



President Lyndon B. Johnson

The Great Society

LBJ and The Great Society

So, who was LBJ?

- Born in Johnson City, Texas.
- Teacher in Southern Texas
- Served in WWII
- Senate in 1948
- Senate minority & majority leader
- VP to President Kennedy



**KENNEDY
FOR PRESIDENT**



**JOHNSON
FOR VICE PRESIDENT**

LEADERSHIP FOR THE 60's



KENNEDY-JOHNSON



Lyndon Baines Johnson (LBJ) successfully ran as vice-president with John F. Kennedy in the 1960 election.

San Jose Mercury

More Than a Century of Service—1851-1960

KENNEDY WINS

Mehrkens Elected; Della Maggiore Leading

**Nixon Trailing
In California;
Prop. 1 Leads**

**It's Tight
Race In
2nd Dist.
Dyers Second
In 4th Dist.**

**Big State
Votes Go
To Demo
GOP Retains
In Congress**



**Both Allen,
Bradley
Are Ahead**

Five days after the Kennedy assassination

November 27th, 1963 – LBJ Speech to Joint Session of Congress

“... my fellow Americans: All I have, I would have given gladly not to be standing here today.

The greatest leader of our time has been struck down by the foulest deed of our time.

Today, [JFK] lives on... in the mind and memories of mankind... No words are strong enough to express our determination to continue the forward thrust of America that he began.

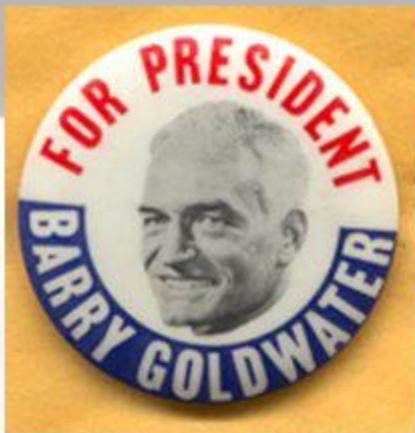
The dream of conquering the vastness of space... of partnership across the Atlantic and... Pacific... the dream of a Peace Corps... the dream of education for all of our children... jobs for all who seek them and... the dream of care for our elderly...

And above all, the dream of equal rights for all Americans, whatever their race or color--these and other American dreams have been vitalized by his drive and... dedication...

We will carry on the fight against poverty and misery, and disease and ignorance, in other lands and in our own...

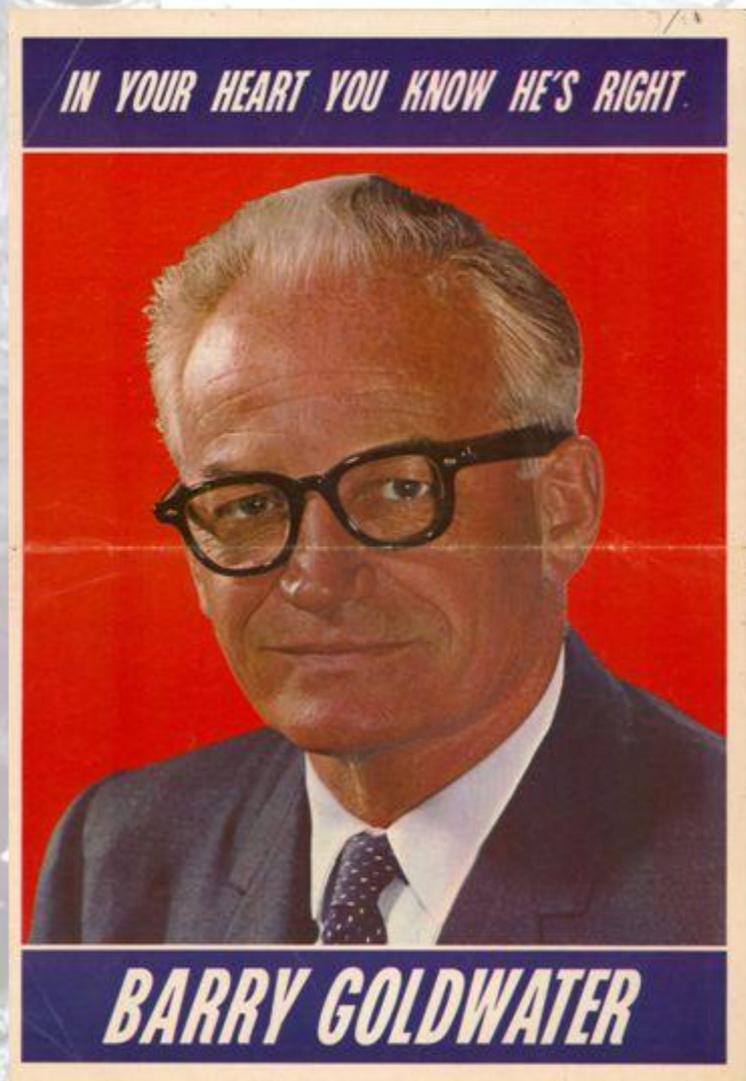
On 1.20.1961, [JFK] told his countrymen that our national work would not be finished ‘...perhaps in our lifetime on this planet. But,’ he said, ‘**let us begin.**’

