

Chapter 16

A New American Revolution

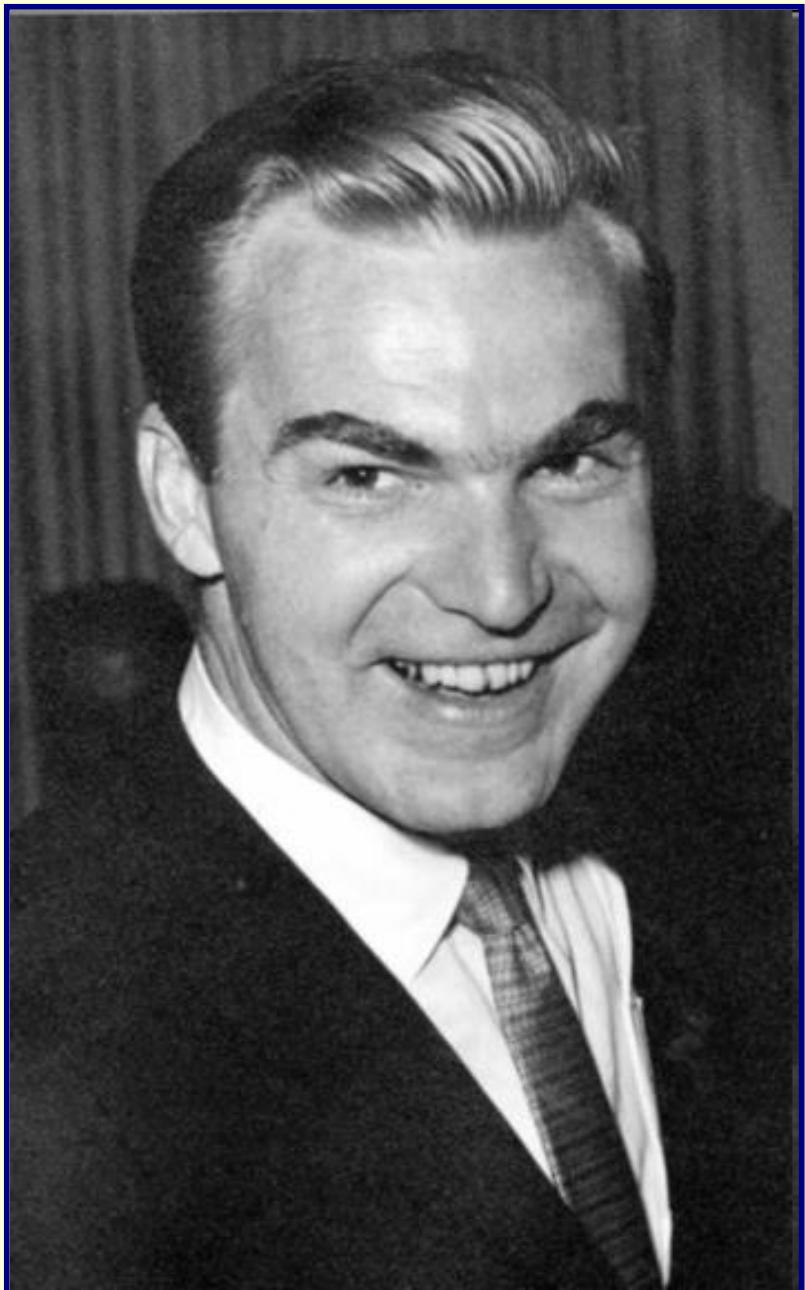


In this chapter:

- ❖ *In the 1960s, the state will finally confront civil rights, the Equal Rights movement, and the aftermath of the war in Vietnam. But it will also begin a slow turn towards conservative politics.*
- ❖ *A decade later, Americans will deal with an international oil crisis, and education and politics will dominate the state's affairs.*

Section 1: The 1960s





*The beginnings
of the national
“Youth Movement”
came to Oklahoma
in the late 1950s.*

**J. Howard Edmondson,
who was only
33 years old,
was elected
Governor in 1958.**

*In 1960, John F. Kennedy,
at age 43, was elected
President of the United States.*

Edmondson campaigned against Oklahoma's "Dry" liquor laws, which were passed in 1917.

It had rarely been enforced and was repealed in 1959.

Cool Rain
Cloudy and cooler with scattered showers. High 68 degrees. To Tuesday's 70. Low 60.
Map on Page 16.

VOL. 68, NO. 88

TWENTY-FOUR PAGES—301 N BROADWAY, OKLAHOMA CITY, WEDNESDAY, APRIL 8, 1959

DAILY, FIVE CENTS

THE DAILY OKLAHOMAN

STATE GOES WET

Norick Elected Mayor; Council Pair Is Ousted

By CULLEN JOHNSON

James H. Norick, who got into the runoff by one received vote, Tuesday was elected mayor of Oklahoma City.

He defeated Charles E. Birche by more than 50,000 votes.

The heavy turnout of 60,000 voters also brought defeat to the two remaining candidates up for re-election this spring.

The candidates defeated were A. H. Bent, DeWitt, ward 1, and Robert M. Crossland, ward 2.

Bent was defeated by Harry Bell, former operator of an ornamental tree company.

Constituted last the councilman he has held since 1952 to Ray Morris, Lawrence.

Warren Roush was elected councilman in ward 4 over Melvin Estes and with a record. Charles Schrock, incumbent, was left out in the primary last month.

With all 30 of the city's seats up, Norick's total vote stood at 30,000 to Morris' 28,000.

The vote by wards in the county's east:



Shawnee Jury Blasts Sheriff

Report After Quiz

County Option Fails In Flood of Votes

Governor Asks Common Sense In Days Ahead

Drys Disappointed,
Pledge Continued
Temperance Fight

By KAY PARK

OKLAHOMA CITY, Wednesday—Tuesday night's defeat for the measure of "good judgment and common sense" on statewide option to end 30 years of禁酒令.

"The supreme vindication of the temperance is to make a motion bill that is designed for one purpose—protection of the health interest of the people of Oklahoma and the protection of our youth and our children," the governor said.

