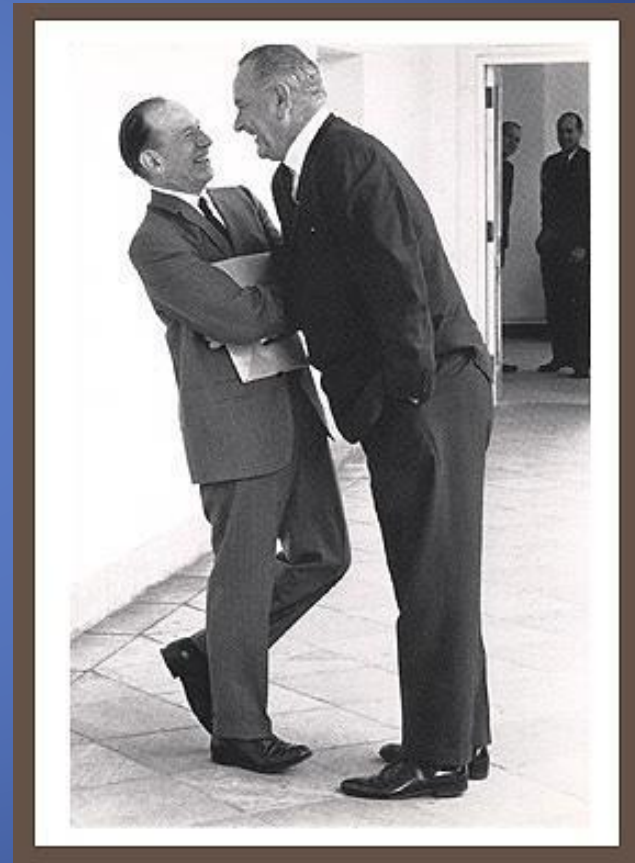


Long Shadow





The “Johnson Treatment”



“Let us continue...”



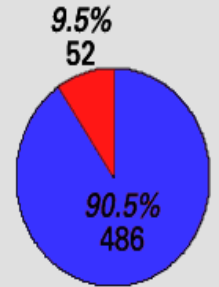
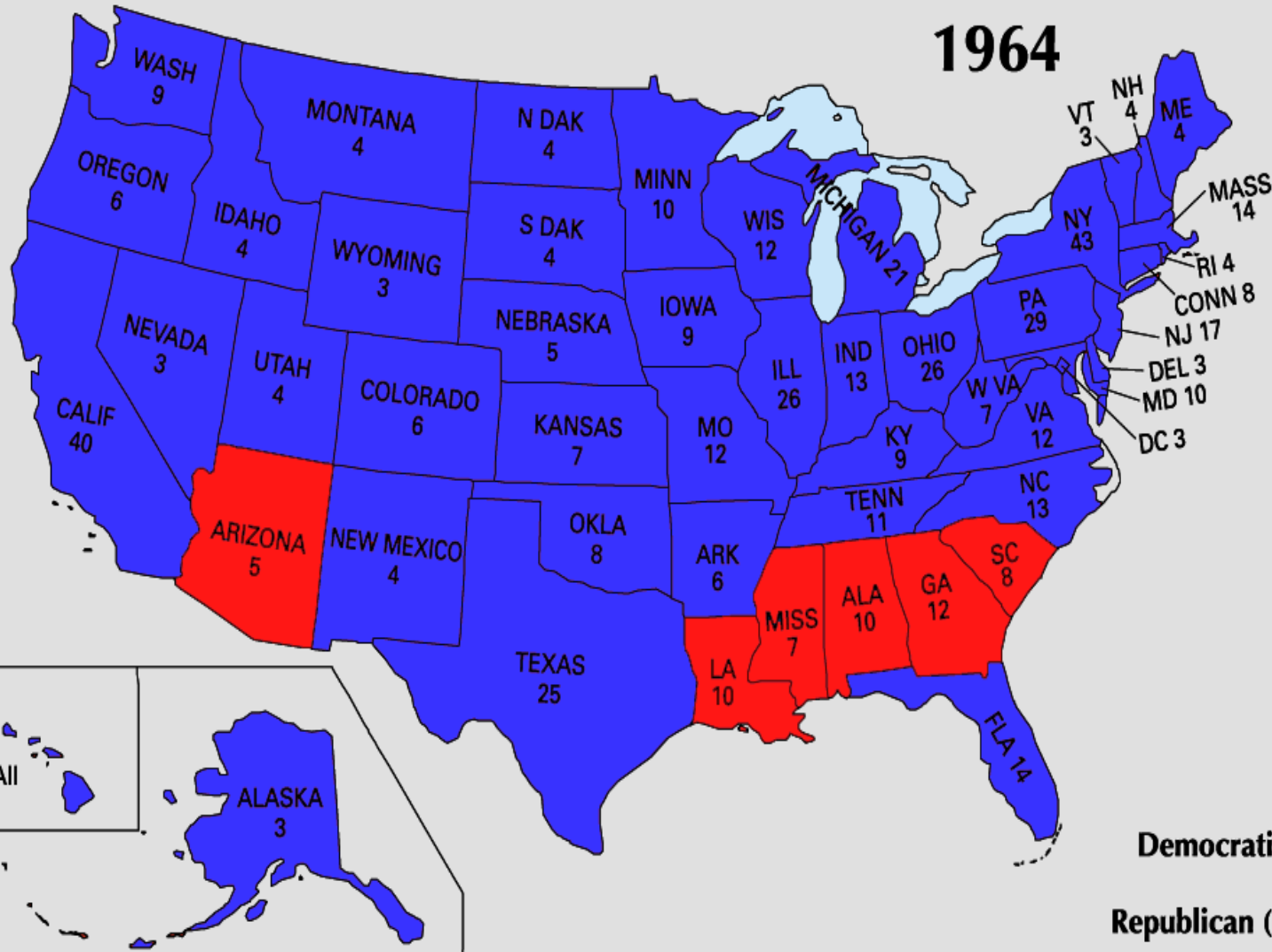
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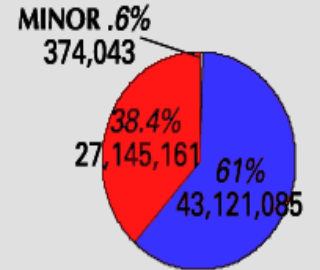
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THE WASHINGTON POST

