A movement to increase applications in the teaching of undergraduate mathematics majors started in the 1950’s and still showed signs of life in the 1990’s. Both intellectual and professional forces led numerous influential individuals and blue ribbon committees to advocate, over this period of decades, the teaching of applications. Surprisingly perhaps, there seems little opposition in print by mathematics faculty. But it is not clear that the results of the movement were in proportion to the volume of this nearly unopposed advocacy. This paper will survey the diverse and strong forces supporting the movement for applications, and make a beginning at estimating the impact on students. Uncertainties and possibilities for resolving them will be discussed. If time permits, wider questions, including where this research may lead, will be discussed. (Received July 24, 2007)