Today... I would say to all my fellow Americans: **let us continue.**”



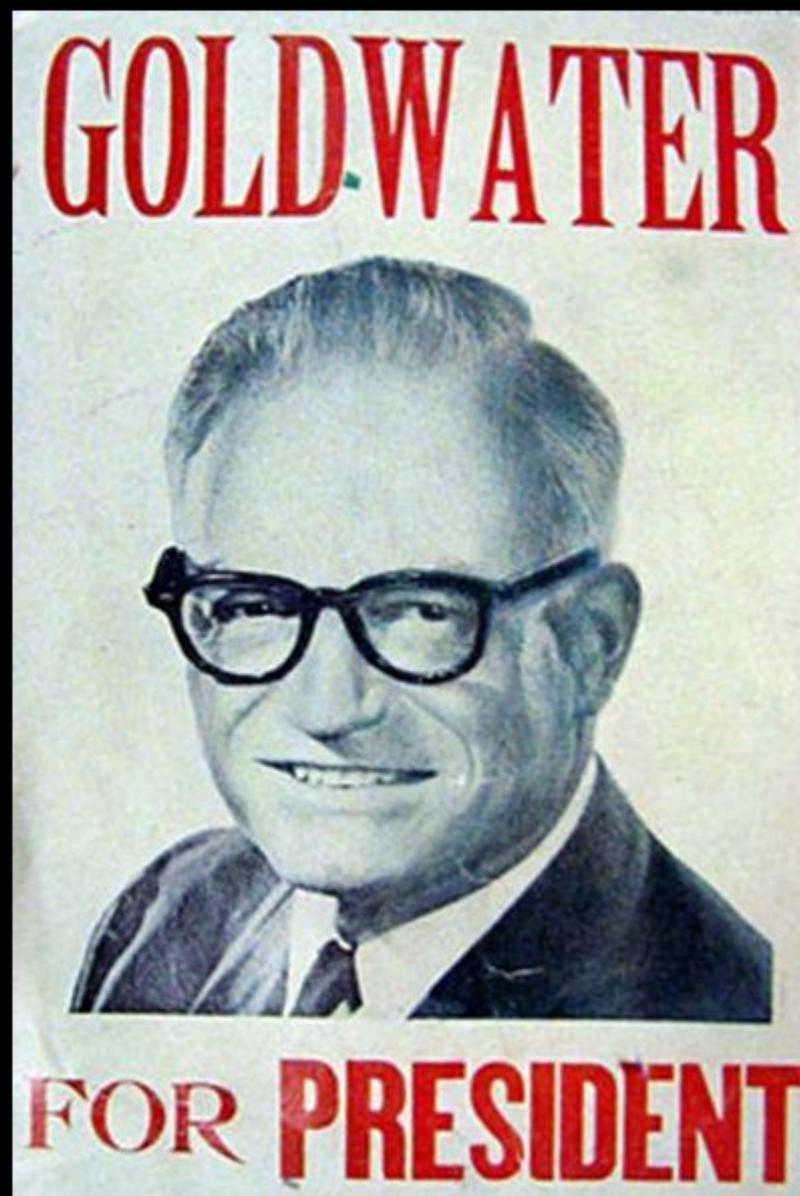
THE 1964 ELECTION

- In 1964, the Republicans nominated conservative senator Barry Goldwater of Arizona to oppose Democrat Lyndon Johnson
- Goldwater opposed LBJ's social legislation
- Goldwater alienated voters by suggesting the use of nuclear weapons in Cuba and North Vietnam