“The Liberal Hour”

1964



ELECTORAL VOTE TOTAL: 538



POPULAR VOTE TOTAL: 70,640,289

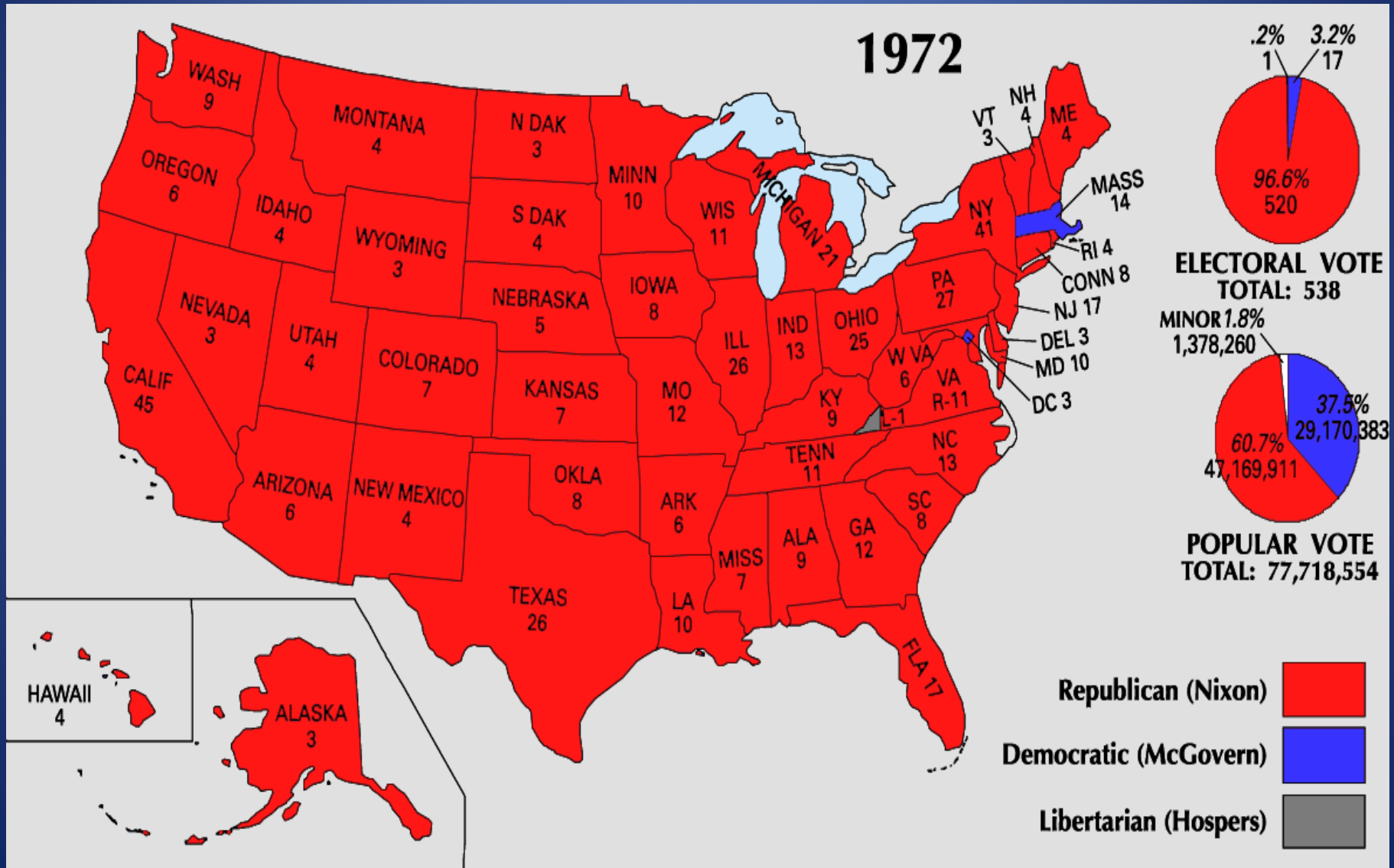
Democratic (Johnson)