The answer of all Oklahomans in this issue, a clear mandate for exercise of the last

Strong Support in Cities
Carries Repeal to Victory
By 80,000-Plus Margin

By OTIS BULLWANT

Oklahoma voters Tuesday struck down the constitutional prohibition against manufacture and sale of liquor in a decisive victory for the wet which will open the way for legal sale of liquor in the state.

The amendment for repeal of prohibition was adopted by a majority of more than 80,000 votes in the first statewide election for the drys who have demanded ending the禁酒令 since prohibition was written into the constitution at Edmond in November, 1901.

In a narrow interest for a special election, the voters decided they wanted legal sale of package liquor in privately owned stores and they wanted the sale in every county in the state without any option.

They overwhelmingly voted down the proposed county option amendment which would have called for another special election May 12 for each of the 77 counties to determine whether it would permit sale of liquor. The option amendment was defeated by more than 2 to 1.

The vote was as follows:

Passed, amendment, 3,220 of 3,514 associate.

Edmondson was elevated to the U.S. Senate when Robert S. Kerr died unexpectedly in 1963.

Having resigned as governor, the new governor, George Nigh (left), appointed Edmondson to the Senate until a special election could be held.



But in 1964, Fred Harris ousted Edmondson for the Democratic nomination for U.S. Senator.

Harris built a coalition that crossed the boundaries of race, gender, and class.



Harris served from 1964-72. He ran for the Democratic presidential nomination in 1976, but lost to Georgia Governor Jimmy Carter.

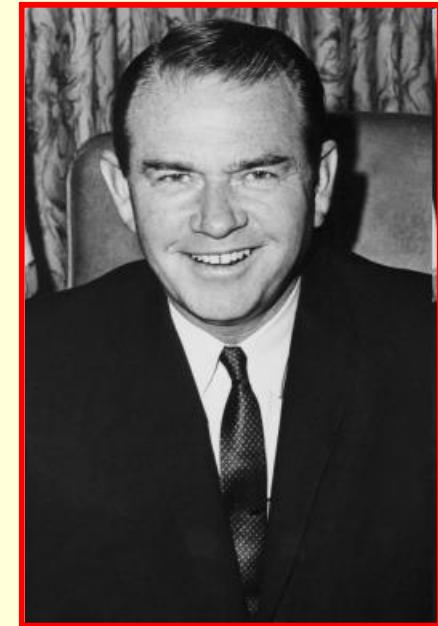


Starting in 1962, Oklahomans began supporting Republican Party candidates.

Henry Bellmon (right) served as Governor from 1963-1967.

He later served as a U.S. Senator from 1968-80.

He served again as governor from 1987-1991.



Dewey Bartlett (left) served as Governor from 1967-1971.

*He was the first Governor eligible for a second term.
Although he lost that bid, he then served
as a U.S. Senator from 1972-1978.*

Civil rights continued to be a problem in the 1960s.

A boycott of the John A. Brown Department Store lasted from August of 1958 to June of 1961.

A boycott occurs when people refuse to buy products.



Fifty people were arrested in 1963 trying to integrate the Wedgewood swimming pool.



In the late 1960s, Oklahoma City students still attended segregated schools.

*In 1954, the U.S. Supreme Court ruled in the case of *Brown v. Board of Education* that segregated "separate but equal" schools were unconstitutional.*

STATE  JOURNAL

By Stauffer Publications, Inc.
Topeka, Kansas, Monday, May 17, 1954—Twenty-four Pages

Home Edition
Official City Paper
FIVE CENTS

SCHOOL SEGREGATION BANNED

Turnpike Bonds Authorized So Suit Can Start

Supreme Court Will Clear Legal Air in Friendly Action

The Kansas Turnpike authority Monday formally approved issuance of 140 million dollars in revenue bonds



Supreme Court Refutes Doctrine of Separate but Equal Education

High Tribunal Fails to Specify When Practice of Dual Schools Must Be Dropped by States

Washington, May 17 (UPI)—The Supreme court ruled unanimously Monday that segregation of Negro and white students in public schools is unconstitutional. But it will hear further arguments this fall on how and when to end the practice.

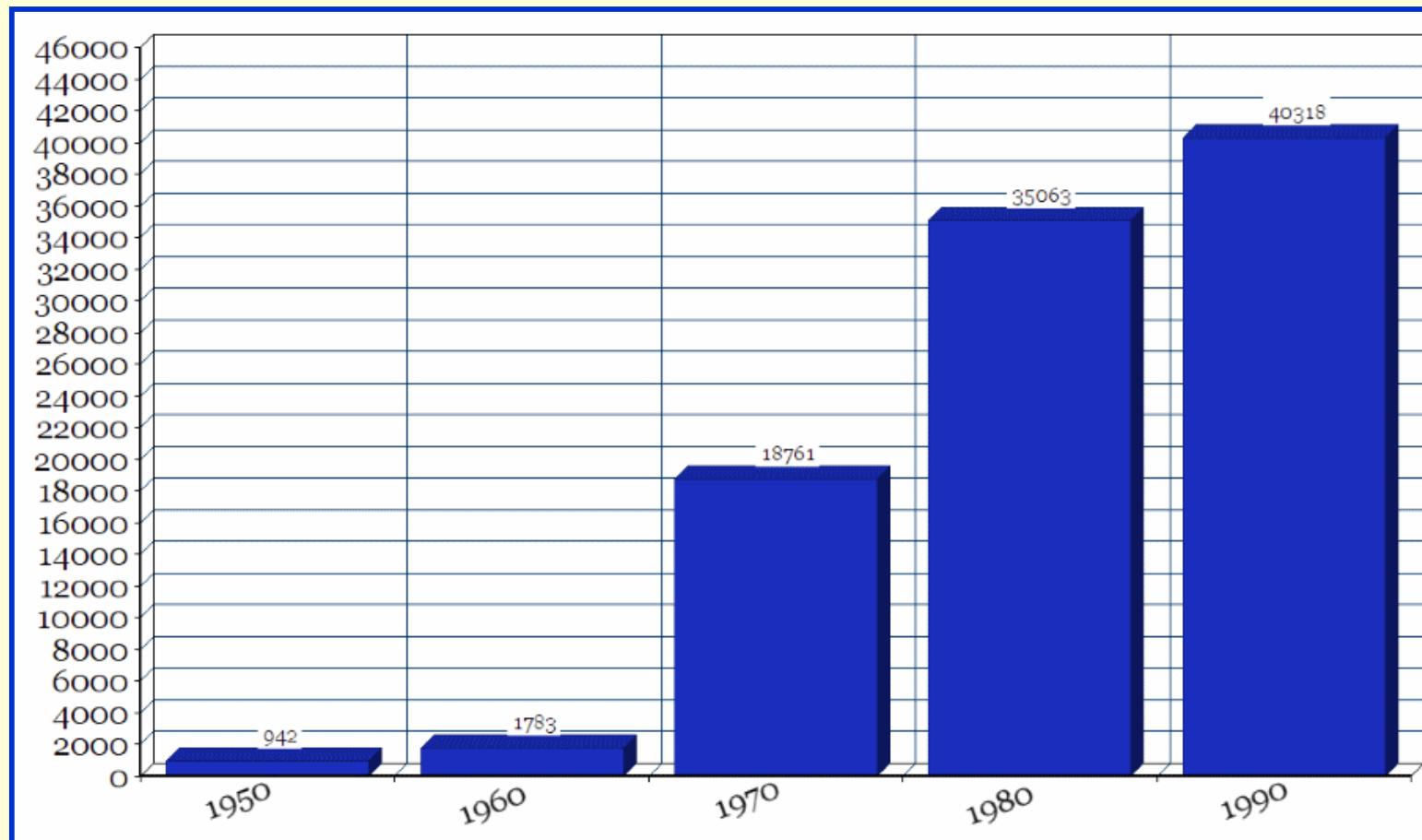
In 1972, Judge Luther Bohanon ordered the Oklahoma City School Board to integrate its schools by busing students across town.

