

AFD Ep 405 Links and Notes - 1971 Recap [Bill/Rachel] - Recording Dec 26, 2021

- **[Intro]** We already did an episode fully dedicated to [one specific 1971 incident, in Albuquerque](#), but this will be a broader-view recap of a number of other notable events 50 years ago this past year, in 1971...
- **[Rachel] January 1, 1971 - Anti-Tobacco Efforts:** US TV/radio ban on advertising cigarettes takes effect (law passed earlier)
<https://www.politico.com/story/2009/04/congress-bans-cigarette-ads-on-the-air-april-1-1970-020715>
 - Law passed 4/1/1970, went into effect Jan 2, 1971. Advertisers were allowed to run ads on New Year's Day college football bowl games. The very last ad ran right before midnight during the broadcast of Late Night with Johnny Carson.
 - The fight to ban cigarette ads in broadcast media (both radio and television) began years earlier. The 1967 Fairness Doctrine required one anti-smoking PSA for every 3 cigarette ads. The anti-smoking ads proved effective, and the number of smokers in the US decreased dramatically. In 1969, Congress started pushing for bills to ban smoking ads on radio and television, but the tobacco lobby was still an extremely powerful lobby, and they successfully fought to sink those bills. However, by 1970, anti-smoking advocates and public health experts were able to pass a bill, and Nixon - himself an avid pipe smoker - relented and signed the Public Health Cigarette Smoking Act into law. This law also required stronger warning labels on cigarette packaging, such as Surgeon General warnings that smoking is dangerous to your health. In 1981, the FTC reported that these health warning labels did little to effect smoking rates in the US.
 - <https://pubmed.ncbi.nlm.nih.gov/2715337/> (Warner KE, Goldenhar LM. The cigarette advertising broadcast ban and magazine coverage of smoking and health. J Public Health Policy. 1989 Spring)
 - The broadcast media ban meant that cigarette manufacturers had to find a way to spend their advertising budgets. After the law went into effect, cigarette ads in magazines and other print media increased dramatically. From the abstract: *In the last year of broadcast advertising and the first year of the ban, cigarette ad expenditures in a sample of major national magazines increased by 49 and then 131 percent in constant dollars. From an 11-year period preceding the ban to an 11-year period following it, these magazines decreased their coverage of smoking and health by 65 percent, an amount that is statistically significantly greater than decreases found in magazines that did not carry cigarette ads and in two major newspapers. This finding adds to evidence that media dependent on cigarette advertising have restricted their coverage of smoking and health. This may have significant implications for public health, as well as raising obvious concerns about the integrity of the profession of journalism.*
 - Some other materials mentioned:
 - Line graph on US smoking rates over time:
<https://www.lung.org/research/trends-in-lung-disease/tobacco-trends-brief/overall-tobacco-trends>
 - <https://www.consumer.ftc.gov/articles/0391-alcohol-advertising>
- **[Rachel] March 30, 1971 - Starbucks established:**
<https://www.britannica.com/topic/Starbucks>
- Starbucks opened its first store in early 1971 in Pike's Place Market. It was founded by Jerry Baldwin, Gordon Bowker, and Zev Siegl, and initially it only served as a storefront selling high-end coffees, teas, and coffee equipment. In the beginning, they served coffee beans from Alfred Peet a Dutch immigrant who started roasting his own beans in the 1950s, before buying their own bean

roaster from Holland, and roasting their own beans By the early 1980s, they had expanded to 4 Seattle stores, continuing to sell fresh-roasted beans and high-end coffee equipment.

