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# **Sisterhood is (Again) Powerful:**

**The Women's Movement of the 1960s and 70s**

# A Tumultuous Era

1960: Greensboro NC sit-in

1963: M. Evers; March on Washington;  
JFK assassinated

1964: Vietnam War ramped up

1965: 1<sup>st</sup> draft card burning

1968: MLK, RFK assassinated

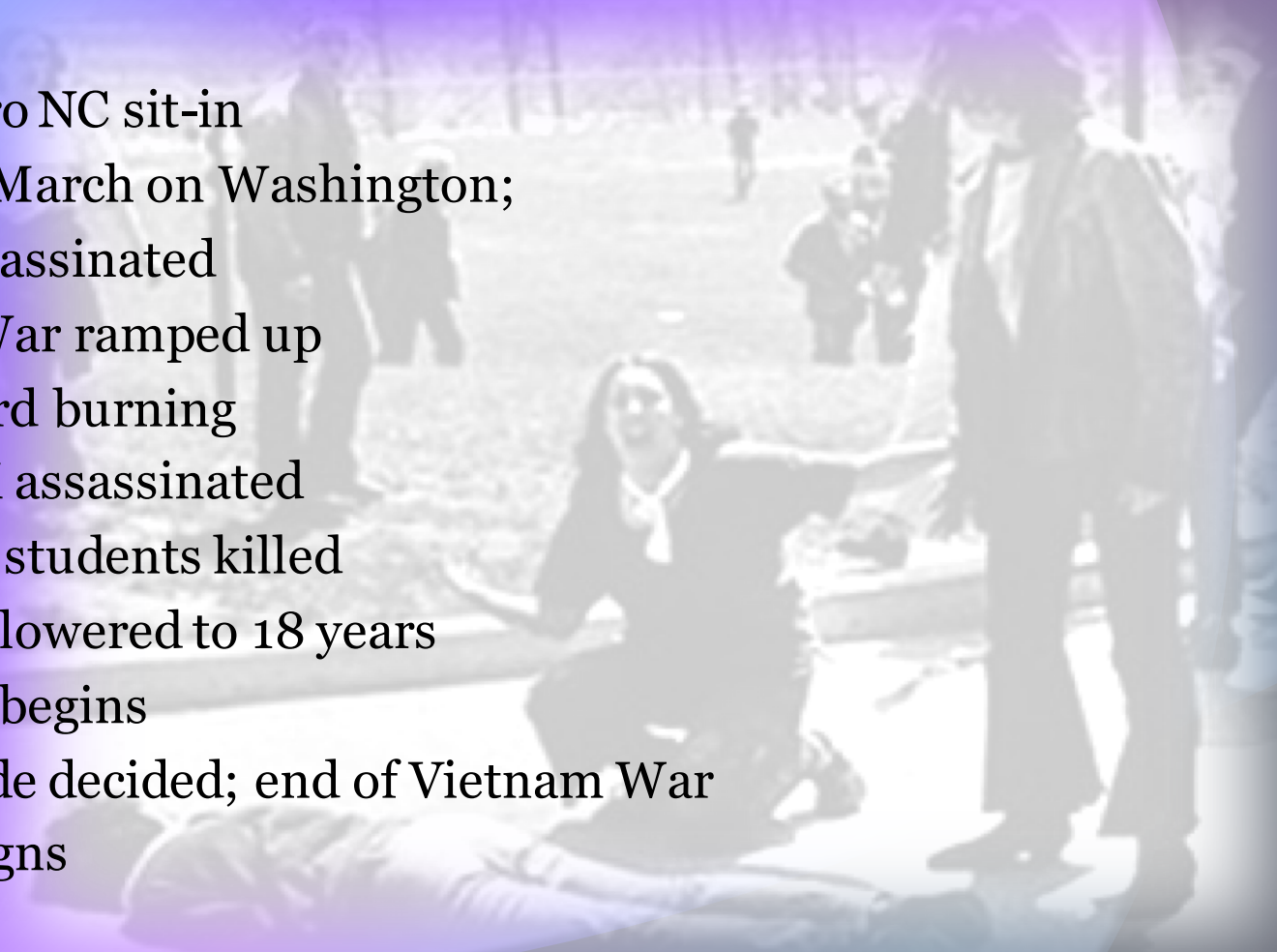
1970: Kent State students killed

