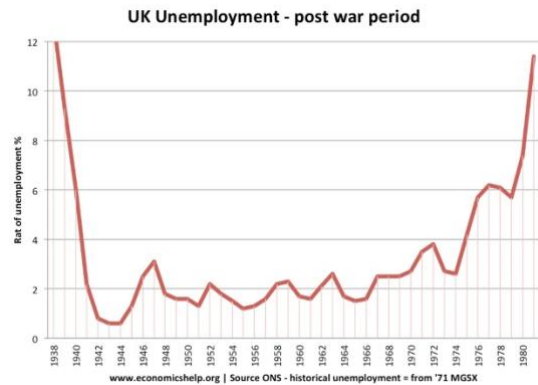
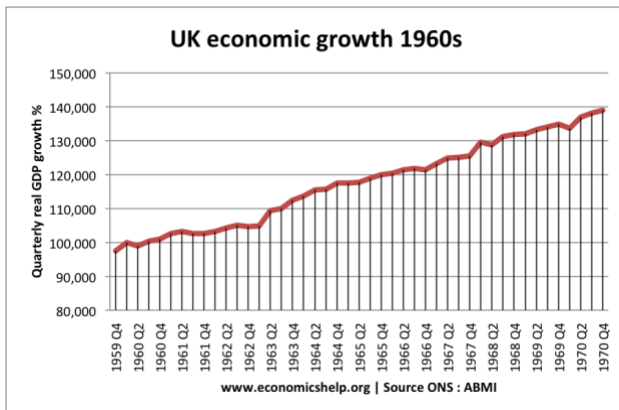


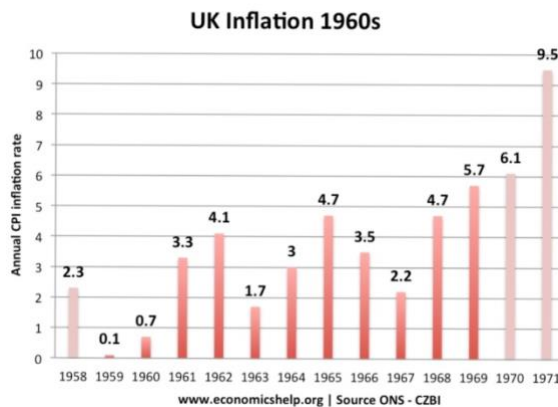
LIFE IN THE 60'S

The 1960's was a decade of revolution and change in politics, music and society. It was an era of protest where traditional values in civil rights, racism, womanhood, sex and war were openly challenged and where the 'establishment' was attacked and brought to account. Freed from conscription, youth broke free and gained a political and economic voice. As more money flowed into their pockets lucrative markets emerged to satisfy their demand for fashion, music, vehicles and leisure, stimulating a night-time economy not seen since the 20's. Stirred by the media of Television and Cinema all was excitement and extreme from the assassinations of President John Kennedy, his brother, Robert, and Martin Luther King to the Cuban Crisis where the world held its breath against nuclear catastrophe, and to the elation of England's World Cup win and Beatlemania to the Moon Landings. Life was anything but dull.

In Britain whilst economic growth fluctuated violently quarter by quarter as the Government attempted to exert some control over the economy, it was mostly positive and on average rose steadily year by year. It was a period of historically low unemployment. In some industries, especially manufacturing and transport, there were serious labour shortages leading to mass immigration from Commonwealth countries.



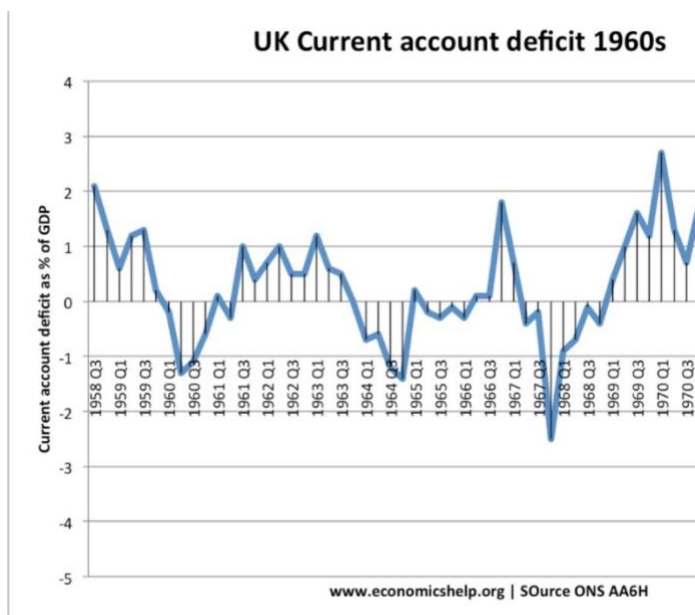
Price inflation also rose by an average of about 4% per year during the decade. Whilst this was somewhat higher than was desirable it was broadly in tune with global inflation rates and was therefore not as problematic as it might normally have been. Nonetheless across the