- *In 1981 [Howard Schultz](#), a sales representative for Hammarplast, a Swedish company that made kitchen equipment and housewares from which Starbucks bought drip-coffee makers, noticed how large the company's orders were, which prompted him to pay it a visit. Schultz was so impressed that he decided to pursue a career at Starbucks, and he was hired as the head of marketing in 1982. Schultz noticed that first-time customers sometimes felt uneasy in the stores because of their lack of knowledge about fine coffees, so he worked with store employees on developing customer-friendly sales skills and produced brochures that made it easy for customers to learn about the company's products.*
- *Schultz's biggest idea for the future of Starbucks came during the spring of 1983 when the company sent him to [Milan](#) to attend an international housewares show. While in [Italy](#), he was impressed with the country's cafés and discovered that Milan alone boasted 1,500 coffeehouses. Inspired, he thought of doing something similar in Starbucks and envisioned turning a tiny regional operation into a national coffeehouse chain via rapid store expansion. However, Baldwin and Bowker were not enthusiastic about Schultz's idea, as they did not want Starbucks to deviate much from its traditional model of business. They wanted Starbucks to remain strictly a coffee and equipment seller and not turn into a café that served espressos and cappuccinos.*
- *Seeing that he would not be able to persuade Baldwin and Bowker to embrace the café idea, Schultz left Starbucks in 1985 and started his own coffee chain, called *Il Giornale*, which was an immediate success, quickly expanding into multiple cities.*
- *In March 1987 Baldwin and Bowker decided to sell Starbucks, and Schultz was quick to use *Il Giornale* to purchase the company with investor backing. He combined all his operations under the Starbucks brand and committed to the café concept for the business, with additional sales of beans, equipment, and other items in Starbucks stores. Under Schultz's guidance, in four years the coffeehouse chain grew from fewer than 20 stores to more than 100. Starbucks entered into a meteoric period of expansion that continued after the company went public in 1992. In 1996 it began opening stores outside [North America](#), and Starbucks soon became the largest coffeehouse chain in the world. By the end of the decade, Starbucks had some 2,500 locations in about a dozen countries.*
- **[Bill] April 20, 1971 - Desegregation Busing Formally Authorized by the Supreme Court:** We actually covered desegregation busing and Joe Biden's position on it at some length in our general episode on the history of school buses in the United States, [episode 322](#), from August 2020. Some of that kind of busing had begun locally as far back as the 1950s, but as a policy tool it had never been formally addressed definitively at the federal level. This episode we are just briefly covering the reason that compulsory desegregation busing became associated with the 1970s, which was when the Supreme Court finally weighed in to agree that this was a good method of addressing the problem. On April 20, 1971, they issued their decision in "[Swann v. Charlotte-Mecklenburg Board of Education](#)": The Supreme Court of the United States rules unanimously that busing of students may be ordered to achieve racial desegregation." The ruling concerned how to remedy implicit segregation of schools by geographic distribution of the population, rather than explicit segregation of schools by law. In the case of the greater Charlotte, North Carolina area, the city was Black and the surrounding suburbs were white, but the