1971: Voting age lowered to 18 years

1972: Watergate begins

1973: Roe v. Wade decided; end of Vietnam War

1974: Nixon resigns

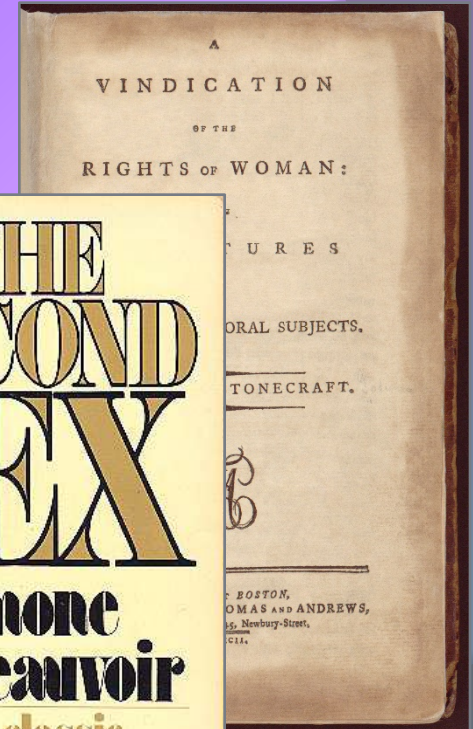
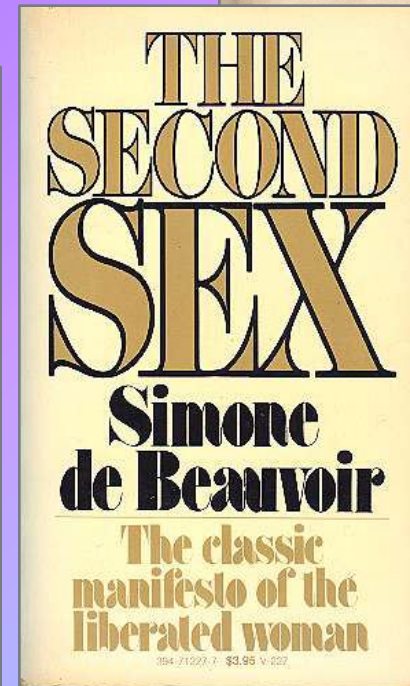
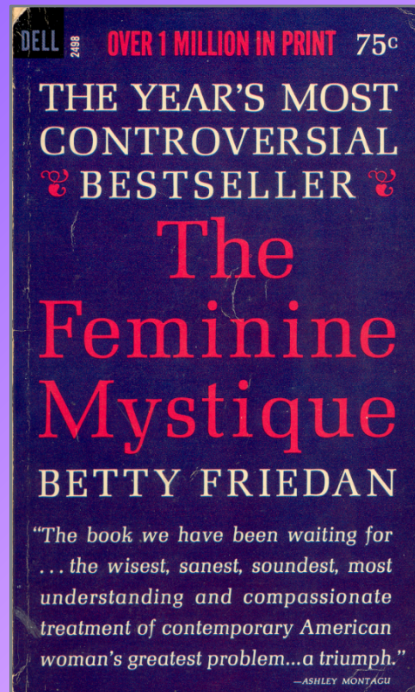


# Significance

- Far-reaching goals included public AND private equality.
- Women (and men) are made, not born.
- Impact on nearly all aspects of American life.
- Inspiration for later movements.