decade it accounted for a 40% + increase in the cost of living. Fortunately, wage inflation generally out-paced price inflation bringing a general improvement to life with more money to spend on white goods, cars and leisure.

	1960	1970
Average House Price	£2530	£4057
Average cost of new car	£800	£1090
Newspapers (Average)	2.5d	5d
Bread	1/- (5p)	9p (1/9d)
Sugar	1/5d (7p)	1/7d (8p)
Petrol (per gallon)	4/8d (23p)	6/6d (32.5p)
Letter Post	3d (1p)	5d (2.5p)
Average Salary	£545 (£11,446)	£1080 (£16,085)

On the surface, then, all was sunshine and light. Life was carried through on a tidal wave of youthful exuberance and optimism. But, as we recognised earlier, in the depths there were dangerous and threatening rumbles! By the 60's all the economic indicators showed that Britain was losing market share to the more modern and dynamic economies of Europe and the Far East. The £ Sterling was strong, imports relatively cheap, and exports hard to achieve.



The Balance of Payments moved into negative territory much to the alarm of the government who shuddered at the long-term consequences, both economically and politically. Cutting the costs of production and stimulating demand became urgent imperatives. This could only be achieved in the short term by cuts in interest rates and purchase tax and by stemming inflationary pressures by the control of wages and prices. They even instituted a 'Buy British' Campaign. Business responded. Taking the lead from the Nationalised Industries their search for economies

led to a wave of mergers to achieve economies of scale. Small businesses were swallowed by expanding Corporations and Conglomerates to create National, even International Companies. This occurred most notably in the car industry but became commonplace across

all sectors of the economy. The result was a change in ethos as management became more distant from workers and individual workers became much smaller cogs in much bigger wheels. The increase in bureaucracy brought management by rule-book, a more authoritarian impersonal top-down approach. It widened the gap between workers and management and emphasised the 'them and us' doctrine. Nothing could have rattled the Trades Unions more. Already battling to protect the living standards of their membership by tabling wage claims on an almost annual basis they became progressively more agitated and militant.

The rise of Union militancy was driven, in part, by the emerging importance of Shop Stewards. Originally seen as a relatively benign officer elected by the local workforce with the task of smoothing over the cracks and negotiating away local and personal difficulties the role became increasingly radicalised as industrial relations deteriorated. By the end of the 60's a new more militant and confrontational breed of Shop Steward appeared, especially in the larger nationalised / national industries. Some saw their role as gladiatorial, battling for the worker in a class war between employer and employee. To that end they sought to increase Union influence and power by striving for 'Closed Shops' where all workers in an organisation belong to the Union, and to protect them by defining strict 'lines of demarcation' specifying exactly what tasks the workers would and would not do. In the larger manufacturing organisations with a variety of tradesmen with different skill sets each represented by different Unions with their own shop stewards, lines of demarcation created another layer of conflict. The Shop Steward Committees that developed from the melee soon realised that they had the power to threaten mayhem and paralyse management, no longer at just the traditional local factory level, but now within the nationalised and corporate industries at nationwide level. They now had the power to bring the country to a standstill. There ensued a battle for power between government and unions which dominated the political scene until well into the 80's.

Back in the 60's the economic situation reached crisis point in 1966 with Prime Minister Wilson declaring that "the time has come to call a halt". He imposed a 6-month standstill in wages and dividends and another 6 months of severe restraint. Unfortunately, this was followed by a number of events which destabilised the economy still further. In 1967 the Arab-Israeli 6-Day War caused a sharp rise in the price of oil and a number of other commodities; there was continuing foreign policy issues with China and Hong Kong, civil war in Nigeria, and sanctions against the Smith regime in Rhodesia; Britain's renewed application to join the Common Market was rejected, and there was a damaging Docker's Strike. All conspired to increase the trade deficit and to create a run on the £ Sterling. Thus cornered the government was forced to devalue the £ by 14.3% in 1967.