school district was a consolidated regional district and therefore that kind of segregation was supposed to be corrected. The NAACP brought suit in this case twice. The first time it didn't get far because the Supreme Court had not yet ruled that it was necessary to affirmatively take action to increase de facto integration, not just an end to legal segregation. The suit was brought back after they did so in a 1968 ruling. It was fairly clear from the lower levels of the federal judiciary that busing would indeed be the tool affirmed to address the problem in the Charlotte area, but the specifics were less defined at the start of the case. The district tried to come up with various complicated maps connecting swathes of territory from the urban core outward to other schools, while other solutions included simply matching distant schools to satellited neighborhoods until the numbers worked out, without trying to draw bridges between them. The progress of the case led to several bombings by opponents. You can learn more [about that](#) at CMStory.org a history website about the case from the Charlotte-Mecklenburg Library. When the case arrived at the US Supreme Court in 1970, after ping-ponging back and forth at the lower levels for various tweaks to the potential plan, the Nixon Administration argued for their "go-slow" strategy on racial integration. There was a lot of wrangling among the nine justices themselves, bickering over how far to take the busing or whether to support it at all, but they ultimately affirmed the busing plan Charlotte-Mecklenburg with a unanimous nine vote decision. In the rest of the country, we covered what happened on our aforementioned episode 322, but interestingly Charlotte-Mecklenburg itself retained desegregation busing for its schools for almost 30 years, until a late 1990s court finding handwaved it off as supposedly no longer necessary, well after the backlash had prevailed elsewhere, and it was considered fairly successful there. The actual downfall of busing in the CM School District, ultimately leading to the finding affirmed in 2000 that it was supposedly no longer necessary, was the wave of migration by northern white parents to North Carolina, who were incredibly hostile to the continuation of busing in their new home area and rejected various attempted compromises as being reverse discrimination or whatever. Many of these parents had been school aged during the northern cities' political battles and protests over mandatory desegregation busing. But even before these newcomers arrived, it's worth noting that in North Carolina and all over the South, the existing opposing white population at the time of the various court rulings on school desegregation and affirmative integration tended to find their own workarounds like closing entire public school districts to establish segregated private schools or making charter schools and "school choice" their political watchwords. That cohort of affluent southern white school children of the 1970s, give or take five or so years on either side, now makes up the political bloc in the South that tends to control the Republican Party today – as epitomized by people like Virginia Governor-elect Glenn Youngkin, born in 1966 and private-school educated, now running on platforms against the boogeyman of Critical Race Theory, as conceptualized by his southern conservative independent school educated peers.

- **[Bill] May 1, 1971 - Amtrak begins:** Intercity passenger rail service in the United States had in its own right never been particularly profitable most of the time in private hands, for all the reasons we've covered on previous episodes about the costs of operating passenger mass transportation – and the rise of planes and subsidized highways didn't help. But by the 1960s the private companies operating the nation's passenger rail service were experiencing significant enough declines in freight transportation revenue (especially with the rise of trucking and its cost advantages and flexibility at the final mile) that it became harder and harder to offset the losses from the passenger service side of the ledger. To cut costs, the carriers were deferring critical maintenance, making the experience of being a passenger more miserable with each passing year. The

common phrase being thrown around was “death spiral.” In the late 1960s, and in particular in 1970 with the massive bankruptcy filing of Penn Central, the private carriers were begging the federal regulators to let them eliminate most of their intercity passenger rail service, covering huge areas of the United States. It was clear to the US government that either the service was going to be allowed to disappear all over the place with no alternative, or else the government was going to have to step in by some method to keep some of it operating. If neither option were taken, the cost crisis in passenger rail was anticipated to collapse the entire freight rail system with it, which was a national security and economic problem. The solution eventually agreed upon in 1970 (after immense ideological opposition from Nixon’s inner circle despite his own DOT devising it, to the point where they had to leak it to the press to move forward) was to create a special, government-subsidized and government-controlled corporation to take over private intercity passenger rail service, which began operation as Amtrak on May 1, 1971. It would operate over the private companies’ rail lines with their old equipment, in exchange for allowing them to end private service. Much of the network would be dropped from the start (although partly due to redundancy from competing private services beforehand) and any service that Amtrak did not take over would be allowed to end. Almost all railroads agreed to the scheme from the start. A few private intercity services remained operational, although two would later be transferred to Amtrak. Short-distance commuter rail service, unlike intercity service, continued to be privately run without involvement from Amtrak, at least at the time. The Nixon Administration and the private railroads all basically figured that the entire project was doomed and intercity passenger rail service was going the way of the dodo, so it was never meant to last. But Amtrak proved popular and had political allies, who stepped in to keep it going. And by the start of the 1973 oil embargo, even Nixon himself had been forced to acknowledge publicly that passenger rail was part of the puzzle and signed further subsidies. Clearly, then, after this point the goal realistically wasn’t going to be profitable service with the government releasing Amtrak to the private sector, but it also wasn’t going to be allowed to wither on the vine either. It remains to this day a government-controlled corporation with public subsidies using its own equipment to operate service over private rail carrier lines and also since 1976 over its own lines in the Northeast Corridor for high-frequency service. (Another change compared to the beginning was having Amtrak run trains with its own crews, not the private carrier’s crews.) Because Amtrak helps serve areas that would otherwise lose transportation access, much like the government-subsidized program for rural commercial airline service (the Essential Air Service program we discussed in [episode 310](#) that was expected to exist for only 10 years), political support for Amtrak from many key places remains, despite continued attempts by ideological opponents either to cut off further development assistance or to end Amtrak altogether. Even the right-wing Reagan Administration floundered against Congress with repeated attempts to cut back Amtrak service and quality on the quest to eliminate it.