After the ruling, black students were transported by bus to attend predominantly white schools. Bohanon's life was threatened and his home was vandalized, but the City's schools were finally integrated.

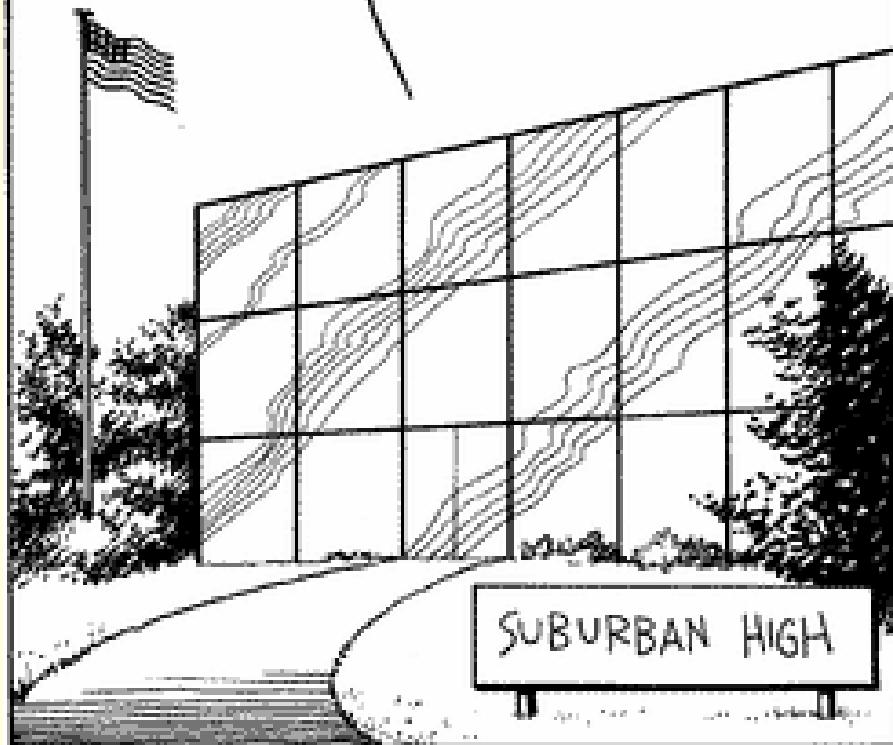


While successful, the ruling also created “white flight,” where families moved to suburbs that were not affected by the desegregation plan.

The population of Moore increased 952% in the 1970s.