Republican (Goldwater)



...And the FALL



What happened?

- Urban Unrest
- Vietnam

1965

“Guns AND Butter”

- Escalation in Vietnam
 - War on Poverty
 - Over-promising?

Watts









“Law and Order”

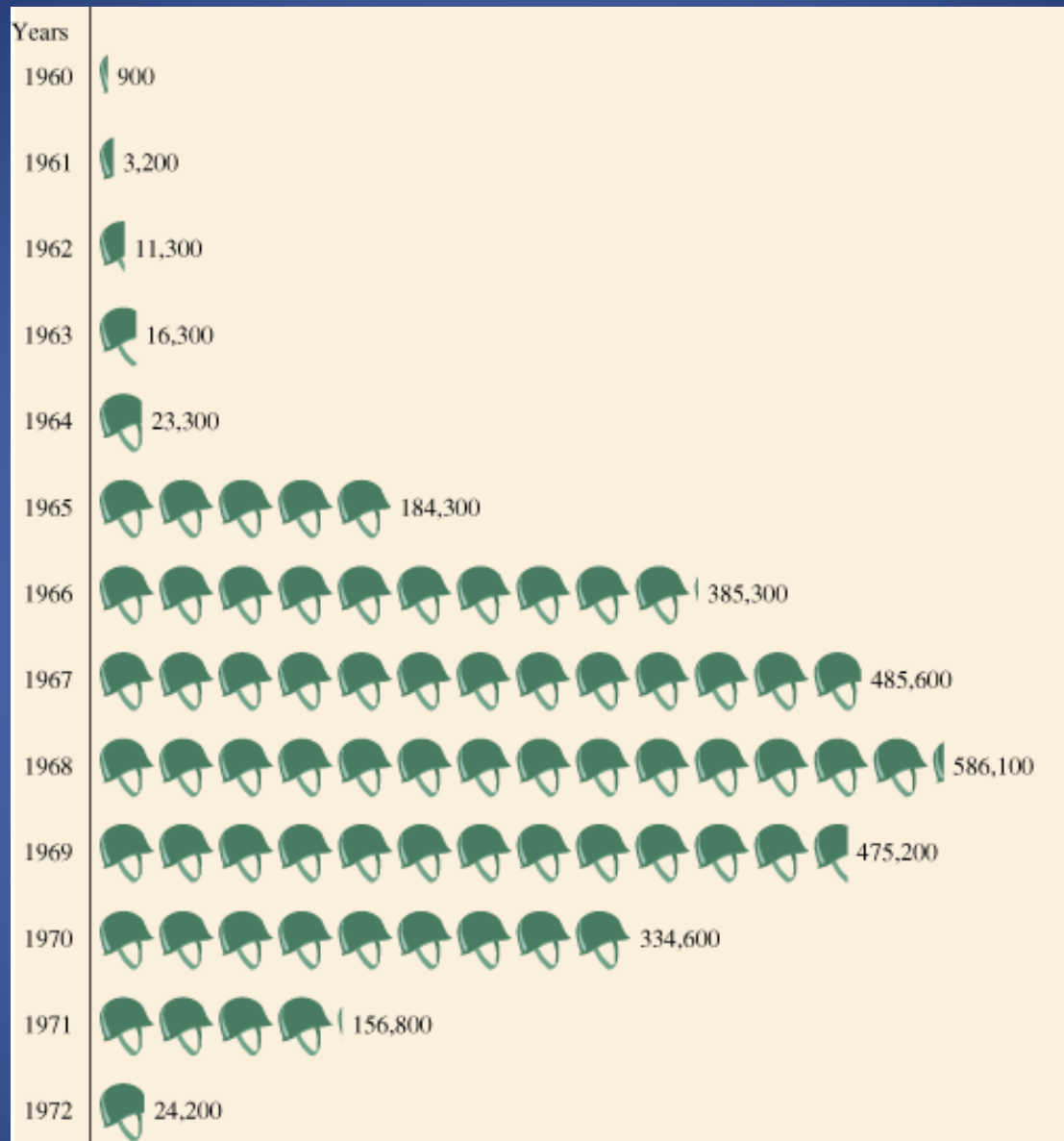
White Backlash Against
Liberalism

The Vietnam Quagmire

- disaster abroad
- dissent and backlash
at home

“The war is not going well...but pulling out is impossible.”





