

**CHAPTER**  
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**GUIDED READING** *The Great Society*

**Section 3**

**A.** As you read, note what each program or law did or was intended to do.

Program or Law	Objectives or Results
1. Tax-cut bill of 1964	
2. Civil Rights Act of 1964	
3. Economic Opportunity Act of 1964	
4. Elementary and Secondary Education Act	
5. Medicare	
6. Medicaid	
7. Immigration Act of 1965	

**B.** Note how the Court ruled in each case or what the decision accomplished.

Court Cases	Results
1. <i>Brown v. Board of Education</i>	
2. <i>Baker v. Carr</i>	
3. <i>Mapp v. Ohio</i>	
4. <i>Gideon v. Wainright</i>	
5. <i>Escobedo v. Illinois</i>	
6. <i>Miranda v. Arizona</i>	

**CHAPTER**  
**20****Section 3****RETEACHING ACTIVITY** *The Great Society***Completion**

Choose the best answer for each item. Write the letter of your answer in the blank.

- \_\_\_\_\_ 1. President Kennedy asked Lyndon Johnson to be his running mate in 1960 in part to help him win key states in the
- West.
  - Midwest.
  - Northeast.
  - South.
- \_\_\_\_\_ 2. In the presidential election of 1964, Lyndon Johnson won a landslide victory over
- Barry Goldwater.
  - Richard Nixon.
  - Robert Weaver.
  - Earl Warren.
- \_\_\_\_\_ 3. The Supreme Court case ordering that all suspects must be read their rights before questioning was
- Escobedo v. Illinois.*
  - Miranda v. Arizona.*
  - Reynolds v. Sims.*
  - Brown v. Board of Education of Topeka.*
- \_\_\_\_\_ 4. The Great Society program that played a key role in the “war on poverty” was the
- Civil Rights Act.
  - Economic Opportunity Act.
  - Immigration Act of 1965.
  - Wilderness Preservation Act.
- \_\_\_\_\_ 5. Medicare provided greater health benefits for
- the poor.
  - children.
  - the elderly.
  - single mothers.
- \_\_\_\_\_ 6. *Unsafe at Any Speed* was a best-selling book that alleged a widespread neglect for safety in the
- automobile industry.
  - airline industry.
  - railroad industry.
  - meatpacking industry.

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**PRIMARY SOURCE** *from Unsafe at Any Speed*

*In 1964 the assistant secretary of labor hired lawyer and consumer advocate Ralph Nader as a consultant on automobile safety. Nader's government report, which was later published in book form, blasted the automobile industry. According to this excerpt from Nader's book, why did car manufacturers resist making safer vehicles?*

For over half a century the automobile has brought death, injury, and the most inestimable sorrow and deprivation to millions of people. With Medea-like intensity, this mass trauma began rising sharply four years ago, reflecting new and unexpected ravages by the motor vehicle. A 1959 Department of Commerce report projected that 51,000 persons would be killed by automobiles in 1975. That figure will probably be reached in 1965, a decade ahead of schedule.

A transportation specialist, Wilfred Owen, wrote in 1946, "There is little question that the public will not tolerate for long an annual traffic toll of 40,000 to 50,000 fatalities." Time has shown Owen to be wrong. Unlike aviation, marine, or rail transportation, the highway-transport system can inflict tremendous casualties and property damage without in the least affecting the visibility of the system. Plane crashes, for example, jeopardize the attraction of flying for potential passengers and therefore strike at the heart of the air-transport economy. They motivate preventative efforts. The situation is different on the roads.

Highway accidents were estimated to have cost this country, in 1964, \$8.3 billion in property damage, medical expenses, lost wages, and insurance overhead expenses. Add an equivalent sum to comprise roughly the indirect costs and the total amounts to over 2 percent of the gross national product. But these are not the kind of costs which fall on the builders of motor vehicles (excepting a few successful law suits for negligent construction of the vehicle) and thus do not pinch the proper foot. Instead, the costs fall to users of vehicles, who are in no position to dictate safer automobile designs.

In fact, the gigantic costs of the highway carnage in this country support a service industry. A vast array of services—medical, police, administrative, legal, insurance, automotive repair, and funeral—stand equipped to handle the direct and indirect consequences of accident-injuries. Traffic accidents create economic demands for these services running into billions of dollars. It is in the post-accident response that lawyers and physicians and other specialists

labor. This is where the remuneration lies and this is where the talent and energies go. Working in the area of prevention of these casualties earns few fees. Consequently our society has an intricate organization to handle direct and indirect aftermaths of collisions. But the true mark of a humane society must be what it does about *prevention* of accident injuries, not the cleaning up of them afterward.