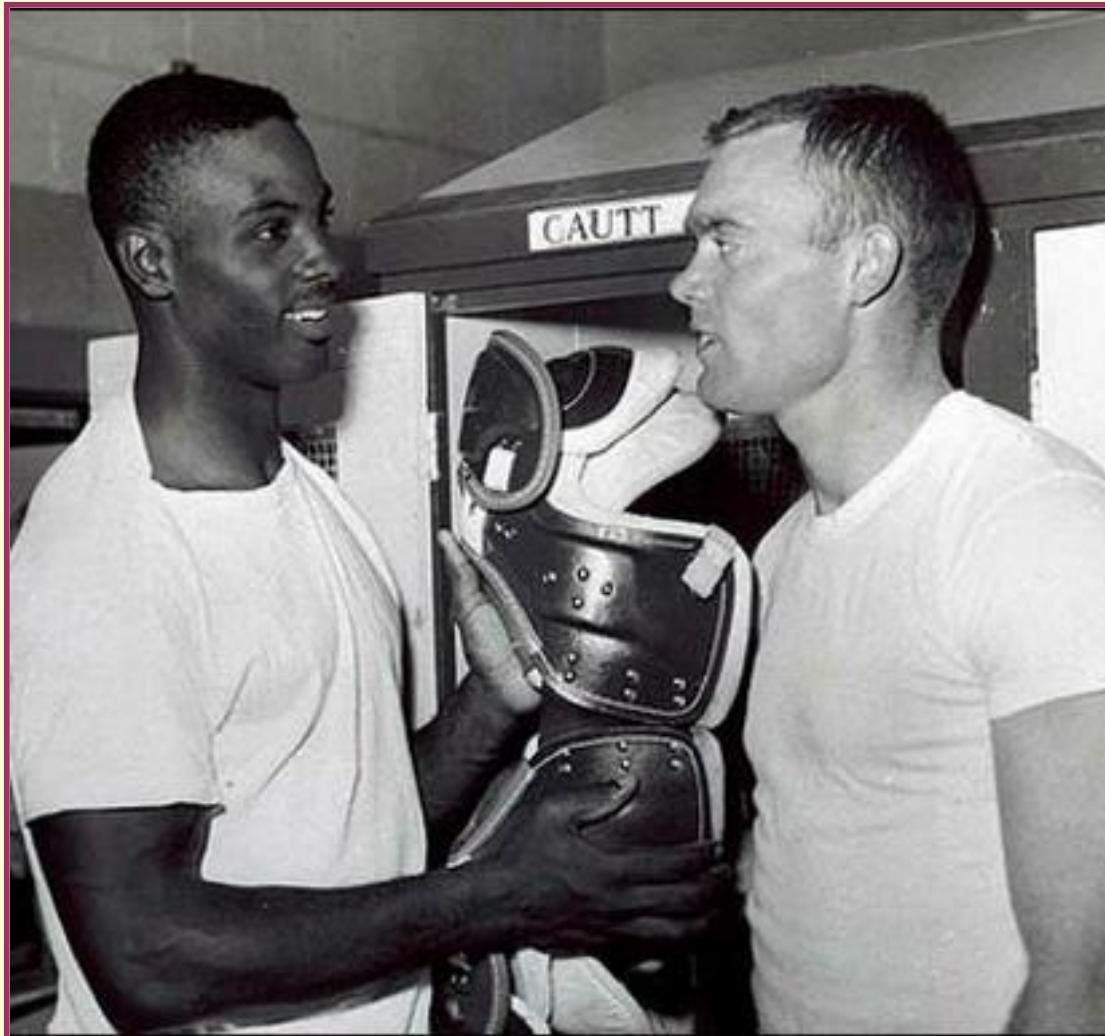


"TODAY, CLASS, WE'LL
LEARN ABOUT THE BAD
OL' DAYS..."



... WHEN WE THOUGHT
SEPARATE COULD BE EQUAL."

Prentice Gautt was the first African-American football player for the University of Oklahoma.



He was welcomed by teammate Brewster Hobby in this picture from Sept. 17, 1957.

Gautt won the 1959 Orange Bowl MVP Award and played seven years in the NFL.

He also earned a PhD in Psychology.

By 1966, President Lyndon Johnson had placed 400,000 U.S. troops in Vietnam.

American soldiers were trying to keep the democratic south safe from an invasion by the communist north.

It was the first war that was covered extensively by television.

As the fighting dragged on and thousands of lives were lost, the public turned against the war.



*144,000 Oklahomans served in Vietnam.
At least 988 were killed in action.*



When the war ended in 1973, thousands of Vietnamese immigrants came to Oklahoma City. The Asian District around 23rd Street and Classen is sometimes called “Little Saigon.”



The war brought passage of the 26th Amendment, which allowed 18-year-olds to vote.



11 million Americans ages 18 to 20 were eligible to vote for the first time in the presidential election of 1972. 50 percent did so, a percentage that has never been equaled.

In 1968, gender was added to the protected categories of the Civil Rights Act of 1964.

The Act prohibited discrimination based on race, religion, or national origin.

**In 1971,
Oklahoma City's
Patience Latting
became the first
female mayor
of a major
metropolitan area.**

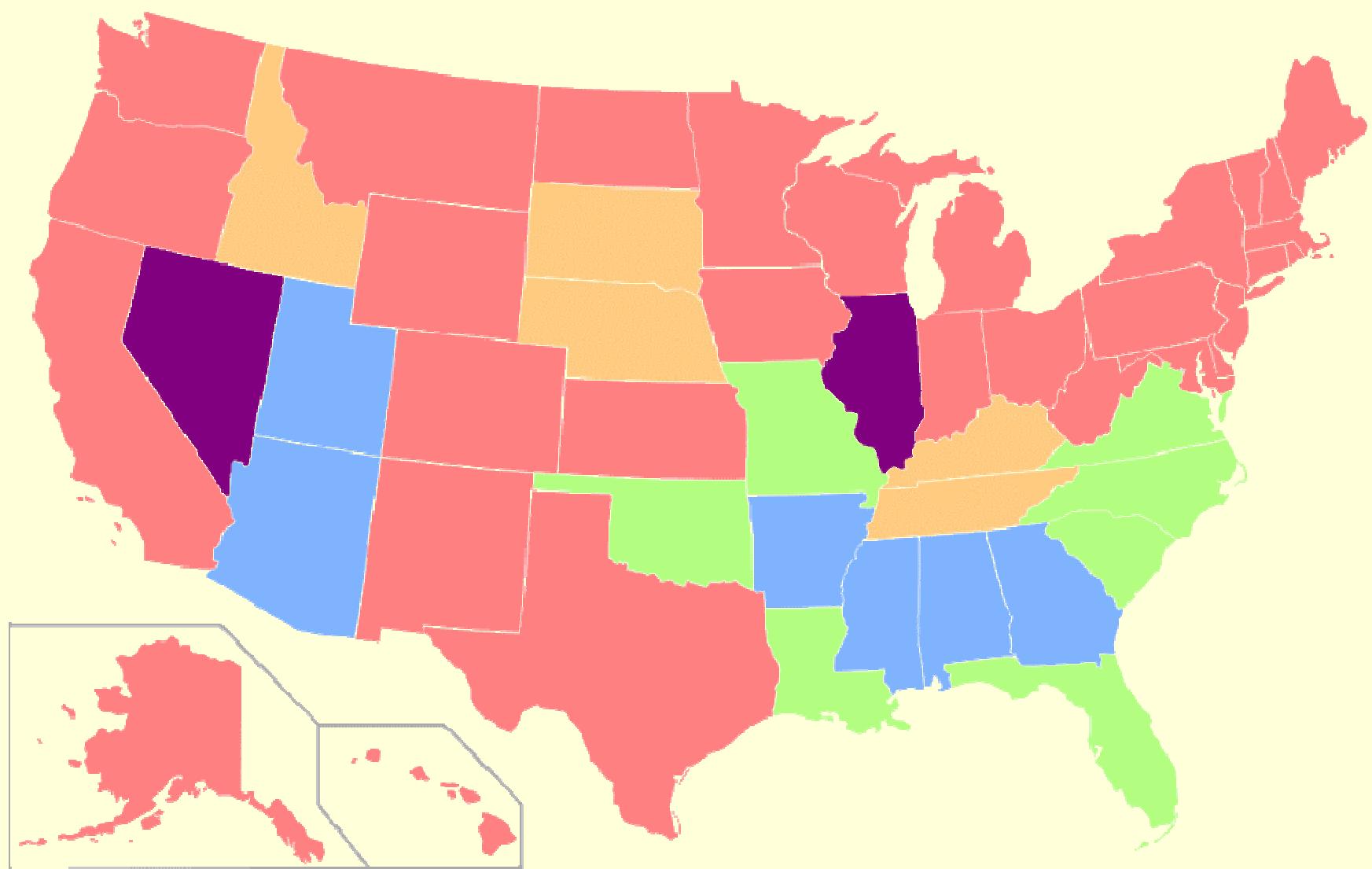
She served 12 years.