Source: U.S. Department of Defense

Figure 29.1 U.S. Troop Levels in Vietnam, 1960–1972

**“Everything’s Okay — They Never Reached
The Mimeograph Machine”**

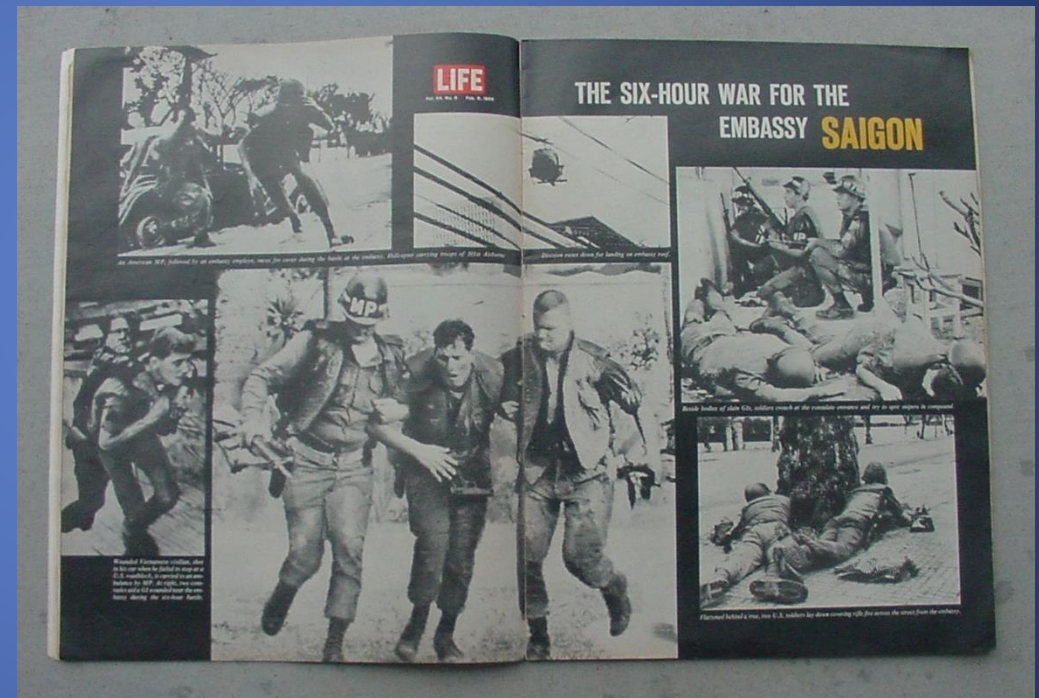
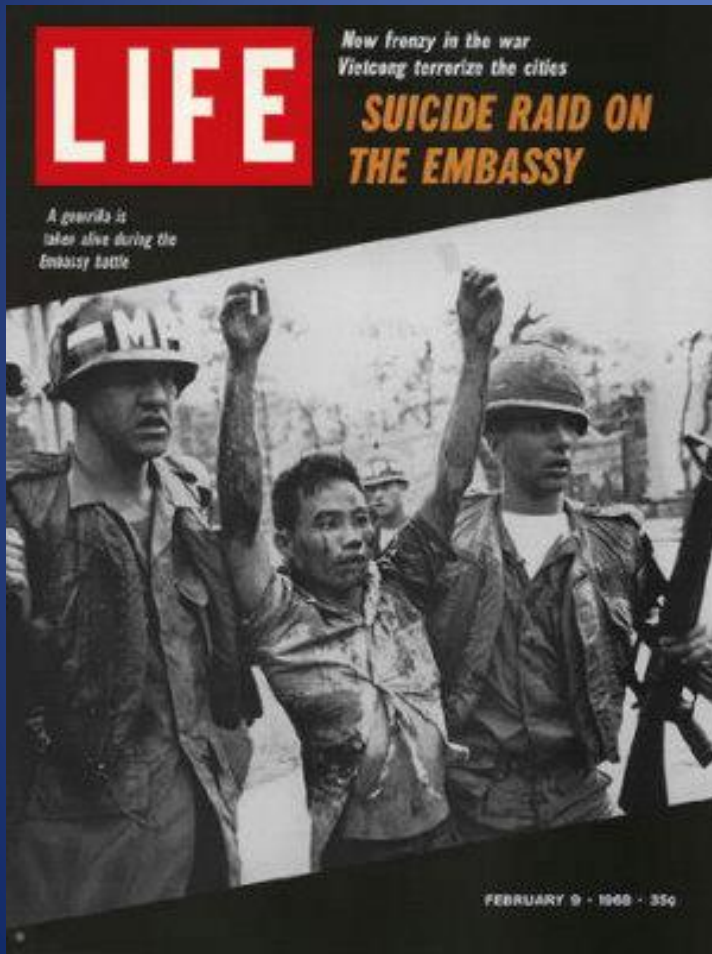






“What the hell is going on? I thought we were winning the War!”