# Commonalities

- Inspiration from popular texts
- Rapidly changing eras
- Critical mass of women
- Mothers-daughters split



# Post-1920 Letdown

- Post-WW I retreat into personal life
- League of Women Voters/  
Woman's Party persist
- New Deal successes
- Union gains



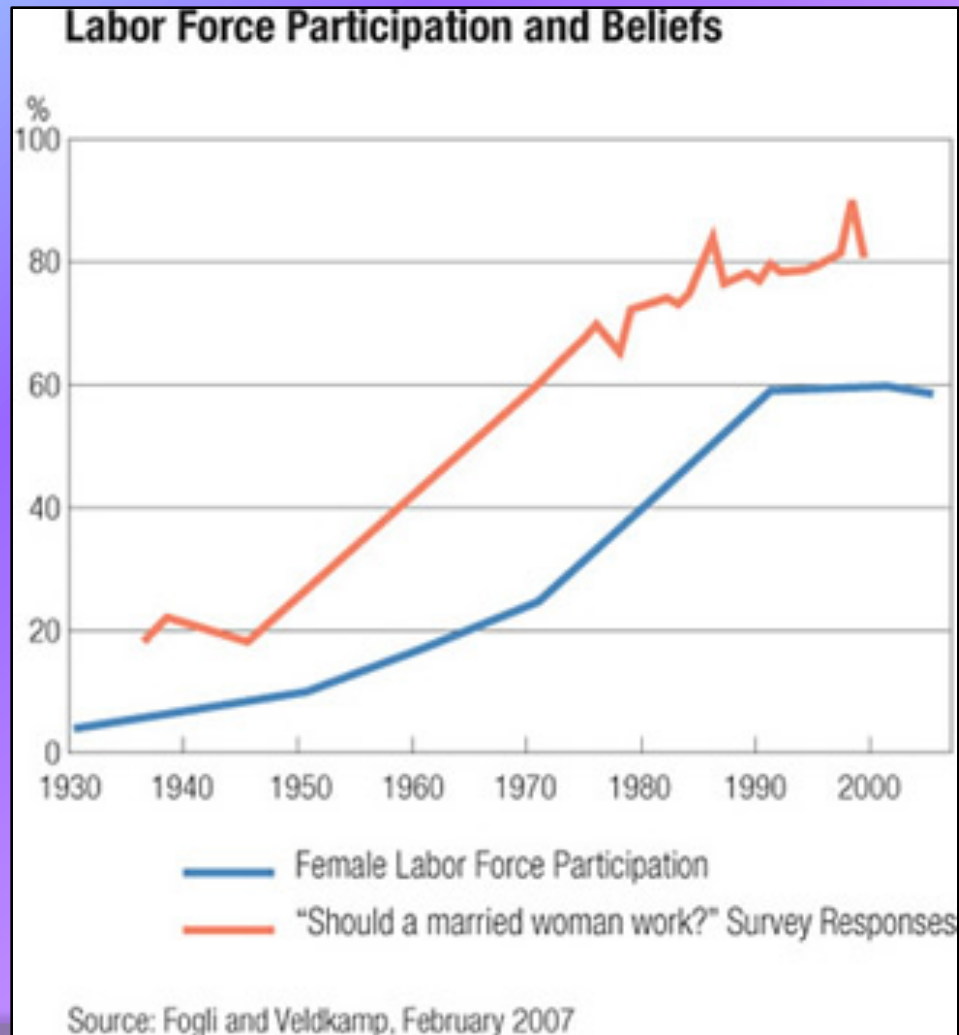
Eleanor Roosevelt & Mary McLeod Bethune

# 1950s Upsurge

- Post WW II women workers
- Higher education
- Civil rights actions
- JFK Status Commission



# 1950s Upsurge



# 1961 Commission



1963 Commission report signing

“This was where we began to discover all of this horrible sexism in the law.”