Election of 1964

- Republicans nominate Barry Goldwater of Arizona
- Barry Goldwater believed the federal government had no business trying to right social and economic wrongs such as poverty, discrimination, and lack of opportunity
- Most Americans sided with LBJ



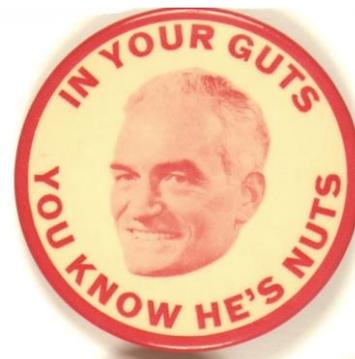


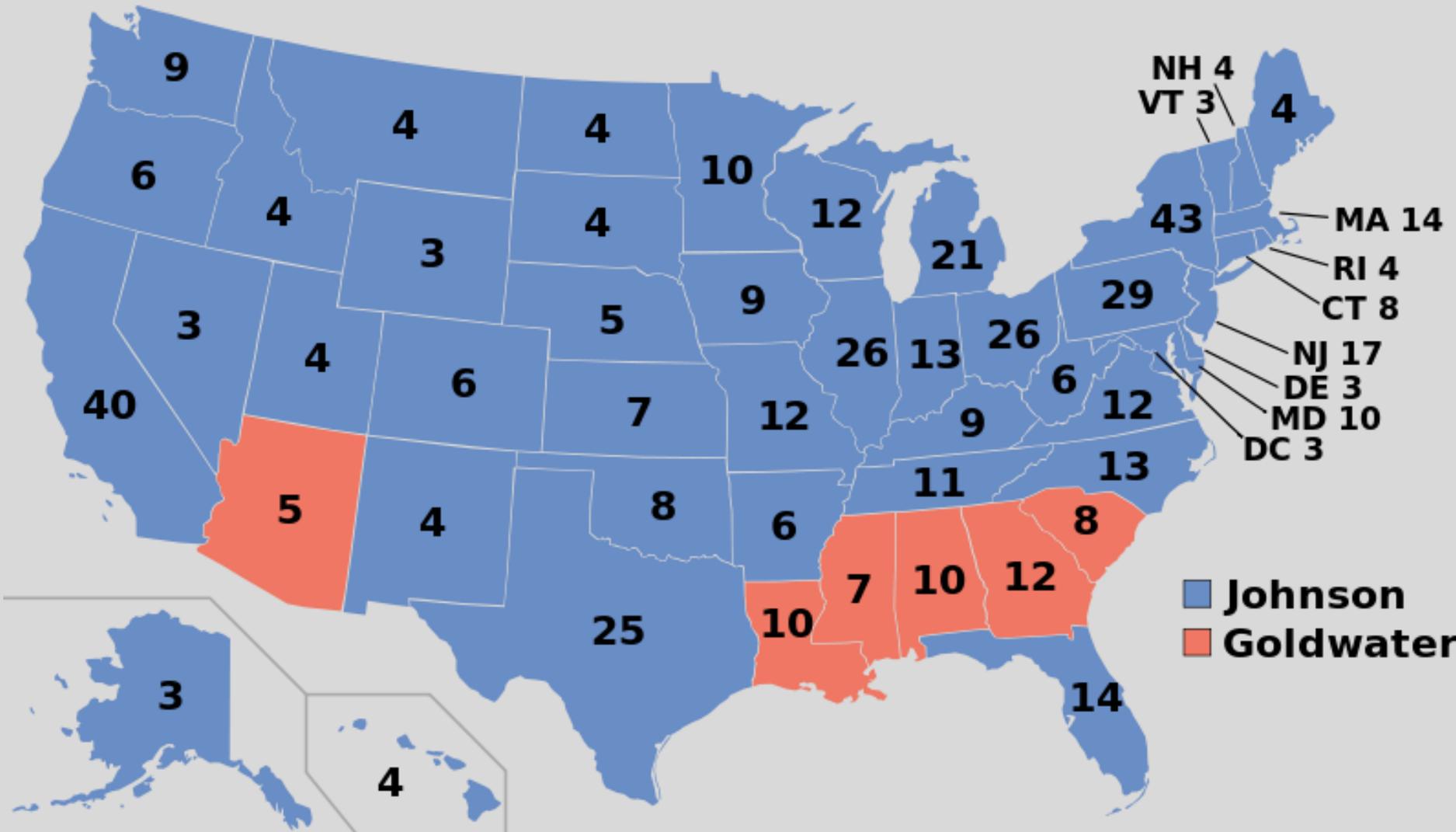
Goldwater's positions supporting nuclear war and fighting against desegregation caused many Americans to reject his candidacy for President.

