Volume Forty of *Perspectives* is dedicated to Monica Taylor who graduated with her M.A. in History in Fall 2011. She was a member of Phi Alpha Theta and a 2011 recipient of the Fingerhut Award. Since the winter of 2010, Monica courageously battled brain cancer. Sadly, she passed away on March 22, 2013. We will remember her drive, determination, and organization.

Perspectives:
A Journal of Historical Inquiry

Volume 40
Winter 2013

Support for publishing *Perspectives* came from the Instructionally Related Activities budget of the College of Natural and Social Sciences at California State University, Los Angeles.

Cover Image: Jim Snyder, a California Institute of the Arts graduate, designed the cover blending images from each of our five articles selected for publication. Starting with the upper left corner, the first image is a 1932 U.S. presidential campaign poster for Franklin D. Roosevelt. Moving clockwise is a newspaper article showcasing the San Francisco World's Fair, held in 1939 and 1940. Next, Dustin Shuler creates a dramatic art display with a plane, representing the vibrant art community of downtown Los Angeles in the 1970s and 1980s. The graphic black and white print illuminates the cover of *ONE Magazine*, a publication that provided a literary outlet for the homosexual community during the 1950s. Finally, the last picture is of Richard Nixon, then President of the United States, shaking hands with Mexico's former leader, President Gustavo Díaz Ordaz at the dedication ceremony of the Amistad Damn in 1969.

Perspectives: A Journal of History Inquiry

CONTENTS **VOLUME 40** **WINTER 2013**

INTRODUCTION vii

INTERNATIONAL HISTORY STUDENT JOURNAL ASSOCIATION ANNOUNCEMENT ix

ABOUT THE AUTHORS x

ARTICLES

The 1932 Presidential Election: The Tough-Minded Common-Man and the Virtuous Savior 1
BY JULIA DEVIN

Location, Location, Location: Sex, Respect, and Femininity at the Golden Gate International Exposition 25
BY KRYSTAL MESSER

"To Thy Self Be True": Self-Representation in ONE Magazine, 1953-1955 55
BY COLLETTE SALVATIERRA

Open Borders, Broken Water: The Nixon Administration and U.S.-Mexican Relations During the Cold War 83
BY SHAINE SCARMINACH

Shock Troops of Redevelopment: Los Angeles's Art Community, 1980s 119
BY RACHEL KREISEL

SPECIAL FEATURE

The Continuing Evolution of Perspectives 147

Championing a Cause: Toward a Comprehensive History at CSULA 153

BOOK REVIEWS

Stephanie Mitchell and Patience A. Schell. *The Women's Revolution in Mexico, 1910-1953* 161
NICOLE ALTAMIRANO

Jill Lepore. *The Whites of Their Eyes: The Tea Party's Revolution and the Battle Over American History* 163
JULIA DEVIN

Artemy M. Kalinovsky. *A Long Goodbye: The Soviet Withdrawal from Afghanistan* 164
ELIZABETH FRAGOSA

Shawn William Miller. *An Environmental History of Latin America: New Approaches to the Americas* 166
JENNIFER HUERTA

Louis A. Perez Jr. *Cuba in the American Imagination: Metaphor and the Imperial Ethos* 168
RAFAEL MAZON

Marc Levinson. *The Box: How the Shipping Container Made the World Smaller and the World Economy Bigger* 170
MARC MEEHAN

Adam M. Mckeown. *Melancholy Order: Asian Migration and the Globalization of Borders* 172
SHAINE SCARMINACH

Vijay Prashad. *The Darker Nations: A People's History of the Third World* 174
JAMES STEELE

Lian Xi. *Redeemed By Fire: The Rise of Popular Christianity in Modern China* 175
DALVIN TSAY

Laurie Manchester. *Holy Fathers, Secular Sons: Clergy, Intelligentsia, and the Modern Self in Revolutionary Russia* 177
KATHERINE YANG

Barbara A. Ganson. *The Guaraní Under Spanish Rule in the Rio de la Plata* 179
JIMMY ZAVALA

PHI ALPHA THETA 180
AWARDS 182

Visit the *Perspectives* website at:
http://www.calstatela.edu/centers/perspectives/

as well as the *Perspectives* Facebook page at:
https://www.facebook.com/pages/Perspectives/4800515353921

© 2013 by Perspectives

All rights reserved. No part of this journal may be reproduced, stored in a retrieval system, or transmitted, in any form, except for the inclusion of brief quotations in a review study, without prior permission in writing from the publishers and the student author. Copyright reverts to each author upon further publication of his or her article.

Department of History, California State University, Los Angeles 5151 State University Drive, Los Angeles, CA 90032-8223

Introduction

Forty years ago, the faculty of the History Department at California State University, Los Angeles created *Perspectives: A Journal of Historical Inquiry*, an annual publication showcasing original historical research conducted by students. The journal's commitment to providing a forum for historical debate, research excellence, and community building continues to this day, developing into an award-winning and respected journal. For our fortieth anniversary, the *Perspectives* team is reflecting on the journal's history. In looking back, we celebrate the journal's accomplishments and identify themes important to historical inquiry as well as our community.