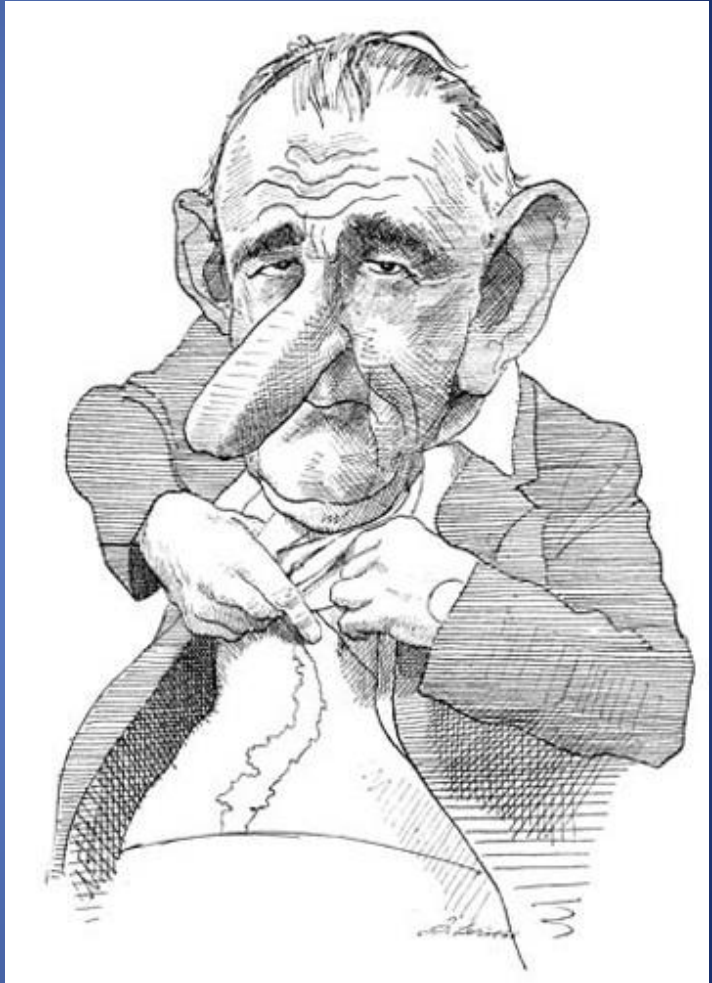
– Walter Cronkite, CBS News



“If I’ve lost Cronkite,
I’ve lost Middle America”
– Lyndon Johnson, 2/27/68

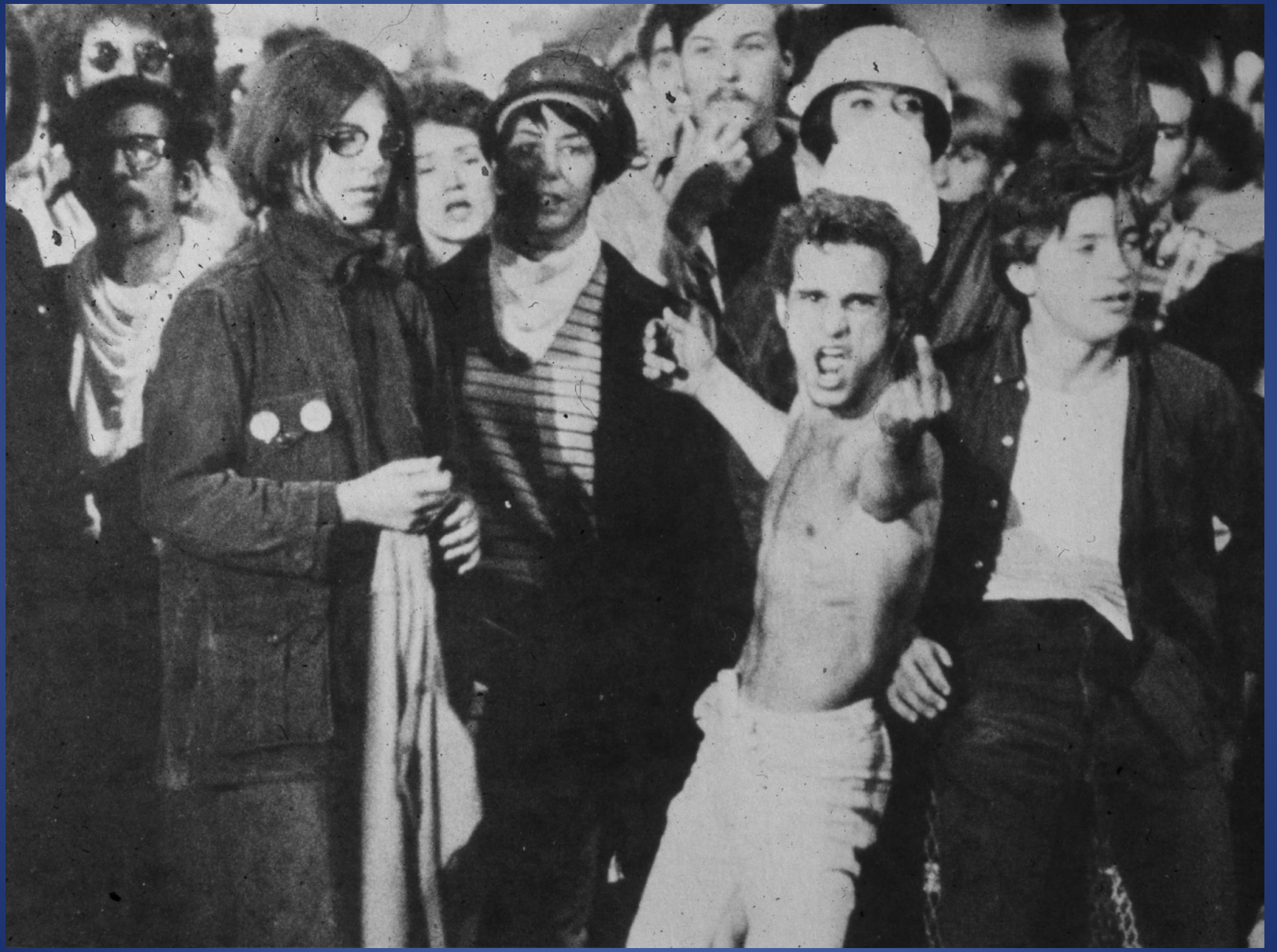






The Anti-War Minority & The Anti-Anti War Majority

