Chapter 29
A Golden Age of Western Capitalism, 1945–1973

People
Robert Schuman: the French Foreign Minister who was the driving force in forming the ECSC and the EEC.
Rachel Carson: an American scientist and environmentalist who wrote *Silent Spring* which attacked the use of DDT.
Jean-Paul Sartre: a philosopher who wrote that “existence precedes essence” and “man is nothing but that which he makes of himself.”
Albert Camus: argued that life may be absurd but a person is free and responsible to make choices.
Elvis Presley: the first international rock idol; brought the music of southern American Blacks to a global public.
Bob Dylan: folk singer-songwriter of protest songs for the younger generation in the 1960s.
Simone de Beauvoir: wrote that the concept of womanhood was a social construction that limited women as housewives and mothers.
Betty Friedan: the 1960s most influential feminist, who wrote *The Feminine Mystique* about women’s search for fulfillment.
Henry Morgentaler: the Canadian doctor who opened abortion clinics; challenged existing law.

Terms
welfare state: a system of social services in which financial assistance is provided by the state to its citizens.
EEC: the European Economic Community; customs union of West Germany, BeNeLux, France, and Italy for trade and economic growth.
Green Revolution: rapid agricultural productivity increase, applying plant genetics to agriculture.
existentialism: a philosophy emphasizing the uniqueness and isolation of each individual, stressing freedom of choice and responsibility.
generation gap/warfare/revolt: adolescence was prolonged by higher education, and a new youth culture sprang up in conflict with traditional music, dress, and politics.
the “British invasion”: predominance British music groups, including the Beatles, during the growth of rock and roll in the early 1960s.
counter-culture: members were often called “hippies”; they rejected consumer society, Western religion, etc.
Trotskyism: called for a worldwide communist revolution as priority; a variation of Marxism.
Maoism: emphasized the revolutionary role of peasants and the human will; not deterministic.
1. • Development of global economy was fostered and protectionism was prevented (Marshall Plan, IMF).
• State intervention was increased and a mixed economy was created (State-owned industries).
• There was a commitment to full employment and a guarantee of a minimum standard of living (health care, pension).

2. • creation of ECSC to coordinate production of coal and steel in 1951.
• customs union created called the EEC, under Treaty of Rome, 1957.
• European Community created in 1967 and then all internal tariffs ended.
• Great Britain joins EC in 1973, as well as Ireland and Denmark.

3. • Policies became less racially motivated.
• The US invited Mexicans to fill agriculture jobs.
• Quotas based on national origin were replaced with quotas for each of two hemispheres.
• Point system introduced with nine criteria, with special emphasis on education.

4. • Large numbers of people migrated from southern to northern Europe.
• Many non-Europeans immigrated to Europe, along old empire lines. Some countries only accepted them as temporary residents.
• Most migrants were men moving to cities.

5. • Air pollution particularly due to vehicle emissions.
• Toxic waste dumped in conventional landfills.
• Water pollution as landfill sites began contaminating water sources.

6. • 95.5 % of US households owned a TV by end of 1960s.
• 69 % of British homes had a refrigerator by 1971.
• The average wage in France doubled during the 1960s.
• Food and clothing required only 1/3 of family income.
• The number of families able to take travel vacations doubled 1958–1973.
• Car ownership: 9.5 million in West Germany by 1962, 70 % of French population owned one by 1975.
• Post-secondary enrollment was up by 400%.
7.  
- Youth market emerged with considerable purchasing power.  
- Music was the greatest marker of youth culture.  
- Denim jeans and long hair became the international youth uniform.  
- Individual self-fulfillment was sought with sex and drugs.  
- Sexual revolution occurred with invention of birth control pill.

8.  
- Students participated in mass demonstrations and riots, and occupied universities, most notably in Paris.  
- Student and worker movements established norms and power structure, leading to a national general strike.  
- Activists took part in “sit-ins” to protest the Vietnam War.  
- A by-product was the emergence of leftist terrorists.

9.  
- Consciousness-raising  
- Made women’s issues a part of mainstream political agenda  
- Led to the legalizing of abortion.

10.  
- OPEC decided to use petroleum as a political weapon.  
- Announced an immediate 70 percent increase in oil price.  
- Reduced supply to countries supporting Israel by 5 percent monthly.  
- This led to economic stagnation in the West.