Unfortunately, there is little in the dynamics of the automobile accident industry that works for its reduction. Doctors, lawyers, engineers, and other specialists have failed in their primary professional ethic; to dedicate themselves to the prevention of accident-injuries. The roots of the unsafe-vehicle problem are so entrenched that the situation can be improved only by the forging of new instruments of citizen action. When thirty practicing physicians picketed for safe auto design at the New York International Automobile Show on April 7, 1965, their unprecedented action was the measure of their desperation over the inaction of the men and institutions in government and industry who have failed to provide the public with the vehicle safety to which it is entitled. The picketing surgeons, orthopedists, pediatricians, and general practitioners marched in protest because the existing medical, legal, and engineering organizations have defaulted.

*from Ralph Nader, Unsafe at Any Speed: The Designed-In Dangers of the American Automobile (New York: Grossman, 1965).*

## Research Options

1. Use a resource such as *The World Almanac and Book of Facts* or *Statistical Abstract of the United States* to gather recent statistics on highway fatalities. Find out whether the situation that Nader described in this excerpt has improved.
2. Research the immediate impact of Nader's report on the automobile industry as well as the long-term results. Are cars safer today? If so, why? Discuss your findings with your classmates.

CHAPTER  
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## AMERICAN LIVES

# Rachel Carson

## *Pioneering Writer of Science*

## Section 3

*"[W]e should no longer accept the counsel of those who tell us we must fill our world with poisonous chemicals. We should look about and see what other course is open to us."—Rachel Carson, *Silent Spring* (1962)*

Rachel Carson (1907–1964) was a talented writer who cared deeply for nature. Fearing for the safety of the natural world, she wrote a book that helped launch the environmental movement.

Carson always wanted to be a writer. In college, though, she took a biology course that fascinated her, and she switched her major from English. After additional study, Carson taught science. Faced with the need to support her mother and two orphaned nieces, she took a job with the Bureau of Fisheries in 1936. At the urging of others, she submitted to a magazine an article she had written for the bureau, and it was accepted. A publisher then asked Carson to expand the piece into a book. The result, *Under the Sea-Wind* (1941), “a naturalist’s picture of ocean life,” was praised but did not sell well to a public suddenly worried about world war.

It was ten years before Carson could publish her second book, *The Sea Around Us*. Praised for its science and poetic exploration of the oceans’ mysteries, the book was a bestseller. More important, the book’s financial success—and a fellowship she was awarded—allowed Carson to resign her job and write full time. In 1955 she published her third book, *The Edge of the Sea*, a study of Atlantic Coast seashores.

Soon Carson undertook another project—one that would have profound effect on American attitudes. A friend of Carson had a bird sanctuary on her property. Following state law, it had been sprayed with DDT, a pesticide. Her friend noticed that birds were dying in large numbers. She asked Carson to help put a stop to the use of DDT. In her old government job, Carson had read disturbing reports about DDT. With this new evidence of its dangers, she resolved to write about it.

DDT had been discovered by a Swiss chemist in 1939. It was an excellent killer of insects. During World War II, DDT use prevented disease among soldiers and refugees. After the war, DDT helped save millions of lives by killing mosquitoes that carry malaria. However, DDT had problems, too. It

could not be washed off food, and it could build up to dangerous levels in animals’ and humans’ bodies over time. Also, insects were acquiring resistance to DDT. That meant that larger doses would be needed to kill them. Those larger doses were more dangerous to animals and humans. Still, most people of the day knew only of DDT’s successes. It seemed like a miracle chemical.

For years, Carson read scientific reports about DDT and worked on a fourth book. She found that DDT sprayed on a Michigan college campus to destroy bugs had also killed all the local robins. She learned that DDT was responsible for the declining numbers of many bird species—including the national bird, the bald eagle. Finally, in 1962, she published the now-classic *Silent Spring*.

Carson’s book was subjected to a storm of criticism from chemical companies. She was called “hysterical,” and her book, they said, should be ignored. The public, though, was disturbed by Carson’s claims—which she had backed with research. President Kennedy called for a special commission to investigate. It agreed that DDT was dangerous, and by 1969, the government was phasing out most uses of the pesticide.

Carson’s book had even more wide-ranging consequences. She demonstrated that people were affected by whatever affected nature. Americans’ thinking changed as a result, and many people were drawn into environmental work. Carson died from cancer less than two years after *Silent Spring* was published, but she lived long enough to know she had made the desired impact.

### Questions

1. How did public attitudes to DDT make it difficult for Carson to convince people of its dangers?
2. What did Carson mean when she titled her book *Silent Spring*?
3. Why did chemical companies attack Carson for *Silent Spring*?