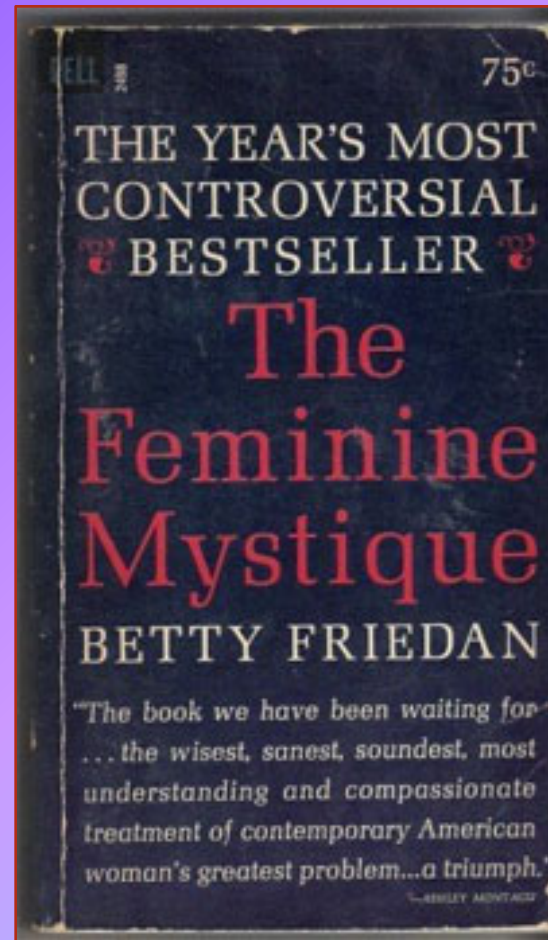
Pauli Murray



# “Problem with No Name”



Betty Friedan, c. 1963



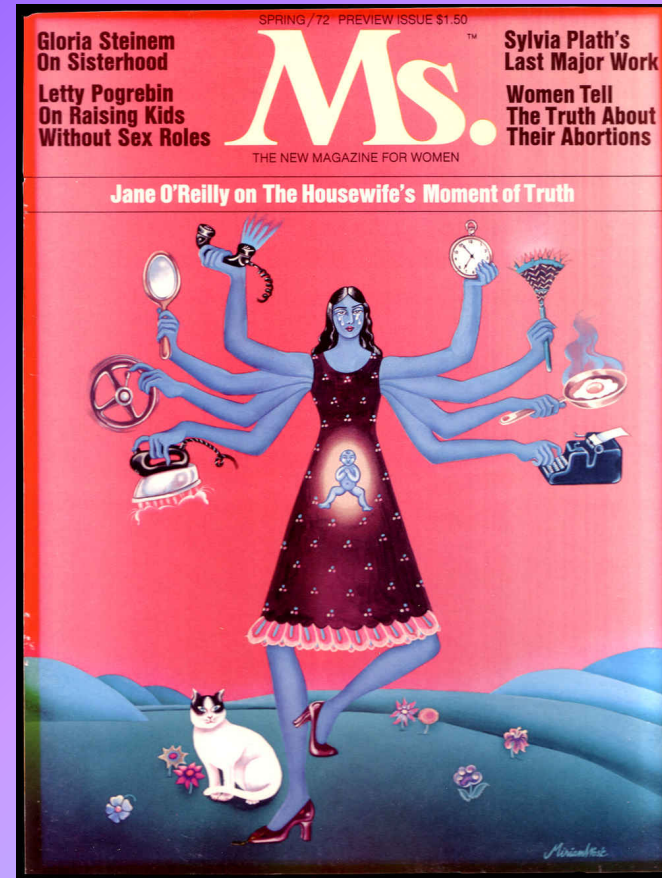
# Working Women Organize



NOW founding meeting, 1966

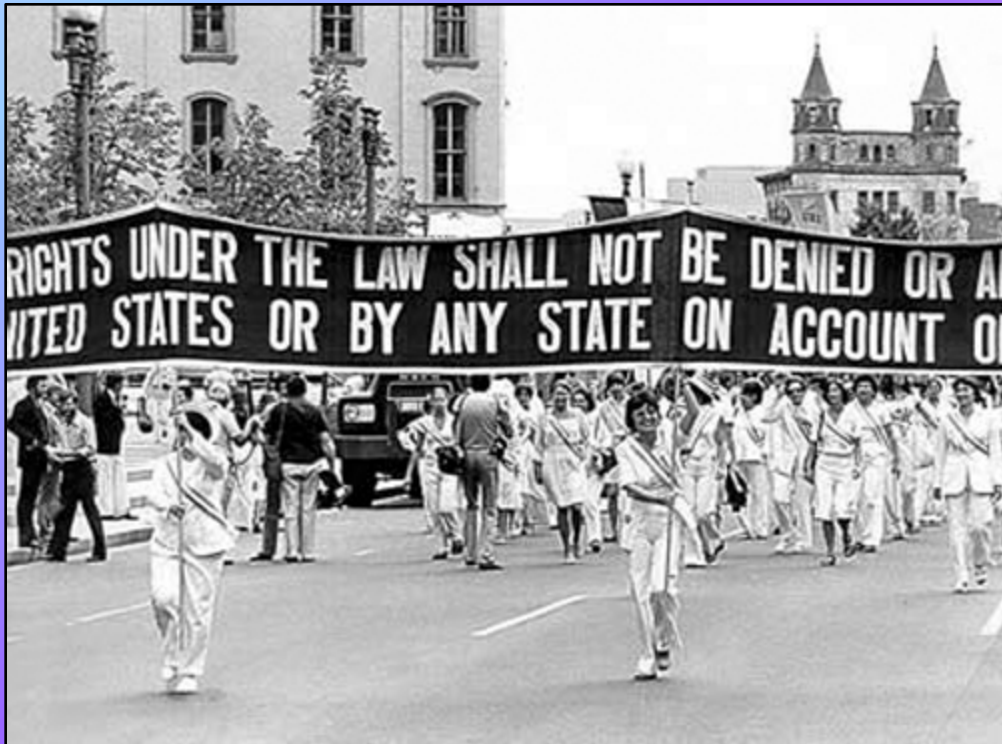
- 1964: Title VII prohibits job discrimination
- 1966: NOW born out of frustration with EEOC

# Gloria Steinem



1<sup>st</sup> Ms. , 1972