This year's editorial team chose essays that highlight community formation, inter-ethnic and gender relations, and a strong focus in demonstrating agency. The CSULA community reflects these themes in our diverse student population, Women's History Month celebrations, and student organizations such as the Campus Community for Social Justice and Students United for Sustainability. The university is committed to uplifting and engaging local neighborhoods through partnerships with non-profit groups dedicated to social justice. The articles in this volume span the rise and evolution of what historians call the New Deal Era. From the 1930s until the 1970s, the federal government expanded social welfare programs, battled poverty, and supported civil rights movements.

In the first article Julia Devin focuses on Franklin D. Roosevelt and his ascension into the White House aided by a brand of masculinity that identified with the demoralized "common-man" of the Great Depression. Devin's analysis of the male narrative during the election galvanized a group of Americans who, in the following decades fought for labor, civil, and women's rights. Next Krystal Messer explores spatial relations and the dichotomy of roles among female workers at the World's Fair exhibition in San Francisco from 1939 to 1940. Collette Salvatierra examines the topic of societal exclusion and focuses on underground homosexual literature in the early 1950s. Salvatierra explains how *ONE Magazine* identified a

"common-man" gay identity that emphasized love, openness, and acceptance of homosexuality through fictional stories and embracing a united front. Rachel Kreisel explores the revitalization of downtown Los Angeles during the 1970s and early 1980s when local artists informally appropriated abandoned urban space effectively adding a new and unexpected identity to the redevelopment process occurring simultaneously in the area. Finally, Shaine Scarminach focuses on political discussions of the U.S.-Mexico border. Scarminach investigates the controversial subject of the drug trafficking and resource sharing, examining their impact on U.S.-Mexico relations.

The Special Feature essays offer a deeper reflection on our journal's history and explore the evolution of Women's History Month. Our International History Student Journal Association team introduces the idea of an interconnected network where undergraduate and graduate students can share research interests, exchange articles, and develop friendships. The fortieth anniversary feature surveys past journal volumes, identifies shifts in scholarly interests at CSULA and summarizes the experiences of Dr. Stanley Burstein, Professor Emeritus of History. Over the course of forty years, the progression of *Perspectives* is evident. The third special feature investigates the development of international recognition for women's history and how CSULA celebrates Women's History Month.

Though these articles were written independent of one another, they complement each other and together tell stories of how historical actors altered political and cultural discourse to transform their lives. They also help us recognize and appreciate the commitment of our History Department to create and sustain an academic journal for forty years and implement formal celebrations of women's history at CSULA. In the spirit of community building, we, the editors of Volume 40, invite you into the discussion and encourage your perspective. Welcome.

Announcing the

International History Student Journal Association



The International History Student Journal Association (IHSJA) was established in February 2013 at California State University, Los Angeles. IHSJA was created to:

- Provide participants with a forum to share editing and publishing experiences, widen readership, and explore other student run history journals
- Recognize excellent student journals and articles
- Create a mechanism for the systematic distribution of student journals among members
- Establish an annual conference that provides students with a venue to receive feedback on their research and provide mentorship to others

Our first annual conference will commence in the spring of 2015 at California State University, Los Angeles. For more information regarding membership please visit the IHSJA Facebook page at:

https://www.facebook.com/pages/International-Historical-Student-Journal Association/529764757045350

About the Authors

Julia Devin is an M.A. student in the History Department at CSULA. In 2007, she received a B.A. in History with a minor in English Literature from Seattle Pacific University. She earned her teaching credential in 2010 and in the following year completed an M.A. in Educational Foundations at CSULA. Julia hopes to pursue doctoral study in U.S. gender and educational history during the modern era. She would like to thank Dr. Carole Srole who encouraged her to return to her first love, history, and spent countless hours helping her complete this project. Finally, Julia wishes to thank her husband and family for their endless encouragement and support of her studies.

Rachel Kreisel, a member of Phi Alpha Theta, is currently writing her graduate thesis at CSULA on the history of Los Angeles and its art community. She worked as an engineer and producer in radio for fifteen years. After receiving her B.A. in English from UCLA in 1989, she worked as a freelance writer conducting story analysis for production companies. She contributed to the *Los Angeles Times*, published her own magazine, and received a PEN Emerging Voices Fellowship for a series of short stories.

Krystal Messer is pursuing a Master's degree in History at CSULA. Her studies primarily focus on California history as it pertains to the American West and Latin America. Krystal traveled extensively as a child where her love for California blossomed. Krystal moved to Los Angeles to attend USC where she received a B.F.A. in Screenwriting with a minor in History.

Collette Salvatierra is a History graduate student born and raised in Los Angeles. Her research focuses on U.S. sexuality and gender relations during the Cold War. Her goals are to become a high school teacher and provide students a well-rounded historical background that includes LGBT history. She volunteers at ONE Gay and Lesbian Archives where she is inspired daily by men and women who fought for equal rights

during the 1950s. Collette would like to thank Dr. Carole Srole and Dr. Christopher Endy for their encouragement to pursue her interests and improve her writing.

Shaine Scarminach is an M.A. student in the History Department at CSULA. He received his B.A. in History from the University of San Francisco in 2010. His research interests include various topics in U.S.-Latin American relations, particularly during the Cold War. He previously published an article, "The Experience of Hyper-Modernity in Don DeLillo's Cosmopolis," in *Writing for a Real World* and received the David Herlihy Prize in History for an honors thesis on U.S. foreign policy in Chile from 1969-1973. After completing his M.A., he intends to pursue doctoral study and eventually teach.