As a result, many Americans voted against Goldwater rather than for LBJ.



VS.





Johnson Wins

Carried 61% of the Popular Vote (44 states + DC)
and 486/538 Electoral Votes

The Johnson Years

Three Main Events



Civil Rights Movement

Vietnam

The Great Society

FINAL **DAILY NEWS** 7¢
NEW YORK'S PICTURE NEWSPAPER

Vol. 46, No. 166 From 1909 When We Began To Sell For 10¢ New York, N.Y., 1967, Tuesday, January 3, 1968 WEATHER: Mostly sunny and mild.

LBJ'S BLUEPRINT

*Billions for Schools, Aged;
Medicare & War on Poverty*



The State of the Union. President Lyndon Johnson voices his hope for the future in his address to a joint session of Congress. Behind him are House Speaker John McCormack (left) and Sen. Carl Hayden, president pro tem of the Senate. The President, in annual messages, outlined plans for the Great Society. —Stay on page 3

Goals of the Great Society



“So I want to talk to you today about three places where we begin to build the Great Society: in our cities, in our countryside, and in our classrooms.”

President Johnson’s goals?

- 1. Reduce Poverty**
- 2. Improve the Environment**
- 3. Improve Education**

Waging a War on Poverty

Economic Opportunity Act of 1964

Umbrella for waging the war on poverty.

Tax Reduction Act

Reduce taxes to encourage spending and stimulate growth.

Medical Care Act

Created Medicare and Medicaid.

Medicare: Medical assistance to those 65+

Medicaid: Health insurance for those on welfare

Appalachian Regional Development Act

Targeted economically depressed areas to provide aid for living.

Cleaning the Environment



Clean Air Act Amendment

Established emission standards for vehicles.

Wilderness Preservation Act

Set aside over nine million acres for the preservation and growth of forest lands.

Improving Education



Elementary & Secondary Education Act

Sent federal money towards public schools to enhance libraries, special education, and more.

National Foundation on the Arts and the Humanities

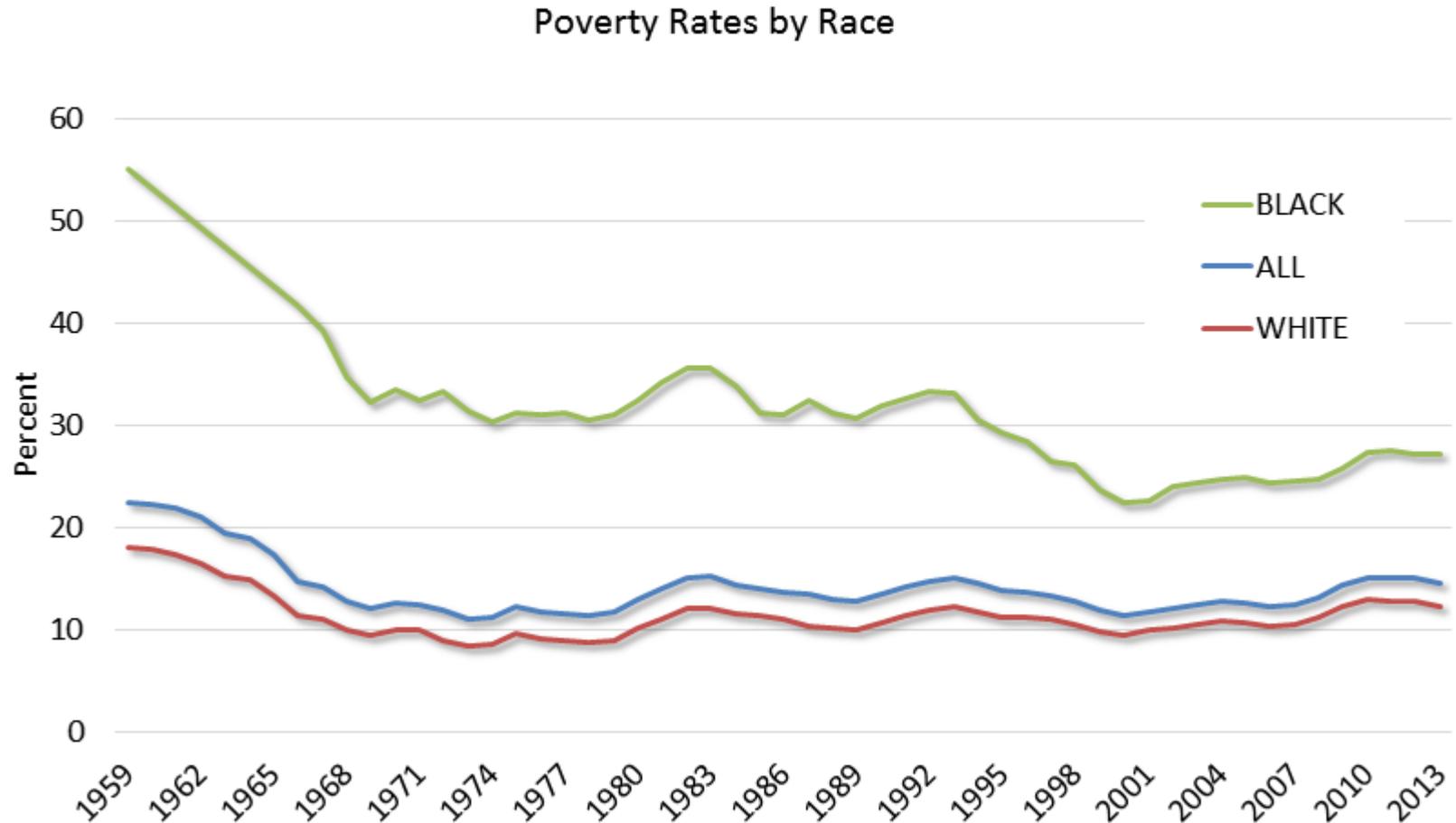
Formed to assist and financially support the arts.

