

Lyndon B. Johnson

“The Great Society”

1963-1969



Music
Artist: The Beatles
Song: Don't Let Me Down

“Let Us Continue..”

—LYNDON B. JOHNSON

***a Better
Deal
for You and
America...***



ELECT
Johnson AND Humphrey

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INTERNATIONAL LADIES GARNMENT WORKERS UNION 1964 CAMPAIGN COMMITTEE, 1710 BROADWAY, NEW YORK CITY

VOTE LIBERAL COLUMN “C”



LBJ as President

- Able to persuade members of Congress to support his programs

- Civil Rights reform

- Reduction of poverty

- Immigration reform

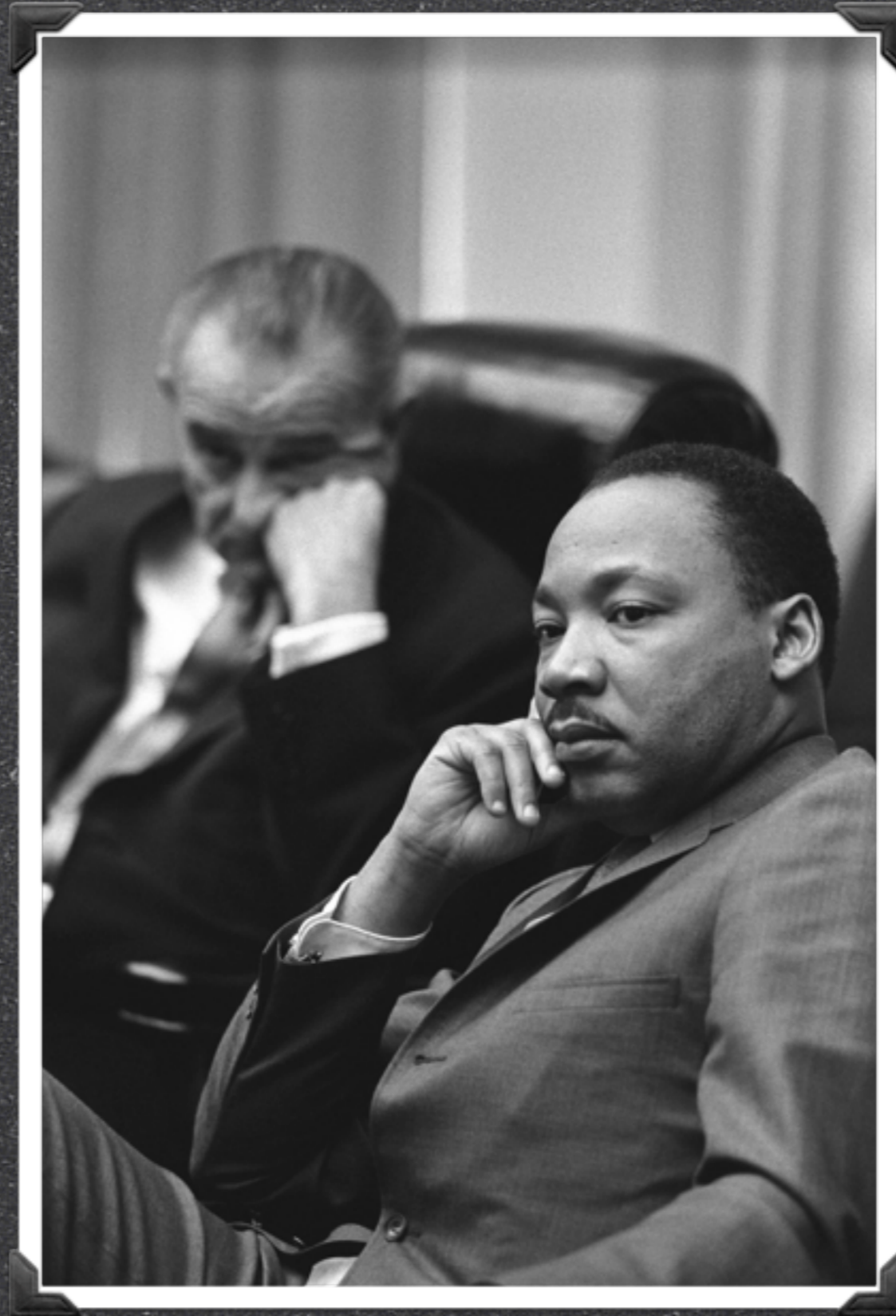
- Education reform

- Environmental reform

- Support for the elderly

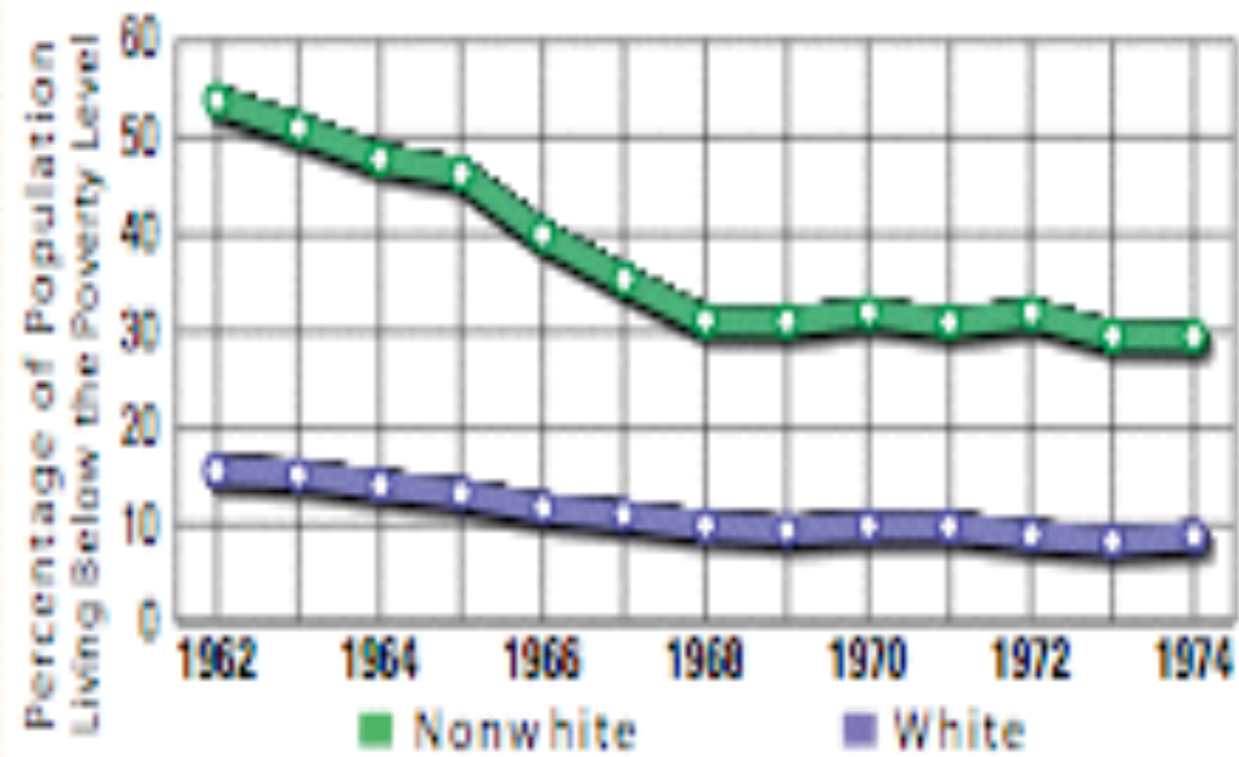


LBJ & MLK



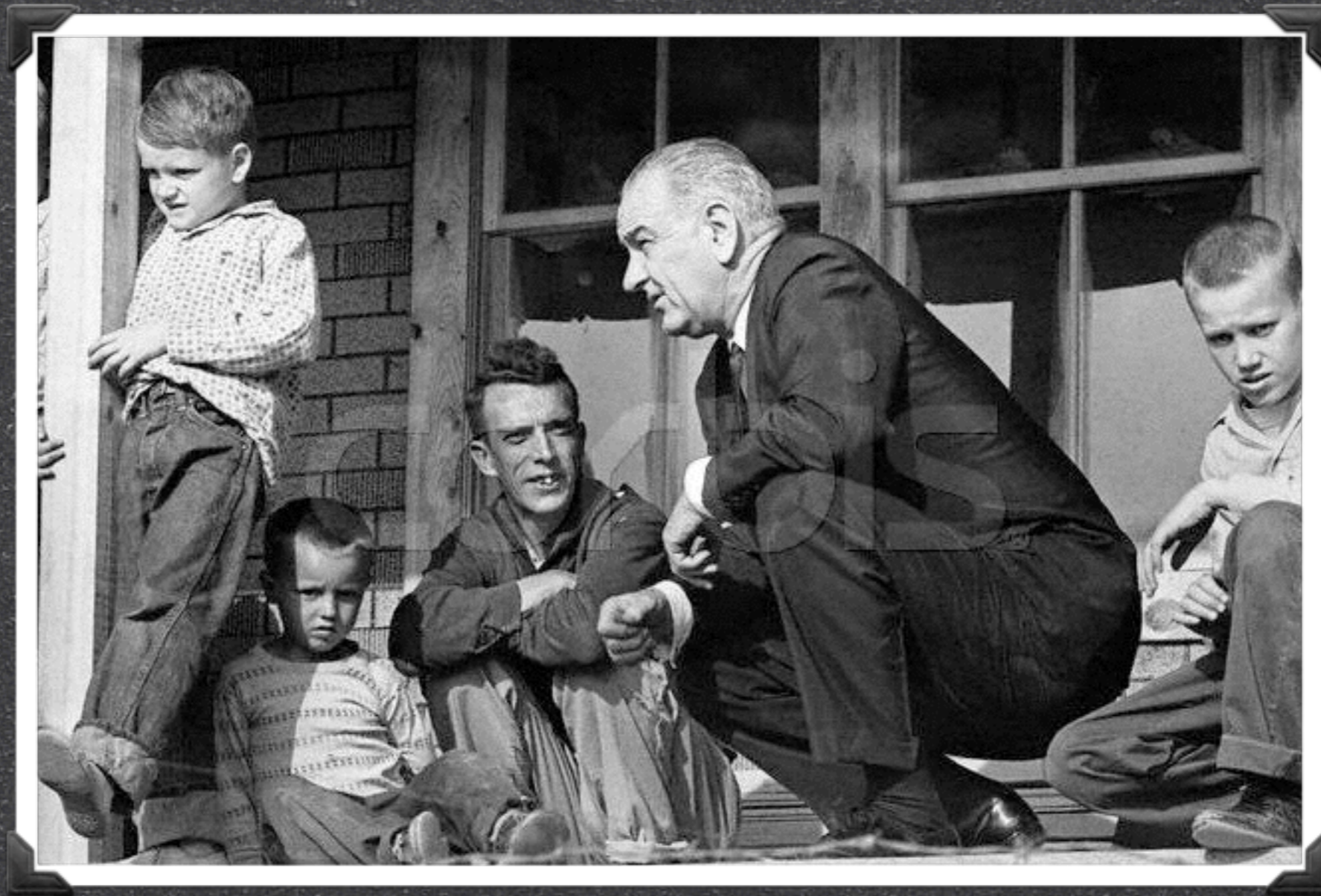
- LBJ able to pass his Great Society programs because of “Johnson Treatment” (personality & assertiveness)
- Dramatically impacts American society
- Draws criticisms from conservatives because of cost of programs
- Escalates U.S. involvement in Vietnam
- LBJ’s effectiveness limited by mounting protest to American involvement in Vietnam

Poverty in America, 1962-1974



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

LBJ's "Great Society"



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.

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.