- Cultural Clash
- Class Divisions

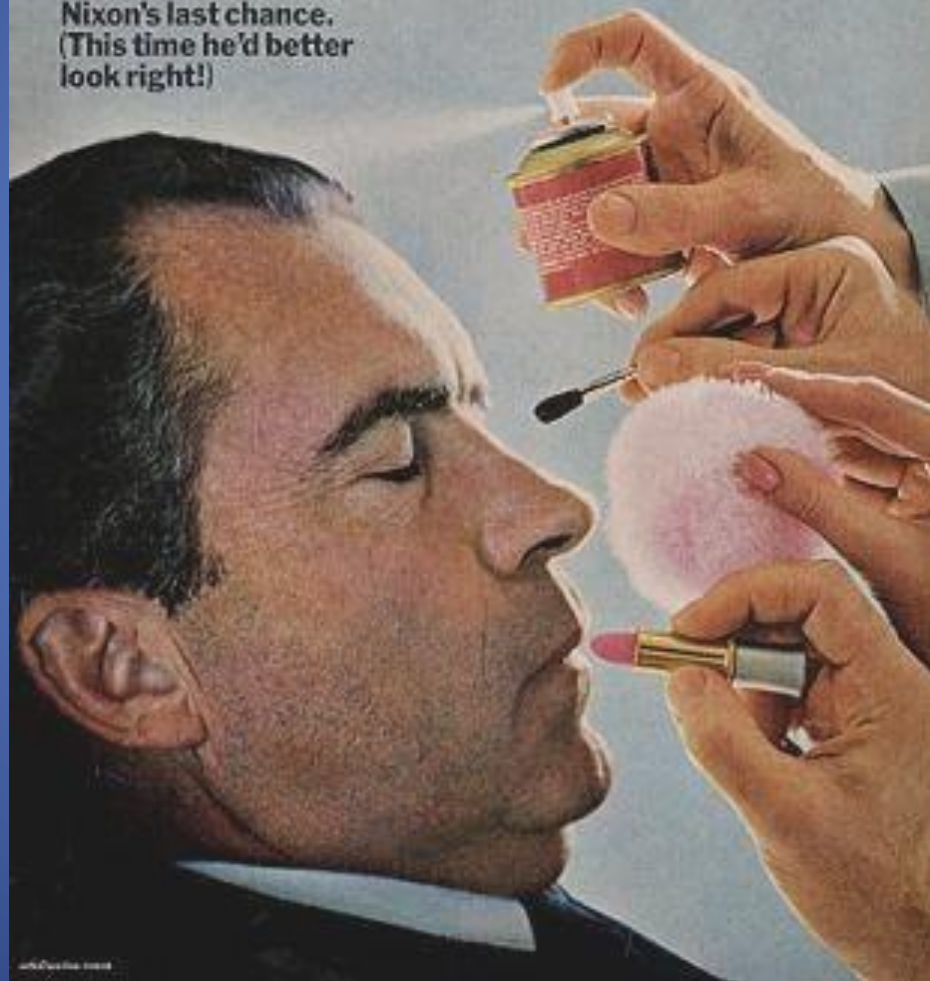




Esquire

MAY 1964
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THE MAGAZINE FOR MEN

Nixon's last chance.
(This time he'd better
look right!)