- Recommended further reading: TRAINS magazine June 2021 issue has an article reviewing the start of Amtrak in 1971 and some of the myths or misconceptions about its formation and early operations. And also an article on early Amtrak equipment in the Fall/Winter 2021 issue of Railroad History (The Journal of the Railway & Locomotive Historical Society).
- Boise Idaho service ended 1997: [https://en.wikipedia.org/wiki/Pioneer_\(train\)](https://en.wikipedia.org/wiki/Pioneer_(train))
- **[Bill] June:**
 - **Special Education:** “Massachusetts passes its Chapter 766 laws enacting special education.”
 - Since Brown v. Board of Education in 1954 addressed the issue of racial segregation in US Public Schools, advocates for children with disabilities

had been organizing to raise awareness of the exclusion of those children from equal public educational opportunities as well, with the hopes of changing it and requiring official inclusion and publicly-funded special education options. By the start of the 1970s, they were gaining traction at both the state and federal levels. There were some ongoing lower-level federal court cases that seemed promising, especially focusing on the question of whether state governments could legally exclude children with disabilities from their universal public education services, as had been an enshrined exemption in many places since the 19th century. President Nixon kept vetoing federal legislation on the topic of special education inclusion until his administration was virtually in free-fall from the two separate Watergate and Spiro Agnew scandals unfolding in the second half of 1973. And there would be various pieces of legislation that followed during the decade. But because of this bottleneck, it was up to states to lead the way at first. One such example, 50 years ago this year, was the June 1971 passage (taking effect in 1972) of the Massachusetts Chapter 766 Special Education Law that would become the model for subsequent successful federal special education laws. [According to the Massachusetts Advocates for Children](#) on their 40th anniversary webpage from a decade ago reflecting on that achievement: *“Chapter 766 helped bring thousands of young people into more inclusive educational settings and required team evaluations, annual reviews, and Individual Educational Programs (IEPs). It also required that local school systems educate every student in their community and fund appropriate educational costs.”* The Secretary of State’s website describes the law’s objectives [as follows](#): *“Chapter 766, the Massachusetts Special Education Law, is designed to define the needs of children requiring special education in a broad and flexible manner, to minimize the possibility of stigmatization, and to maximize the child’s development in the least restrictive environment.”* One critical piece of Chapter 766 is also that if a public school district is not capable of providing sufficient educational services for a particular child’s need in their own local schools, including a situation of multiple disability types that make a mainstreaming educational plan difficult, then the district must pay to cover sending the child to a more specialized (often private) school out of district. So, for example, blind children can be given an opportunity to go to a blind specialty school, deaf children to a deaf school, and so on, across a range of disabilities.

<https://www.mass.gov/service-details/massachusetts-laws-relating-to-mcb>

There are today over 80 such specialized private schools in Massachusetts, drawing nearly 7,000 students from not only the state’s various school districts, but also from other American states.