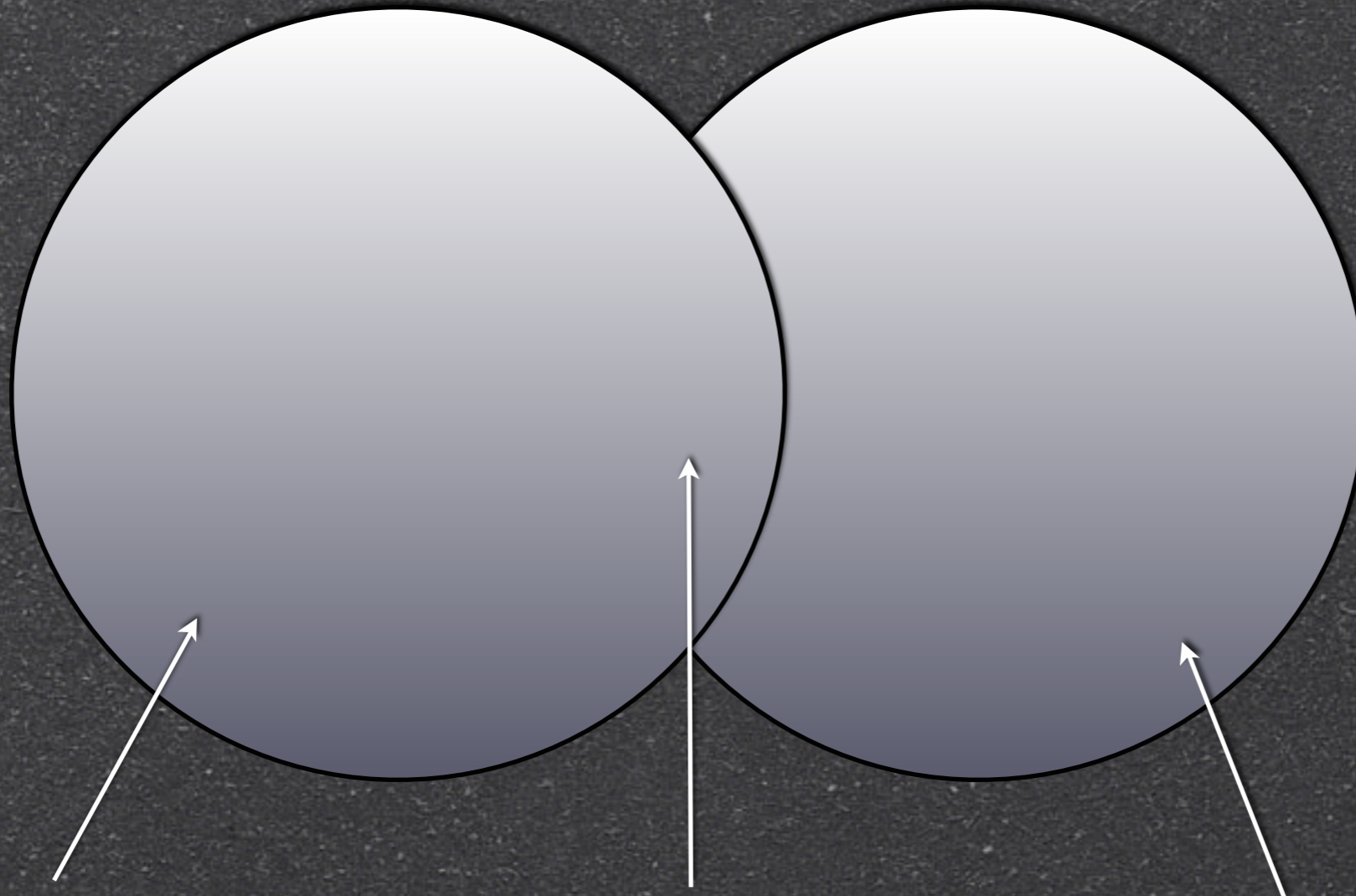
LBJ Escalates Troops in Vietnam



VENN Diagram (10 minutes)

JFK

LBJ



Differences

Similarities

Differences