Devaluation offered a temporary reprieve. An attempt by Barbara Castle in a 1969 report called "In place of Strife" to exert some control of the Unions failed to pass through Cabinet and the seriousness of the situation plus, a slight slackening of the purse strings, were sufficient, at least in the short term, to placate the Unions. The economy reacted positively to devaluation. As expected exports rose as British goods became cheaper abroad and the trade balance leapt into the positive.

With the rise of affluence and the lure of cheap mass produced goods, shopping, or at least browsing the shops to see what's new, grew in popularity. Egged on by television advertising and the addiction for a bargain consumerism was definitely in the ascendant. The High Street was dominated by the National / International chain stores satisfying the demand for high volume sales in everyday needs especially clothing, pharmaceuticals and cosmetics, shoes and electrical and domestic goods. Many were ever expanding Department Stores. The big-name stores represented on nearly every High Street were Woolworths, Marks and Spencer, British Home Stores, Boots the Chemist, Timothy Whites, Smiths, Samuels, Curries, C.&A., Frasers,



Dorothy Perkins, John Lewis, Clarkes, Freeman, Hardy and Willis, and the International to name but a few. Shops catering for more specialist needs like books, Music and Records, Jewellery and hardware etc. tended to remain in private hands offering a more informed personal service to customers. Shops offering catering and hospitality services were more limited. Demand was met by venues like Lions or The

Cadena, or in In-house restaurants in Department Stores. There were, however, new kids on the block. A profusion of Fashion outlets arrived to tempt the young fashionistas and there was an influx of Chinese and Indian Restaurants which, with Burger Bars like 'Wimpy', made rapid inroads echoing the growing international awareness that was permeating society. By far the most significant inclusion, however, was the Coffee Bar. Equipped with Juke Boxes, they became the favourite haunt of teenagers socialising over cups of frothy espresso coffee for hours on end.

Cinema and Theatre remained stalwarts of the High Street and the mainstay of popular culture. Advances in cinematography and sound systems brought a new reality and immediacy to the screen. Black and white had, by now, been completely replaced by colour. Films became increasingly experimental and daring with the abolition of the Hay's Code. There was also a tendency towards the lavish 'epic' – large, high cost productions chasing sensationalism and high returns. Top grossing films of the decade can be listed as follows:

1961 West Side Story

El Cid

The Parent Trap

1962 The Longest Day

Lawrence of Arabia



	The Music Man		
1963	Cleopatra	1966	Hawaii
	How the West was Won		The Bible
	It's a Mad, Mad, Mad World		Who's Afraid of Virginia Wolf
1964	Mary Poppins	1967	The Graduate
	My Fair Lady		Guess who's coming to dinner
	Goldfinger		Bonnie and Clyde
1965	The Sound of Music	1968	Funny Girl
	Doctor Zhivago		2001 Space Odyssey
	Thunderball		The Odd Couple
	1969	Butch Cassidy and the Sun Dance Kid	
		Midnight Cowboy	
		The Love Bug	

Theatre too was flourishing with well supported repertory and touring shows and packed-out pantomimes. However, by the end of the decade audiences for both Theatre and Cinema began to sag under the weight of competition from the television.

Supermarkets grew and grew in number and size. The one-stop shop providing for every daily need at much cheaper prices became the norm squeezing the small local corner shop to near extinction. Shopping transformed from a social excursion to a business trip. Bulk buying, once a week or less, filling the car and racing back home, often with children in tow, became a new, and for many, an unwelcome chore. Competition was fierce amongst the major retailers. All kinds of incentives were invented to lure in the customers. Besides the 'Special Offers,' the most successful incentive scheme was Green Shield Stamps, which, like the Co-op Dividend Scheme, offered customers stamps against the amount of money spent. These were then stuck in stamp booklets and traded for a huge range of gifts at Green Shield Shops. The scheme was addictive and hugely popular. Supermarkets even competed by offering double or even quadruple stamps.



