

1960 – 1970
The „Golden Age“ of the Post-
war Era

*Was it „golden“ for women as
well?*

Society and Politics

- in the beginning of the 1960s only a few social changes
- politics: “Cold War” between East and West
- economic growth and full employment
- increasing salaries and transfer achievements promote consumption

Society and Politics

Education and Professional Life

The education of daughters is still seen traditionally as a transition period until marriage

Marriage and marital law: according the ABGS (from 1811) the man is the head of the family, determines residence and professional life of his wife. Her main obligation is a tidy house keeping

Society and Politics

- Marriage took place early, even though legal age wasn't reached before 21
- often the only possibility to escape from parental home
- mostly the professional life ended with the birth of the children...
- later on the professional life was continued
but the women missed
this period credited for retirement

Women and Politics

- women did not take part in discussions about politics
- lack of idols for women in institutions, economy and in public places
- only in the beginning of the 70s there was a new family law installed and the criminal act for abortions was dropped (see also 1970-1980)

Daily Routine of Women in the 60s

Also back then there had to be made a balancing act between job, household and education of the children

are we “uncaring mothers” because our children attend kindergartens and after-school care institutions while we contribute to the family budget?

supermarkets were just in the making therefore much time had to be spent to buy goods for the household at the weekend

who was able to make dresses, tailored children outfits and something “fashionable” for themselves, additionally to professional life. There were the soccer evenings on TV!

Leisure Time in the early 60s

- the purchase of record players, portable radios and first TV sets was made possible through payment by installments
- house bars, cocktail dresses, dancing also at home
- going to the cinema was replaced by TV
- Reading was IN due to “Donauland”

- weekly visit at the hairdresser:
curlers and intense permanent waves

Leisure Time in the 60s

- holiday travel with the family car to Italy
... they enrich the domestic menu

Emancipation Successes?

... they are long in coming...

only by the **pressure of social changes** in the beginning of 1968 the laws follow behind by 1970...

- but women **take their driving test** and get more **mobile**
- **We are employed and our personal liberties grow....**

1968 A Year of Caesura (1)

- the spirit of the age **blows from the left**
- protests against the war in Vietnam, against the old university law and against educational crisis
- the depressing structures of the conservative-authoritative post-war society are cracked

1968 A Year of Caesura (2)

- they are long in coming...
- open discussion in society and in the media about sexuality
- new forms of life together in communities are tried out

At the End of the 1960s We Just Wish for Everything ...

hippie fashion and flower-power

mini or maxi skirt?

long hair (also for men)

Society appeared to get younger

1960 – 1970

- a decade with changes and new beginnings for a modified society
- politics will follow in the 1970s

Author: Gerti Zupanich, contemporary witness

Other sources : www.demokratiezentrum.org
[google/pictures](https://www.google.com/pictures)

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