

Lesson #110 U.S. History Great Society “Butter or Bullets”

Lyndon B. Johnson (LBJ) and his Mastery of politics and Congress

As Democratic leader in the Senate he held a powerful position. To remove powerful individuals sometime “kick them up” to less meaningful positions (Vice President). LBJ was known to come right up on individuals and at times hug them until they agreed with him.

He became President with the death of JFK. During his time in the office he push through 226 major legislative acts and rules.

The Election of 1964 Johnson defeated Barry Goldwater with a political advertisement that run only once on T.V. – Daisey. It ran on Monday night to a targeted audience of individuals with children. The commercial portrayed Goldwater as a warmonger and LBJ as a peacemaker. LBJ won the election with a vast majority.



“We must either love each other, or must die”

The Butter:

Domestic policy of the Great Society was to tax cut and pass landmark legislation.

War on poverty was to establish economic opportunities with programs:

VISTA was set up a domestic peace corps,

Head Start for preschool education

Job Corp to help provide skills for work place

Upward Bound for aid to those headed for college

Economic Opportunity Act

Medical: Health insurance

Medicare

Medicaid

Civil Rights:

Civil Rights Act of 1964

Voting Rights Act of 1965

Civil Rights Act 1968

Environment:

Clean Air Act 1963

Wilderness Act 1964

Welfare:

Consumer Protection

Fair Housing Act 1968

Public Broadcasting Act 1967

Transportation legislation

Social Security increase

Appalachian redevelopment

Housing and Urban development

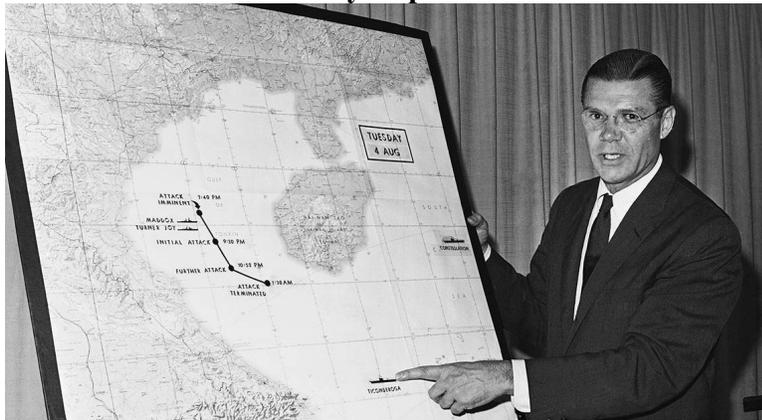
The Bullets:

The French left Vietnam in 1954 with the condition that there would be free elections in 1956. The Diem regime refused to hold the elections. Ho Chi Minh and the Viet Minh had defeated the French and now Ho Chi Minh formed the Viet Cong on the south to take control. In 1959 there were some 2,500 assassinations of local political leaders opposed to the Viet Cong. JFK sent advisors to aid the government under the CIA. The fear was that the Domino Theory was in play.

The Diem government was in a struggle with the Buddhist as the government began shutting down temples and schools and on June 11, 1963 Monk Duc burned himself alive in the middle of the street on Saigon in front of world cameras. Diem was assassinated in a coup that the CIA knew was plan and did nothing. The CIA then back Southern generals to take power. By 1964 there were 23,000 American troops in South Vietnam.

August 2, 1964 *The USS Maddox and Turner Joy* attack by North Viet Nam boats.

Then on August 4, 1964 a second attack reported and this was used by the administration to ask for a Gulf of Tonkin Resolution on August 7, 1964 which gave the President "...all necessary steps..."



Secretary of Defense Robert McNamara (a numbers guy) and LBJ increased the troops to Vietnam and by 1966 sent another 100,000 troops into the country. For Search and Destroy operations after the Strategic Hamlet campaign. There was no plan to win!

To determine the success of the war the "Body Count" was used and the formula changed. The Press and government told of the success in the war each night on the T.V. at dinner time. The numbers led to My Lai and responsibility only at lower ranks.

Then Tet happen the Viet Cong hits in every major cities. They were defeated but the U.S. press turned against the war. The North began sending more troops south to continue the fight. The Viet Cong was out as a military force. What was a military defeat turned out to be a political victory. The U.S. lost control of the country side and counterinsurgency programs in the end. The cost to the North was 45,000 individuals and less than 10,000 South and American troops.

Saigon



Battle of Hue



Battle of Khe Sanh



Khe Sanh Fire Base



Civil Rights Protest



Eugene "Bull" Connor

Carmichael & Black Power

War Protest grew out of Civil Right movement

