

Student Handout
Oakland Museum of California
What's Going On? California and the Vietnam Era
Lesson Plan #1
From the Quiet Decade to Social Revolution:
How the Vietnam War Transformed California

Oral History
Lois Lundberg

Lois Lundberg was a Republican volunteer in Orange County who actively campaigned for conservatives like Richard Nixon, Barry Goldwater, and Ronald Reagan.

... let's say you're going to run for office. Well, um, when—before it got so televised as it is now, most of your ... that's how you got your message out, was at coffees. And the candidate would talk about I believe this, I want to do this, I want to do that. But a great deal of it was, was getting together and talking. Republican women had luncheons where we talked. And I was, uh, president of the Republican women in my town for two years. I—we did a lot of getting together. Yeah, we were very, uh ... I won't say social, because we didn't just get together. We were always working. And the Republican women in my city did a lot of other projects. We did cancer drives. We did, uh, civic things. We were, uh, so full of energy that if you got us, you know, something that we agreed with it wasn't a ... a Democrat movement. But we'd probably have joined it because we were very, very active. And we would designate one ... one, uh, gal would keep the kids while their mothers were working.