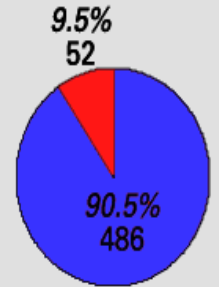
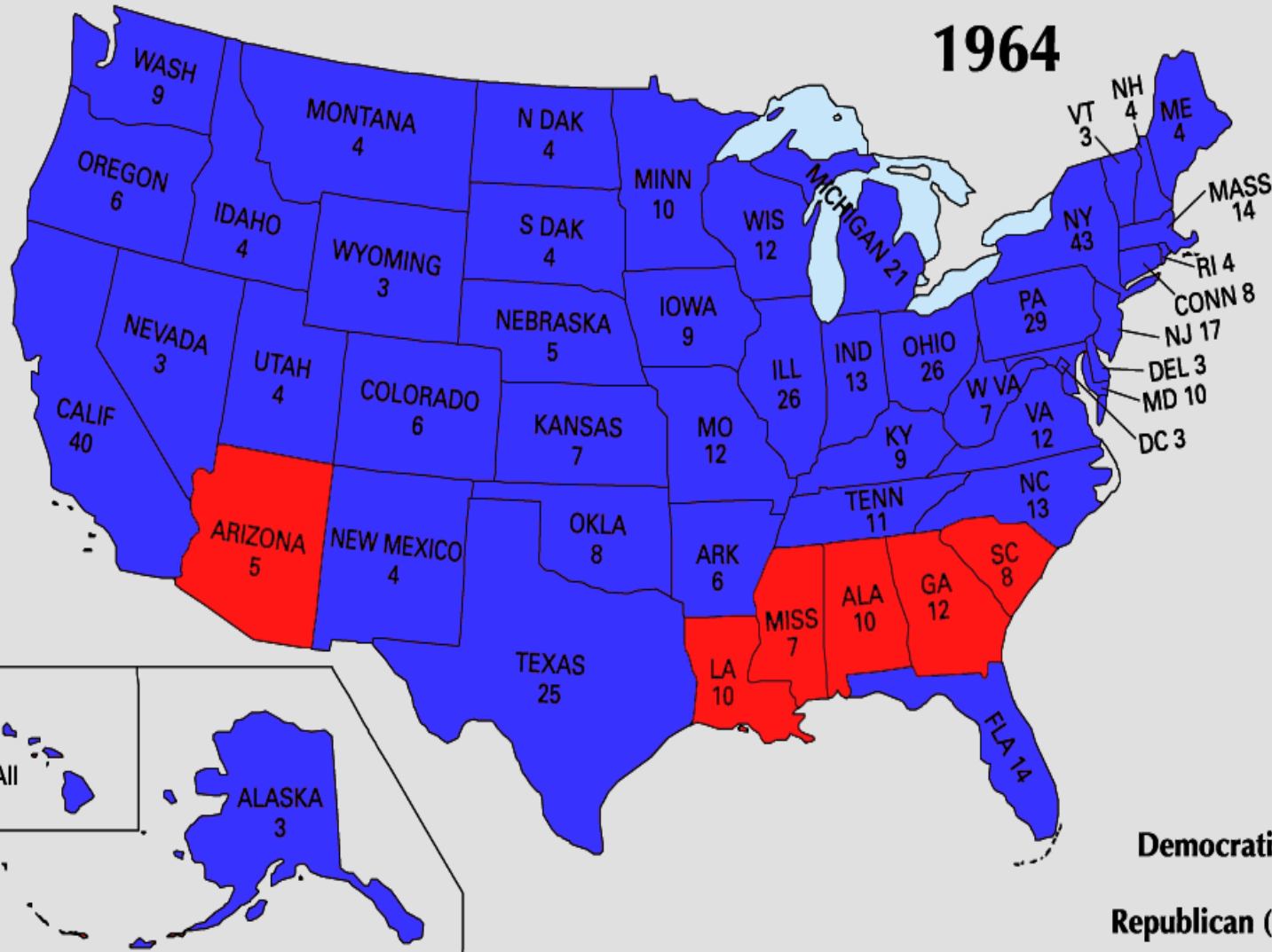


“Nixonland”

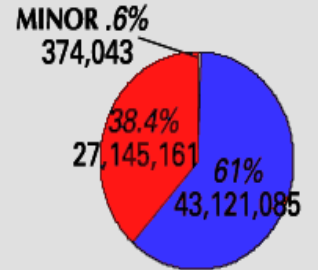


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