However, Oklahoma was one of the 15 states that did not ratify the Equal Rights Amendment.

The woman on the right is Dr. Hazel Carr Leroy, a friend of mine from college.





Ratified



Ratified after June 30, 1982



Ratified, then revoked



Not ratified (having been approved in only 1 house of legislature)



Not ratified

Native Americans began to make their voices heard on health care, education, and unemployment.

Clyde Warrior, a Ponca writer, emerged as a leader at the American Indian Chicago Conference.

His most influential essay was "Which One Are You? The 5 Types of Young Indians."



**LaDonna Harris, who was part Comanche,
founded the intertribal organization
Oklahomans for Indian Opportunity in 1970.**

*She later served
several years as
the president
of Americans
for Indian
Opportunity.*



The state created the Indian Affairs Commission in 1967 to promote the relationships between tribes and the state and federal government.



The Commission was dissolved in 2011.

The Secretary of State now serves as the official liaison to the tribal nations of Oklahoma.

Section 2: The 1970s





In 1945, Sam Walton of Kingfisher bought a “variety” store in Newport, Arkansas. He would buy 15 more before starting his own company.

He opened the first Wal-Mart Discount City in July of 1962.

His company is now worth more than \$250 billion.



Shopping patterns began to move away from downtown stores to large suburban centers. Utica Square in Tulsa was Oklahoma's first mall.



*Oklahoma City's first mall, Penn Square,
began as an "open-air" shopping center in 1960.*

It was renovated and enclosed in 1981.



Enduring companies from this era include Braum's Ice Cream and Love's Country Stores.

Bill and Mary Braum sold their Kansas business and moved here in 1968, and Tom Love's first store opened in Guymon in 1972.



The Mummers Theater, built by world-famous architect John Johansen, opened in Oklahoma City in 1970.

I worked there from 1979-1983 when it was called the Oklahoma Theater Center.



The Port of Catoosa, linking Tulsa to New Orleans, opened on December 30, 1970.

*It is part of the McClellan-Kerr Arkansas River Navigation System.
Barges reach the Mississippi River in five days and the Gulf of Mexico in ten days.*



Ottawa County's zinc and lead mines closed in 1970.

*The Environmental Protection Agency declared them to be
some of the most contaminated sites in the U.S.*

The Tar Creek site is 40 square miles of toxic waste.



Democrat David Hall was elected governor in 1970 on a platform to improve education.

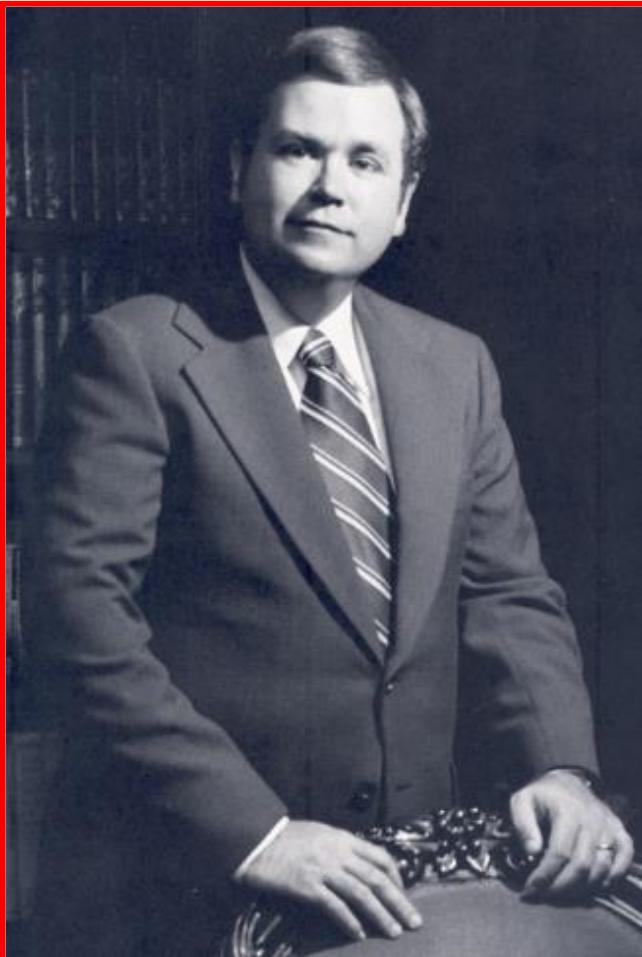
- *He greatly expanded the state's vo-tech school system, and established Oklahoma's state income tax.*
- *Although popular, he was constantly criticized by The Daily Oklahoman, whose publisher, billionaire Republican Edward Gaylord, had backed former-Governor Dewey Bartlett. Bartlett lost a bid for a second term.*
- *Three days after he left office, he was indicted by a federal Grand Jury on bribery charges.*
- *Hall was convicted and served 19 months in a federal prison.*



*The Moore Norman Technology Center
opened in 1972.*



David Boren was elected governor in 1974 and, as a former professor at Oklahoma Baptist, also supported advances in education.



- *At age 33, he was America's youngest governor.*
- *He later became a U.S. Senator.*
- *He campaigned on "cleaning up" government, and his supporters were known as "Boren's Broom Brigade."*



By 1973, the U.S. was importing foreign oil because it was cheaper than domestic oil.