# Embrace of ERA



ERA March on Washington, 1978



Alice Paul, 1885-1977

# Young Women Organize



1968 Miss America pageant protest

- 1967: Young white women exit New Left and civil rights groups
- Develop understanding of sexism embedded in social system
- Decentralized approach

# Radical Critique

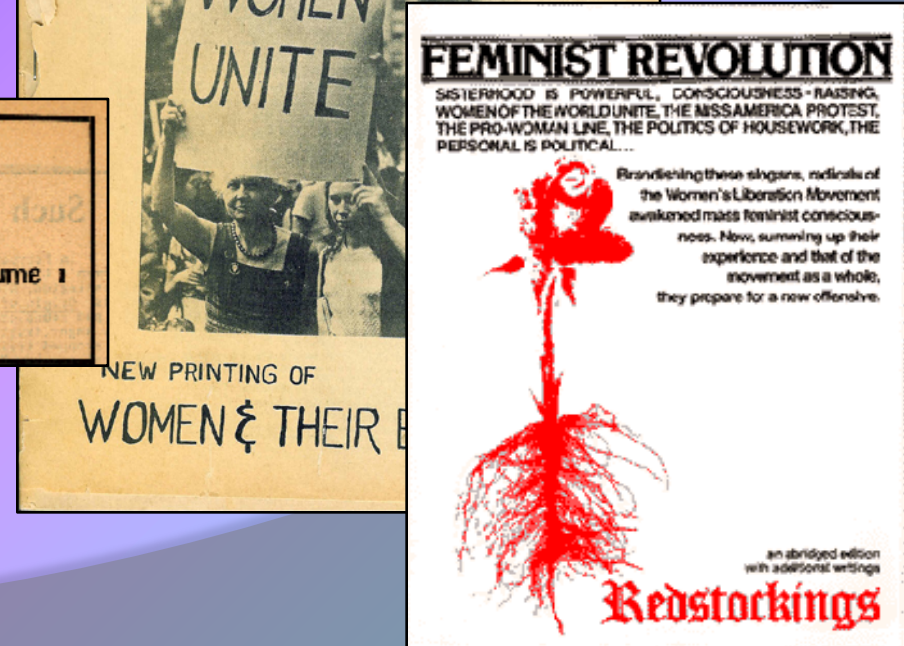
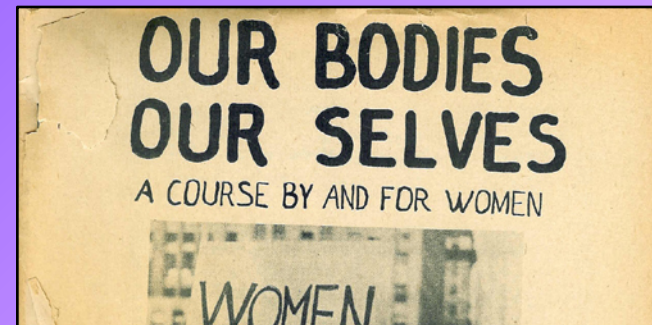
- Women made, not born
- Personal is political