<https://maaps.org/what-we-do/>

- We will probably circle back to this topic in more detail on an upcoming episode as we reach more of those 50th anniversary milestones on special education in the United States.
- [Further reading, but not really the basis per se of the notes above:]
 - https://en.wikipedia.org/wiki/Special_education_in_the_United_States
 - https://en.wikipedia.org/wiki/Free_Appropriate_Public_Education
 - https://en.wikipedia.org/wiki/Rehabilitation_Act_of_1973

- [https://en.wikipedia.org/wiki/Pennsylvania_Association_for_Retarded_Citizens \(PARC\) v. Commonwealth of Pennsylvania](https://en.wikipedia.org/wiki/Pennsylvania_Association_for_Retarded_Citizens_(PARC)_v._Commonwealth_of_Pennsylvania)
- **June 17 - War on Drugs declared:** Obviously the United States government had been waging a de facto War on Drugs since the Woodrow Wilson Administration and local governments had been grappling with the issue since the mid-19th century, when they weren't worrying about alcohol, but the actual phrase "War on Drugs" did not become official US policy until 50 years ago this past June 17. https://en.wikipedia.org/wiki/War_on_drugs#History <https://www.pbs.org/wgbh/pages/frontline/shows/drugs/cron/> *At a press conference Nixon names drug abuse as "public enemy number one in the United States." He announces the creation of the Special Action Office for Drug Abuse Prevention (SAODAP), to be headed by Dr. Jerome Jaffe, a leading methadone treatment specialist. During the Nixon era, for the only time in the history of the war on drugs, the majority of funding goes towards treatment, rather than law enforcement. As our listeners know, the rest is history, but before we leave it at that, we'll just quote the increasingly infamous [1994 interview quote](#) from Nixon's White House Domestic Affairs Advisor John Ehrlichman: "The Nixon campaign in 1968, and the Nixon White House after that, had two enemies: the antiwar left and black people. You understand what I'm saying? We knew we couldn't make it illegal to be either against the war or black, but by getting the public to associate the hippies with marijuana and blacks with heroin, and then criminalizing both heavily, we could disrupt those communities. We could arrest their leaders, raid their homes, break up their meetings, and vilify them night after night on the evening news. Did we know we were lying about the drugs? Of course we did."*
- **Southwest Airlines finally launches:** We've talked [on episode 310 from May 2020](#) about federal airline deregulation under Jimmy Carter in 1978, but before that one airline tried to turn back the clock a century to the days before federal interstate commerce regulation even really existed because interstate commerce operations barely existed. In 1967, some businessmen in Texas tried to start an airline that would only fly within the state borders of Texas and thus never come into contact with federal regulations, just like the old mid-19th century railroad companies that never crossed state lines. They figured that unlike most states, Texas had both the geographic span and population density to justify a commercial airline that only connected passengers between in-state cities. Without federal price floors on tickets, they could undercut other airlines. In fact, this had already been done in California, along similar principles and with a similar market opportunity, by [Pacific Southwest Airlines](#), growing slowly but surely since 1949, which the Texas businessmen had decided to model their plans on. After extensive litigation with interstate competitors, the US Supreme Court in December 1970 declined to hear an appeal of the Texas Supreme Court ruling in favor and the founders quickly reorganized their company into Southwest Airlines to begin service on June 18, 1971. Flights served three legs of a triangle between Dallas, Houston, and San Antonio with varying frequencies. After a couple bumpy years, the discount airline model Southwest would make famous was on its way to sustained profitability, by whatever sketchy loopholes and practices were necessary. And when deregulation arrived in less than a decade, the airline simply pivoted to regional discount service to the neighboring states and then continued to expand from there, generally always undermining the more established competition as well as holding off new challengers. And to be clear, the perspective of this show (or at least my perspective) is that federal airline deregulation was bad and corporate regulatory arbitrage and evasion was

bad and the Southwest model was and remains bad on many fronts. So we're presenting this lookback for historical interest, not as an advertisement.

- https://en.wikipedia.org/wiki/Southwest_Airlines#History

- **[Rachel] July 1971 - the First E-Book:**

<https://ebookfriendly.com/computer-first-ebook-was-created/> "Michael S. Hart posts the first e-book, a copy of the United States Declaration of Independence, on the University of Illinois at Urbana–Champaign's mainframe computer, the origin of Project Gutenberg."