*That year,
members of the
Organization of
Petroleum
Exporting
Countries
(OPEC)
decided to sell
less of their oil.*



The embargo caused a reduction of gasoline supplies, resulting in long lines at gas stations in the U.S.

An embargo occurs when a country stops selling or trading a product.

The price of gas doubled.

The U.S.
experienced its
first fuel shortage
since World War II.

A drilling boom
took place in the
Anadarko Basin,
but deep wells were
needed to recover it.



The Bertha Rogers #1 well is the deepest well in the United States, at 31,441 feet (5.9 miles).

The oil boom revitalized towns like Woodward, whose population almost doubled, from 7,747 to 13,610 by 1980.



The boom was helped by deregulation, or the removal of government-imposed rules.

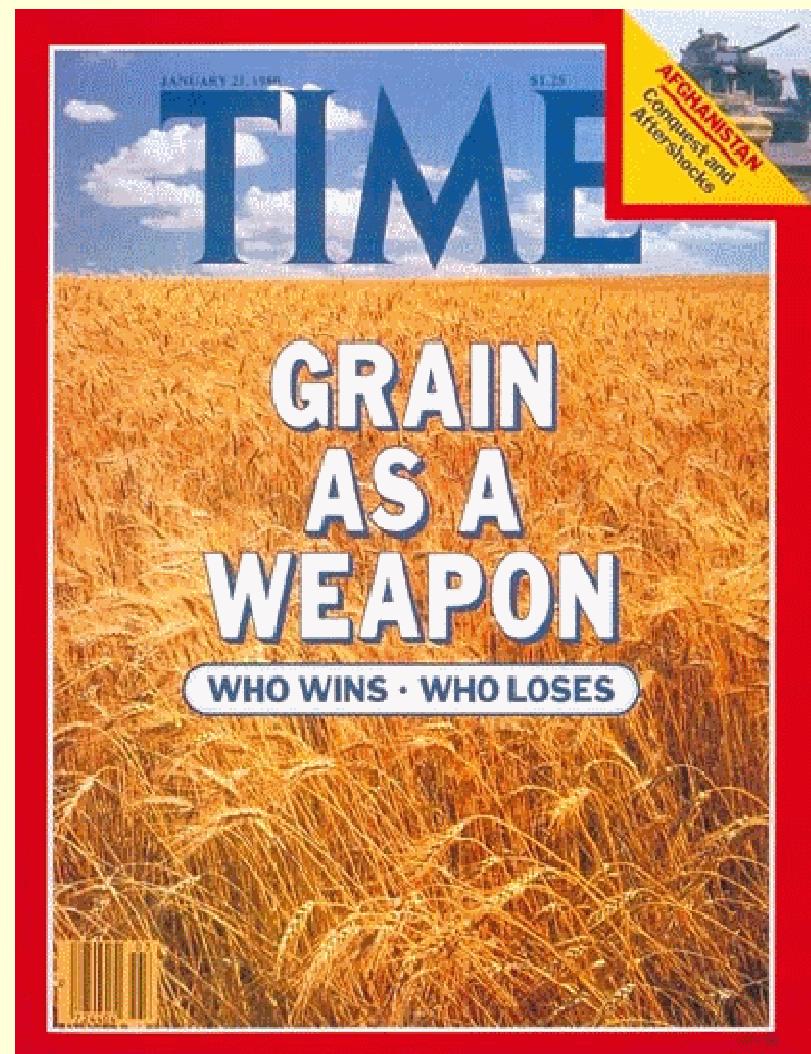
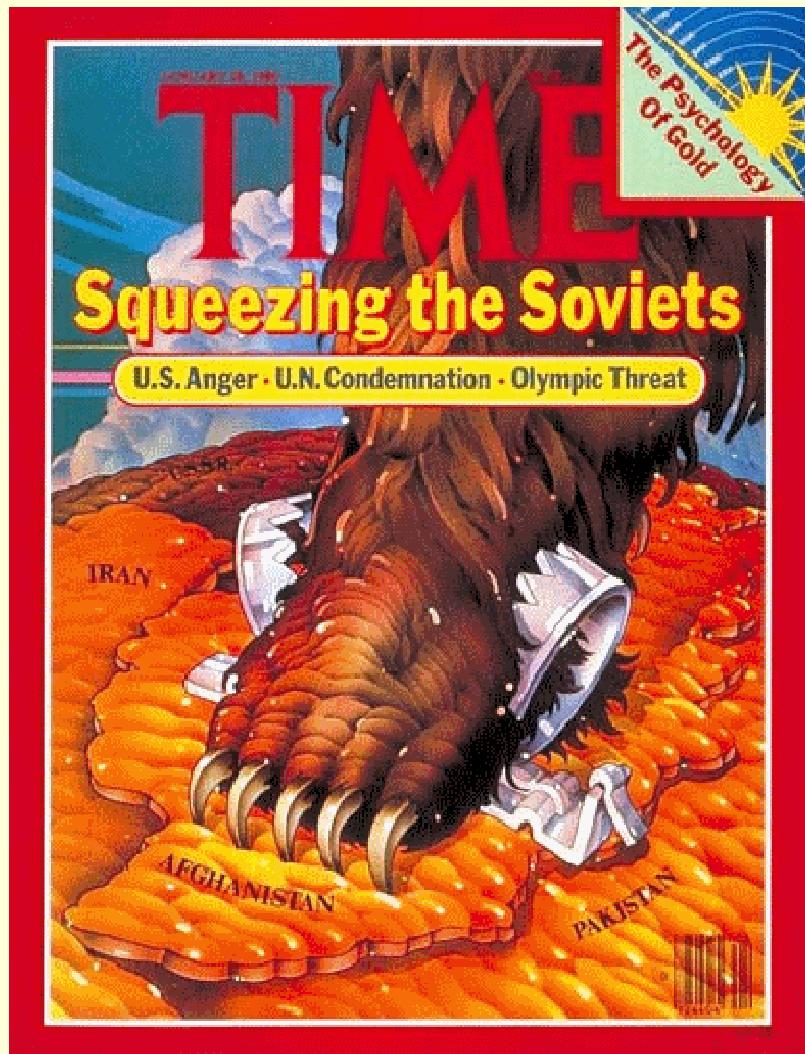
However, many people felt that removing industry restrictions would lead to more industrial accidents and deaths.