1970

# Counter-culture

- Alternative institutions
- Creating from the bottom up



# Twin Cities

- 1969: Twin Cities Female Liberation Group
- 1970: Amazon Bookstore
- Many others



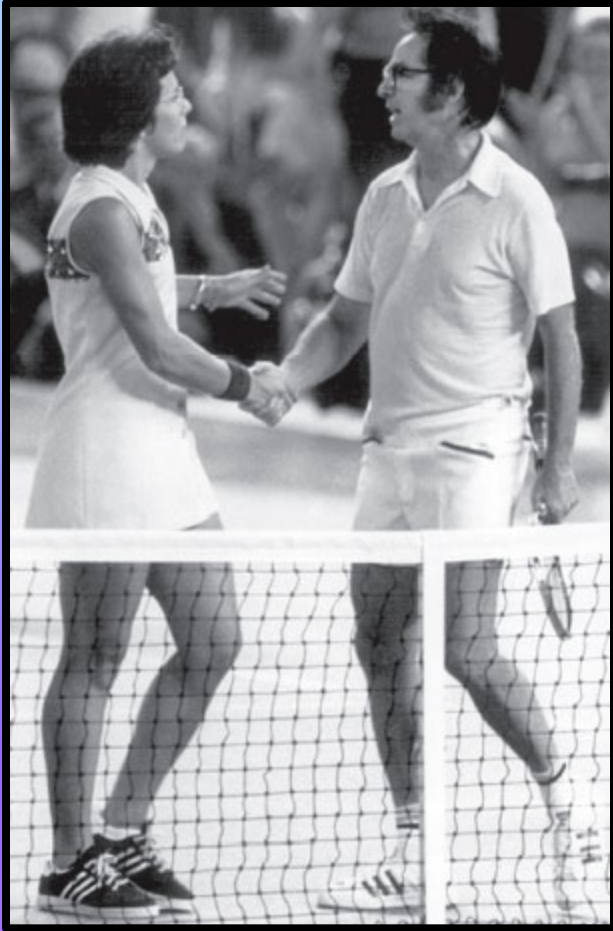


# 1970 Strike



“Don’t iron while the strike is hot!”  
August 26, New York City

# Mainstream Takes Note



- “Battle of the Sexes,” Sept. 1973
- Billie Jean King v. Bobby Riggs

King-Riggs grudge match

# Taking Note



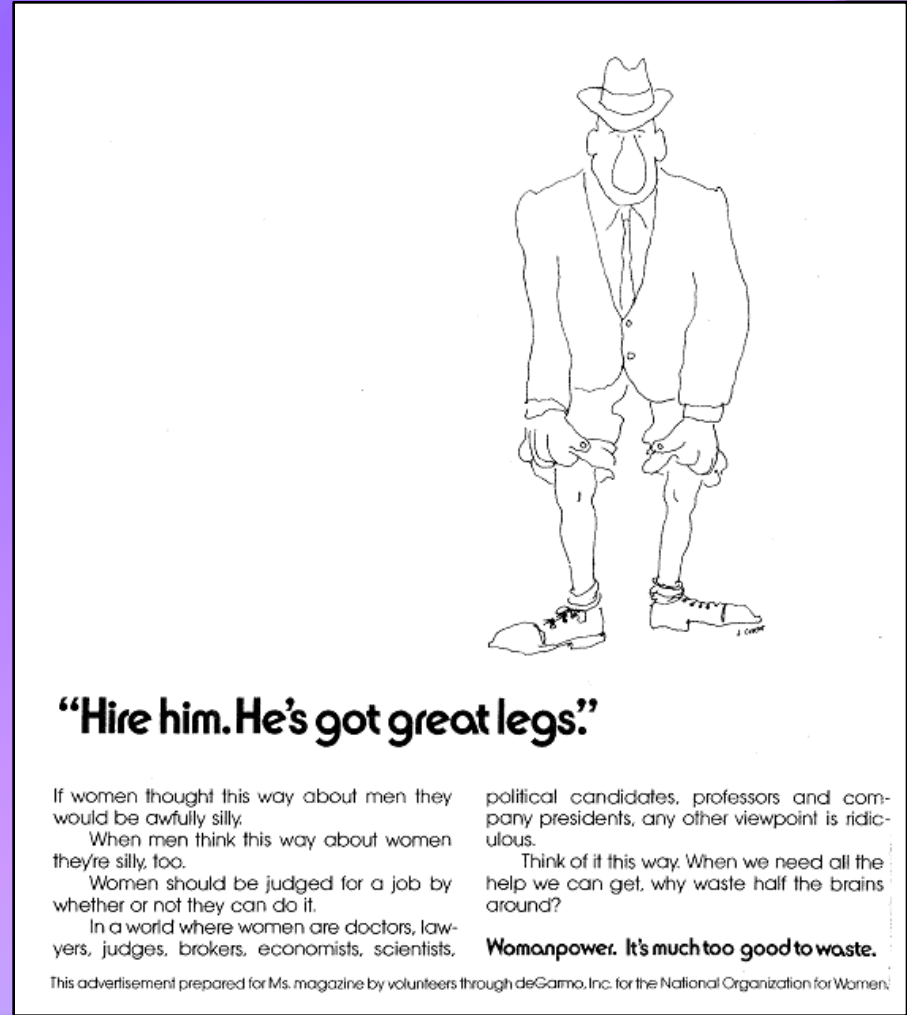
In 1915, Mrs. Cynthia Robinson was caught smoking in the cellar behind the preserves. Although she was 39, her husband sent her straight to her room.

It's different now. Now there's a slim cigarette for women only. New Virginia Slims.

Virginia Slims are slimmer than the fat cigarettes men smoke. They're tailored slim to fit your hands, your lips, and your purse. And blended with the kind of flavor women like. Rich, mild Virginia flavor. Extra long. Light one up.

You've come a long way.

1968 advertisement



**“Hire him. He’s got great legs.”**

If women thought this way about men they would be awfully silly.

When men think this way about women they're silly, too.

Women should be judged for a job by whether or not they can do it.

In a world where women are doctors, lawyers, judges, brokers, economists, scientists,

political candidates, professors and company presidents, any other viewpoint is ridiculous.

Think of it this way. When we need all the help we can get, why waste half the brains around?

**Womanpower. It's much too good to waste.**

This advertisement prepared for Ms. magazine by volunteers through deGarmo, Inc. for the National Organization for Women.

Ms. Magazine, 1972

# Backlash



- Familiar arguments
- Feminism destroys home, families

Phyllis Schlafly, 1970s

# Onward?

Movement expands into multiplicity of causes:

- Violence & pornography
- Athletics
- Education
- Women's Studies/History
- Legislative/legal reform
- Electoral successes



# Questions?