- In 1971, Michael S. Hart had time scheduled on the Xerox Sigma V mainframe at the University of Illinois at Urbana-Champaign, secured for free through his brother's best friend, who was the mainframe operator. At this time, the US was coming up on its Bicentennial and historical documents were being widely distributed. Hart received a copy of the Declaration of Independence with his groceries. When searching in his backpack for something to eat, he found his copy, and inspiration struck. He typed the text of the Declaration of Independence into the mainframe computer and made the file available to all network users, with a note that it was free to use and distribute. Thus, Project Gutenberg - the first project to make digital books freely available - was born years before the Internet as we know it today even existed.

- *Most of the books created in the first twenty years Michael Hart typed himself. By 1993 there were 100 books in the Project Gutenberg. Now the catalog offers over 50,000 titles [Note: As of Dec. 26, 66,541 ebooks], all in the fashion started by Michael Hart – created voluntarily and free to use by every internet user.*

- The digital copy of the Declaration of Independence is still available at <http://www.gutenberg.org/ebooks/1>

- **[Rachel] July 1971 - 26th Amendment to the US Constitution:** Amendment lowering voting age from 21 to 18. This change was spurred by the Draft during the Vietnam War. Activists used the phrase "old enough to fight, old enough to vote".

- Nixon used the Voting Rights Act to lower the voting age in all state, local and federal elections, but Oregon v. Mitchell struck down the provisions lowering the age to 18 in state and local elections, creating a convoluted two-tier system requiring two different voting rolls. This decision motivated the ratification of the 26th Amendment. It was proposed by Congress on March 23, 1971 and reached the three-fourths state ratification threshold by July 1, the fastest ratification process of any US Constitutional Amendment.

- **[Bill] August 15 and December 18, 1971 - Money Moves:** This would probably require its own episode if not a series, and so we won't go into it too much today, but I did want to acknowledge that 1971 was the switch point for a lot of things about the nature of US money that set our course for the past 50 years. On Aug 15, 1971, Nixon ended the US gold standard and on Dec 18, 1971, the dollar was devalued. Getting into why those decisions were made and what the long term effects were would take us another hour, so I'm just mentioning them in passing here, so that people don't think we forgot about it completely when reviewing 1971. We will probably try to circle back around for a future episode or series on this, but we recently completed a series on the US monetary system and currency a century earlier in the 1860s and 1870s, and we want to keep up the diversity of topics on the show.

- **[Rachel] October 1, 1971 - Disney World opens.** (Disneyland obviously much older: 1955)

- <https://disneyparks.disney.go.com/blog/2010/10/this-day-in-history-walt-disney-world-resort-officially-opens-1971/> On October 1, 1971, the Walt Disney World Resort officially opened, including Magic Kingdom Park, Disney's Contemporary

Resort, Disney's Polynesian Resort and Disney's Fort Wilderness Resort & Campground.

- <https://www.tampabay.com/life-culture/entertainment/theme-parks/2021/09/27/for-disney-worlds-50th-anniversary-look-back-at-the-mouse-that-changed-florida/>
A modest crowd of 10,000 showed up for the opening day in 1971. The company expected a much bigger crowd and had staffed 5,000 "cast members," as workers are called, to welcome the first visitors.
Admission in 1971 was \$3.50, and \$1 for children — but it cost extra for rides and attractions. A package that included admission and seven rides cost \$4.75 for an adult.
Attraction tickets were 10 cents for an A-ticket, which got you a carousel ride, and up to 90 cents for the precious E-ticket for the most popular attractions such as 20,000 Leagues Under the Sea, It's a Small World or the Haunted Mansion.
Today, Walt Disney World contains four of the most-attended theme parks in the world that in 2019 drew more than 58 million people to Central Florida.