An abundance of Oklahoma wheat created surpluses that caused market prices to drop in the 1970s.



Then in 1979, the U.S. imposed a grain embargo on the U.S.S.R. to protest their invasion of Afghanistan.



Hundreds of Oklahoma farmers joined the American Agriculture Movement, to ensure a constant standard of living for farm workers.

They formed a tractorcade (a convoy of farm equipment) and drove to Washington to negotiate their demands.



Two-year junior colleges around the state began the transition to four-years.

*Oscar Rose Junior College opened in 1970
and later became Rose State University.*



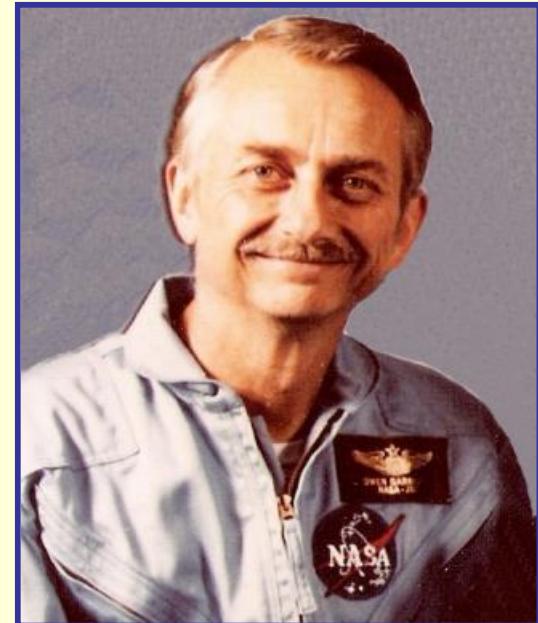
*South Oklahoma City Junior College (1972)
became Oklahoma City Community College.*



Oklahoma's Astronauts of the 1970s

(Top left)

Thomas P. Stafford

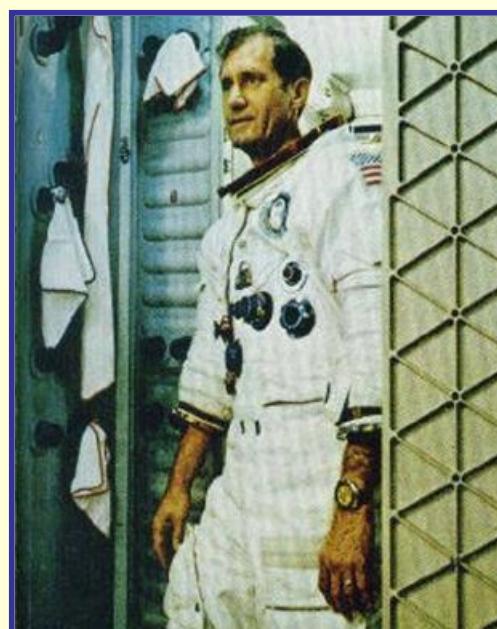


(Top Right)

Owen K. Garriott

(Bottom Left)

William Pogue



(Bottom Right)

Stuart Roosa

Dr. Shannon Lucid from Bethany joined NASA's Astronaut Corps in 1978.

In 1996, she spent 188 days in space, a record not broken until 2007.



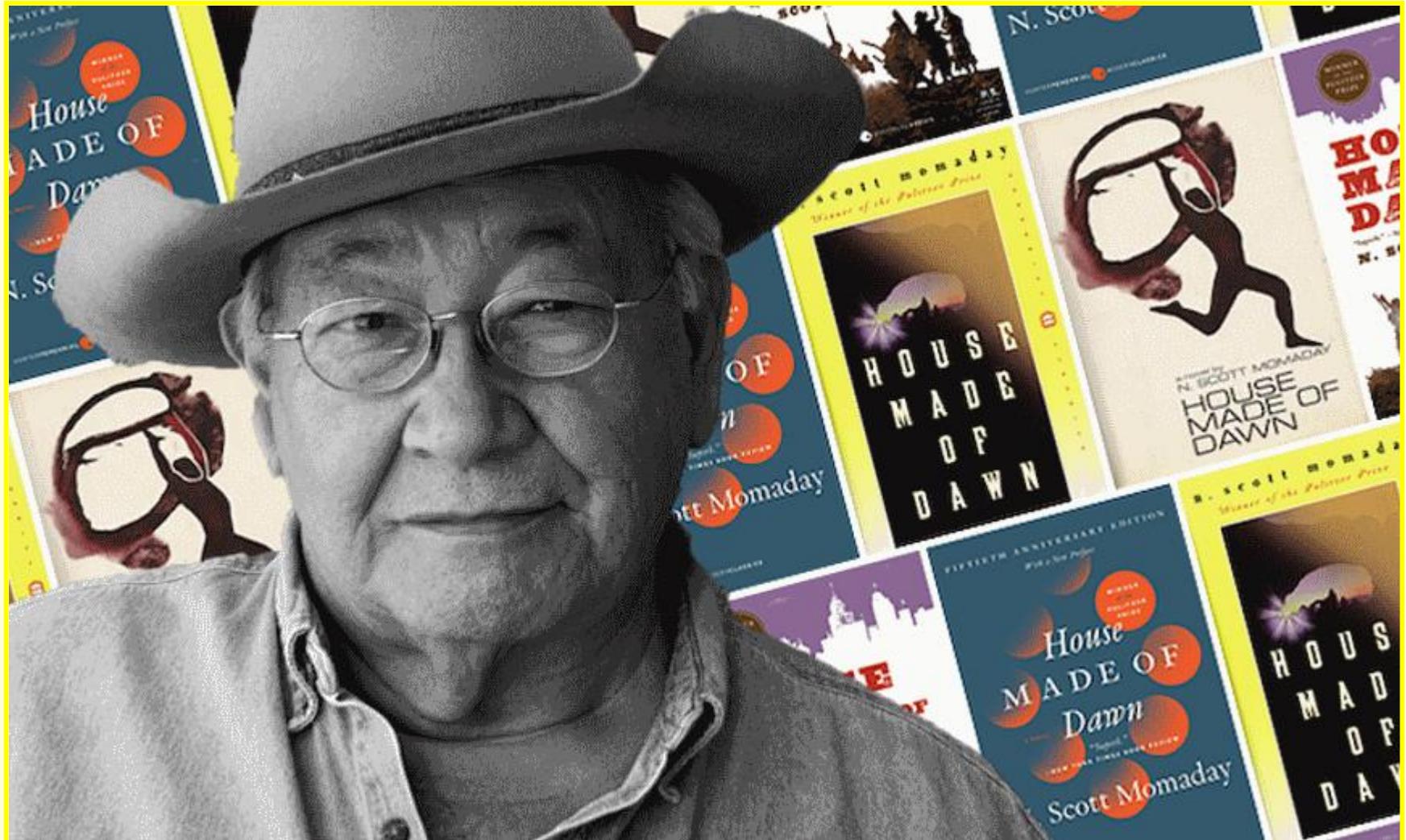
15-year-old S.E. Hinton wrote The Outsiders,
a novel about her Tulsa high school.