Smoking and drinking remained the pre-eminent social habits of the time. 55% of men and 44% of women were regular smokers and many lived in a permanent smog of tobacco fumes. During the 60's the link between smoking and cancer was becoming clear. A number of new 'healthier' cigarette brands emerged to allay the fears including Benson and Hedges Special Filter, Embassy and Players Number Six, all extolling their ability to reduce the dangerous chemicals. The habit of smoking to drink and drinking to smoke was obvious as you entered the Pub. Still the preferred venue for masculine recreation, opening hours remained severely restricted by law and all Pubs closed at 10-30pm during weekdays and 11pm at the weekends,

with the exception of a license for special occasions. Television, however, began to take precedence as the decade wore on putting Public Houses on the road to decline as well.

There is no doubt that life in the 60's was transformed by advances in communication and in opportunities for travel. In 1960 less than 20% of the population had a telephone, by 1970 this had swelled considerably. Contact with more distant friends, relatives and businesses, once a day or two away by letter post, could now be achieved in seconds. The relief was palpable. Growing disposable incomes and cheaper air travel also, for the first time, brought opportunities for life experiences hitherto beyond grasp. The Package Holiday industry expanded rapidly in the late 60's. The attraction of the Mediterranean beach wooed over 4 million families by 1970. Caravanning and camping were also becoming popular in response to technological and design advances. More money in the pocket certainly converted into more pleasure for the majority.

On the home front new technology made available a range of new products related to home entertainment. In the 60's the Transistor Radio became the must-have item for the young. They became progressively more miniaturised openly demonstrating the potential of solid state electronics. They could now be slipped quite happily into the pocket and carried everywhere. Record Players, Radiograms, and Reel to reel Tape Recorders all became popular. Records mutated from brittle shellac 78 rpm discs to vinyl 33 rpm and 45 rpm 12 and 7 inch discs. Sales rocketed from 1 million in 1955 to 61 million in 1963. By the 70's Cassette tapes began to challenge records for their convenience and portability often being integrated into Music



Centres combining Record Player, Cassette Deck and Radio. In the kitchen ownership of washing machines and refrigerators grew. By 1970 around half of households owned a washing machine and fewer still had a refrigerator. Spin Dryers were also in the ascendancy. Television was predominantly black and white. Colour televisions were just appearing on the scene and were very expensive. The number of channels available also grew to include BBC2 and picture quality was enhanced by the change from 405 to 625 lines.

Few people anticipated the power of the television. National boundaries were no barrier to the spread of news, and events in one country, captured on camera, were quickly beamed through the television screen into almost every living room in the developed world. So it was that social and political movements gained ground and leverage rapidly. It became a powerful instrument of propaganda. The critical mass of people needed to push through change was far easier to achieve. What followed has been described as a 'Cultural Revolution' – a largely youth driven global movement emphasising modernity and fun-loving hedonism, sexual

liberation, flourishing art, music, and fashion accompanied by a distrust of the establishment and political activism.

Disillusionment and distrust in governments had been brewing since the end of the War. The world was far from peaceful. The poor outcomes of the Cold War; Russian oppression to quell communist uprisings in Hungary (1956) and Czechoslovakia (1968); the botched US Bay of Pigs invasion and the Cuban crisis; the Vietnam War; and in Britain the Suez Crisis and the Profumo Affair all undermined government credibility. Social issues were also gaining traction. In America Civil Rights, racial segregation, the longstanding disenfranchising of blacks in the South and ongoing discrimination was fomenting violent confrontations. In Britain immigration was becoming a potent issue. There was also a growing demand for sexual liberation as the 'Birth Pill' became available and growing concerns about environmental issues, particularly pollution and pesticides. Add in the emergence of recreational drugs and it becomes evident that everywhere legal boundaries were being stretched, leaving the police defenders fighting against the tide, and democratic governments flummoxed about how to proceed without upsetting vested interest. To add to the maelstrom, the media, catching the public mood, took advantage of the indecision and played to audience demand. The establishment was ridiculed with a number of satirical programmes which, for popular entertainment, reduced the pillars of government and society to idiotic caricatures. Television also heavily courted the hip youth market and took advantage of legal decisions allowing the publication of sexually explicit material. (eg) Lady Chattersley Lover. As a result, onscreen portrayal of relationships became increasingly more graphic and sexualised much to the concern of the older generation. In the cinema, New Wave film makers brought realistic depictions of prohibited subjects to the screen. Both advertised the possibilities of what affluence and uninhibited freedoms could provide, leading to the disillusionment and frustration of many youngsters not in a position to take advantage of them. They were carried through by a tsunami of music and song emphasising love and peace, dance crazes, partying and togetherness in the early 60's, a trend which grew increasingly manic and reactionary throughout the late 60's.

