1960  Dolores Huerta and César Chávez form the United Farm Workers of America (UFW), an agricultural workers labor union.

1960  Berry Gordy founds the Motown Record Corporation in Detroit, Michigan. Motown goes on to become the most successful black-owned music business in history.

1960  Barry Goldwater publishes *The Conscience of a Conservative*, announcing his conservative political views.

January 4, 1960  The United Steel Workers agree on a settlement to end the longest steel strike in U.S. history. The strike had started in July 1959.

February 1, 1960  Four black students request service at a whites-only lunch counter at a Woolworth’s store in Greensboro, North Carolina. They politely begin a “sit-in” to protest not being served. Their nonviolent protest sparks a new form of civil rights protest that quickly spreads throughout the American South.

May 1960  The oral contraceptive pill, known as “the pill,” is approved for distribution throughout the United States.