She tried to create sympathy for the "Greasers" by writing from their point of view.



Native American author N. Scott Momaday from Lawton won the Pulitzer Prize for Fiction.

"House Made of Dawn" is the story of a native boy torn between cultures.



In 1977, Norman's annual Medieval Fair premiered on the University of Oklahoma's South Oval.

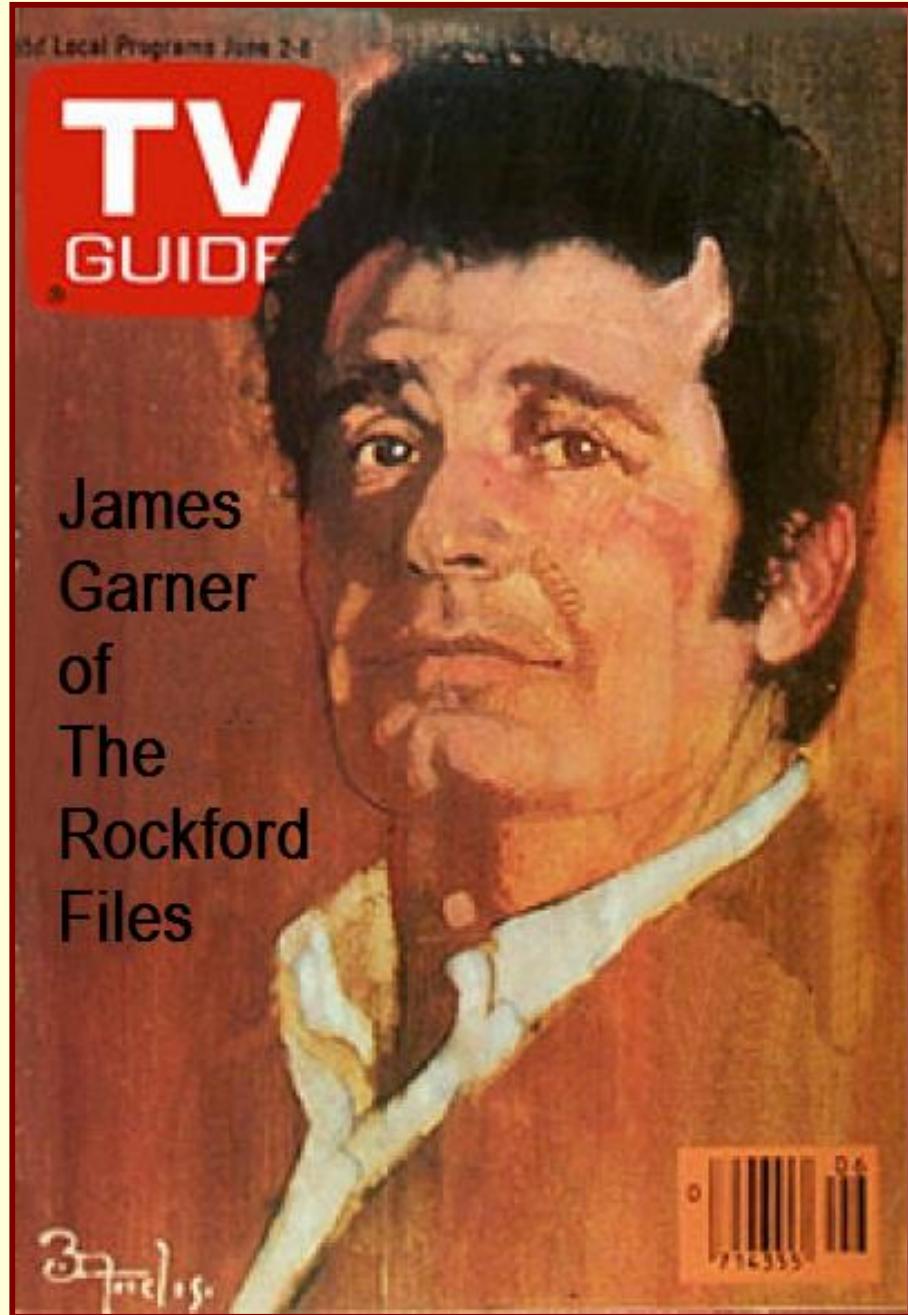
I performed in a scene from Shakespeare's "A Midsummer Night's Dream."



Oklahoma actor James Garner had one of the most popular television shows of the 1970s, "The Rockford Files."

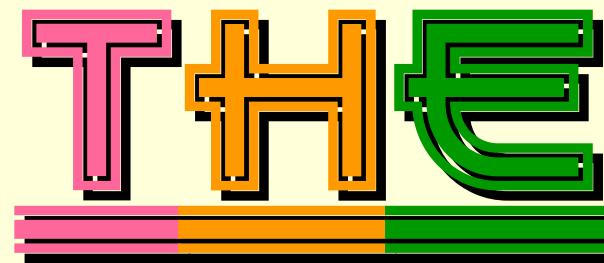
He played private detective Jim Rockford for six seasons.

He won an Emmy Award for Best Actor in 1977.



After 20 years of expansion, the next decade would bring dramatic changes to the economy.

THE



1980S