Impact of the Great Society

Social and Economic Effects

- Post-WW II, LBJ extends federal power more than all other presidents
- Poverty drops from 21% of population in 1962 to 11% in 1973
- Massive tax cut spurs economy; Great Society contributes to deficit
- Debate over finances, effectiveness of programs, government role

Chart 2: Poverty rates for whites and blacks declined by approximately half in the 1960s



The Cost

The Price Tag on the War on Poverty

The War on Poverty has cost nearly \$16 trillion since 1965, more than twice the cost of all U.S. military wars combined.

Note: Figures are in constant 2008 dollars.

World War II:
\$4.1 trillion



All U.S. Wars:
\$6.4 trillion

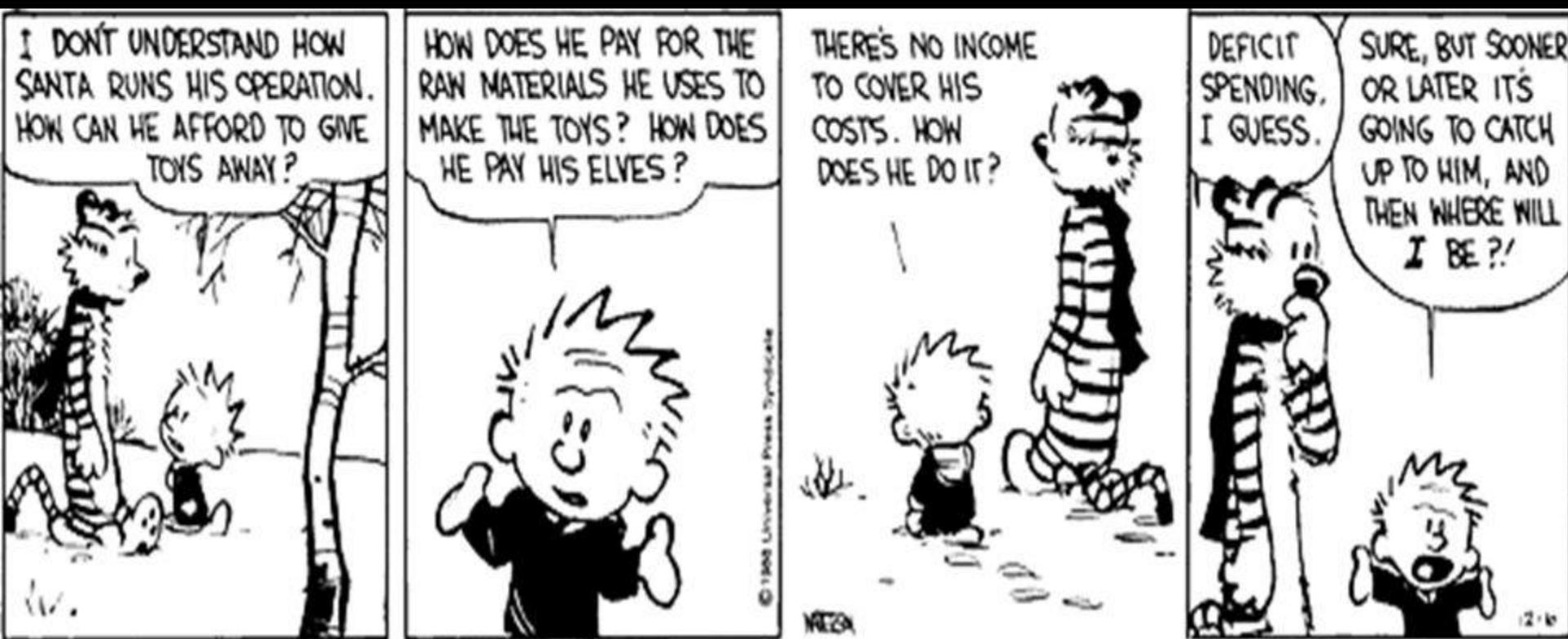


War on Poverty:
\$15.9 trillion



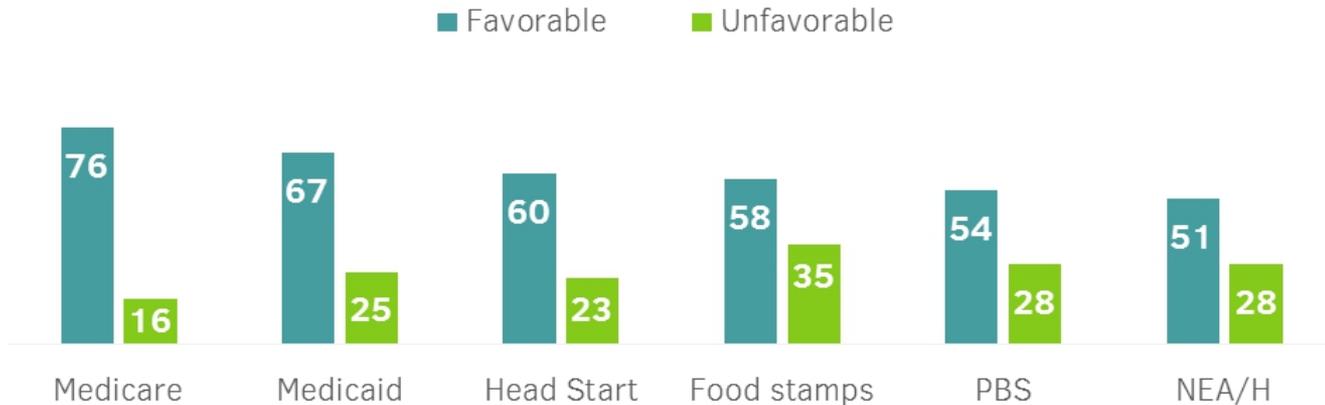
Source: Stephen Daggert, "Costs of Major U.S. Wars," Congressional Research Service Report to Congress, July 24, 2008, at <http://www.fas.org/sgp/crs/natsec/R527926.pdf> (August 27, 2009).

One of the causes of stagflation, high inflation, was due to Johnson's funding of Great Society programs and the Vietnam war through deficit spending.



Legacy of the Great Society

Do you have a favorable or unfavorable opinion of the following programs? %



YouGov | yougov.com

May 30-June 2, 2014

Using information and experience, do you believe that the Great Society was successful?

QUESTION.



So, why would the Great Society never happen?

QUESTION.



“I knew from the start that I was bound to be crucified either way I moved.

If I left the woman I really loved — the Great Society — in order to get involved in that bitch of a war on the other side of the world, then I would lose everything at home. All my programs...

But if I left that war and let the Communists take over South Vietnam, then I would be seen as a coward and my nation would be seen as an appeaser and we would both find it impossible to accomplish anything for anybody anywhere on the entire globe...

[Vietnam had driven away] my hopes to feed the hungry and shelter the homeless [and...] to provide education and medical care to the browns and the blacks and the lame and the poor.”