The bomb-shell of Rock and Roll in the mid 50's created the phenomenon of the Pop Star. Lauded and sensationalised by the media, some were elevated to the status of idols, worshipped and adored by legions of young people, especially girls, who hung on their every word. Their image and life style and the messages of their music and songs were hugely influential. At the beginning of the 60's the rebellious origins of Rock and Roll had mutated to 'Pop' music – a more melodic, sanitised version made popular by idols like Elvis Presley, Cliff Richard, Adam Faith and the Everly Brothers – all presented as short haired and neatly clad with suits and ties. Those seeking more abandonment were then being lured by Traditional Jazz, a more riotous and experimental form of music purveyed by band leaders like Acker Bilk, Kenny Ball and Chris Barber. They brought casualness and eccentricity to the stage. All changed, however, with the emergence of the Beatles in 1962 – 4 suited and mop-haired Liverpoolians whose Mersey Beat music and personality became a global phenomenon. 'Beatlemania' gripped the world and created levels of hysteria never before imagined. Following American trends, their music began to echo the social and political movements of the time as did their lifestyle as they flirted with drugs, transcendental meditation, free love, peace and alternative lifestyles. With an almost



God like status their influence was huge. They did much to encourage an 'awakening', endorsing cultural change on a massive scale.

They were soon joined by a different breed of rock musician heralded by the 'Rolling Stones' an uncouth and scruffy London band who went out of their way to be as rude and obnoxious as possible. Loved by teenagers, they were more explicitly anti-establishment and their music was grittier and heavier moving from Rhythm and Blues to drug fuelled 'Hard' Rock. They were amongst a group of pioneers experimenting with electronically generated sound creating a new genre of 'Psychedelia'.



1964



1970

The diversification of popular music created a number of definable genres. Each genre attracted a following which found identity in specific fashion and in social / cultural movements. In America, for example, the 'Hippy' movement became associated with Psychedelia. Drawn together by a common interest in anti-establishmentism, anti-war



sentiment and anti-modernist ideology and with a common interest in recreational drugs they favoured life in communes and collectives and a back to basics existence. They were lured towards yoga and occult practices and saw peace and love as their mantra. In Britain the movement garnered its own magazines, newspapers and fashions, music groups and clubs. London became a hot-bed of youthful exuberance as the 'baby-boomer' generation reached maturity with money in their pockets

for fashion, records and motor-cycles. Carnaby Street became the epicentre of fashion and lifestyle, the go to place to buy and model the latest designs. For girls it embraced the mini-skirt, hot pants, coloured tights, and go-go boots among others, whilst boys were drawn towards drain-pipe trousers, jeans and winkle picker shoes. Clubs, specialising in particular music genres, fomented specific sub-cultures who favoured fashions of their own. The 'Mods',

followers of Rhythm and Blues and Soul music, were stylish and spent money on very smart Italian-made suits and shoes and American military coats called 'Parkas'. Their preferred method of transport was the scooter customised with painted design and an abundance of mirrors. 'Rockers', more aligned to Rock music, favoured motor-bikes with fashions centred around leather jackets, greased hair and 'brothel creeper shoes'. The two groups made headlines with frequent clashes, most notably at sea-side venues on Bank Holidays, where the police grappled with violent mayhem.



The availability of popular music grew rapidly during the 60's. Pirate Radio Stations like Radio Caroline and Radio Luxembourg picked up the growing demand for pop and rock music which the BBC were reluctant to air. Music became an essential element in the lives of young people enlivened by the weekly 'hit parade' and the competition for the prestigious accolade of being 'Top of the Pops'. Live music concerts, now referred to as 'gigs' brought idols face to face with their screaming fans and were total sell-outs everywhere. Following the success of the Woodstock Festival in New York which, among others, popularised hippie culture and brought to prominence the 'Summer of Love', festivals began to emerge in Britain. At first tentative, they rapidly became outstanding youth events. The first at Ford Farm near Godshill in 1968 attracted 10,000 devotees but this grew to 150,000 at the first Isle of Wight festival in 1969 and to over 600,000 the following year. The magnetism of music, drugs and sex in temporary tented cities became an iconic image of the 'swinging 60's'.

Rhythmic popular music compelled people to 'swing' and 'Rock and Roll'. Dancing at disco's, clubs, hops or ballrooms gained in popularity. Wherever music played people gyrated with youthful energy and abandon, with or without a partner, with or without the stimulation of alcohol and drugs. Jiving became a competitive and athletic art form. As the music became ever more frenetic so too did the moves. Many new dances of the era were associated with song where singers implored the dancers 'to do the _____'. So emerged crazes for 'The Twist', 'The Locomotion', 'The Shimmy', 'The Hustle', YMCA, 'The Funky Chicken', and many others.

Pop music, designed primarily to seduce the young, along with 'teen' books, magazines and comics, carried strong references to freedom, love and romance. Women's fashion also reflected more sexual allure. The ideas hit a wall of adult concern. Attitudes were then very different. Sex was a taboo subject. In an age before the contraceptive pill and when condoms were sold surreptitiously 'under the counter' in chemist shops and barbers, youth was firmly warned off sexual indulgence. There was a wariness and secrecy surrounding sexual relationships and a fear of mishap. Unmarried mothers were ostracised for the shame they brought upon themselves and their families. Shot-gun weddings, where men were forced into marriage to save the reputation of some poor unfortunate girl, were not uncommon. There was a noticeable trend towards marrying young to avoid the stigma. At 25 many considered themselves 'on the shelf'. This was also the age when homosexuality was outlawed. Offenders were imprisoned forcing some sexual practices into secrecy. During the 60's the pressures for change mounted dramatically. Revolution was around the corner!

Music also became the signature for protest movements. In Britain anti-war sentiment coalesced around the 'Ban the Bomb' movement of CND (the Campaign for Nuclear Disarmament). Backed by prominent intellectuals and politicians it organised non-violent marches between Trafalgar Square and the Atomic Research facility at Aldermaston, a distance of 52 miles. Attracting over 100,000 participants in 1963, the young element soon infused the demonstrations with battle-cry music, immortalised on records like 'Songs of Aldermaston' and 'Songs against the Bomb'. Used to disseminate the potent message still further, they raised public anxiety, stimulating the national debate and public interest in defensive measures. Local Defence Committees were activated along with the construction of nuclear bunkers throughout the country.

During the 60's as the rebellious rock and rollers of the 50's grew older, their modernistic, liberal values and attitudes became more deeply embedded in emerging culture. Aligned more closely with socialism, Labour Governments predominated. They were responsive to the changing mood. The Wilson government of 1964 instituted a legislative programme designed for less government and more individual freedom. Capital punishment and theatre censorship were abolished, homosexuality was decriminalised and both divorce law and abortion law was relaxed. In essence constraints were removed and permissiveness legalised. There were also moves to remove gender inequalities and racial prejudice. Radical moves were made towards achieving equality in education. Comprehensive schooling was introduced along with the rapid expansion of University education. 22 new universities were built with an increasing emphasis on technology. Society took great steps towards equality, liberalisation and opportunity.

The changing values also impacted organised religion. With the rise of affluence, leisure time and new media, society began to lose its love affair with religion and become more secular. Between 1963 and 1969 Anglican confirmations dropped by 32% and Methodist membership by 24%. Traditional religions were being challenged by a new religion – Consumerism. There was a move towards deregulating many activities banned on Sunday, expanding freedom of choice and broadening the range of alternative distractions.

In summary, what then were the major cultural shifts of the 60's-?

- New technology and materials both at home and in the workplace changes lives.
- Women became more economically active raising family incomes significantly. As a result
- Society grew more affluent. The satisfaction of desire began to overwhelm that of need.
- Society became more diverse, better informed and more wary
- Class boundaries began to blur as working class access to education and affluence gathered pace. Respect for ones 'betters' diminished.
- The world became a much smaller place. Parochialism was overwhelmed by globalism. The import of influence from abroad began to standardise a 'western' culture.
- There was a growing recognition of people power and less respect for authority. Evasion of civil law became something of a sport.
- TV and Radio silenced families and became more of a neighbour than the neighbours!
- Cars reigned supreme. Increased mobility, increased individual reach, increased opportunity. The great diaspora accelerated. Family and community cohesion crumbled.

- Individual and community responsibility waned as people became increasingly dependent on an expanding social security system.
- The moral straightjacket burst. Old values of propriety were jettisoned, new freedoms embraced.
- Celebrity became more influential than elected politicians.
- The power of the media to sway public opinion and to seduce by advertisement grew.
- Music became a more dominant influence in the lives of the younger generation driving both hedonism and political messaging.

Once again we now join the Upson family to see the effect of these changes at the family level.