

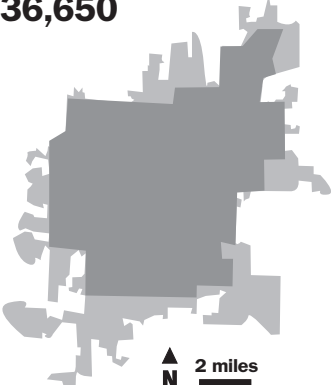
# '60s

- OPEC forms with member states Iran, Iraq, Kuwait, Saudi Arabia and Venezuela.
- The Supreme Court decides that prayer in the public schools is unconstitutional.
- Woodstock music festival takes place over three days in Bethel, N.Y.

## CITY BREAKDOWN

COLUMBIA POPULATION<sup>1</sup>

36,650



■ 1960s city limits  
■ Current city limits

AVERAGE FAMILY INCOME<sup>2</sup>

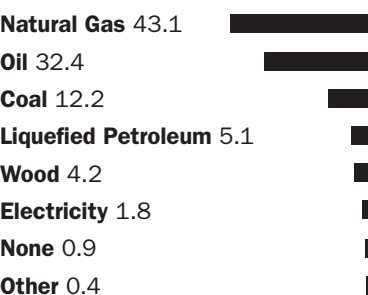
\$8,908

(Adjusted for inflation \$47,234)

NUMBER OF SCHOOLS<sup>3</sup>

11 elementary schools, 1 junior high school, 2 high schools

HOW HOMES WERE HEATED<sup>4</sup>



1 Population is average for the decade.

2 1970 census figures for 1969.

3 Number of schools is for 1960.

4 1960 fuel consumption in percent.

Sources: City of Columbia, Missouri Historical Society, U.S. Census Bureau and the U.S. Energy Information Administration

## POP CULTURE



### BEATLEMANIA

The Beatles swept across America when, in 1963, they made their first U.S. appearance on "The Ed Sullivan Show." With 20 No. 1 hits in the states, "The Fab Four" sold more than 545 million records by the end of their run in the '70s.

### VIETNAM WAR (AND ANTI-WAR PROTESTS)

Along with the Civil Rights movement, the anti-war movement was one of the country's most forceful public protests. Along with it came "Flower Power," a slogan coined by poet Allen Ginsberg in 1965 and used by hippies to symbolize this nonviolent ideology.

### "BEVERLY HILLBILLIES"

A television show that became a hit. The show was about a poor Ozark family who struck it rich when they discovered oil in their front yard and moved to Beverly Hills. Adjusting to their new lifestyles wasn't easy but caused many a laugh.

## The country looks inward to meet its needs



AL GRILLO/Associated Press

The 800-mile Trans-Alaska pipeline that feeds 950,000 barrels of oil a day to the West Coast snakes its way across the tundra north of Fairbanks, Alaska, in this undated file photo. Depending on whom you ask, the Trans-Alaska Oil Pipeline system is worth \$1.5 billion, \$3 billion or \$13 billion.

# Hungry for oil

A hot-button decade, the '60s saw a lot of action, some good, some bad — but mostly very loud. The baby boom spawned a generation of teenagers and young adults who moved away from the conservative '50s and revolutionized the American culture fabric. It was a decade of change.

For starters, the country was at war in Vietnam. By 1962, more than 11,000 U.S. troops were deployed. Anti-war protests ravaged the nation.

America had a war of its own going on in the shape of the civil rights movement. Non-military protests rocked the country and finally ended segregation and instilled equal opportunities. And in 1963, Betty Friedan published "The Feminine Mystique," the catalyst to the modern women's rights movement and paved the way for the introduction of the contraceptive pill.

On the guzzling front, the country had developed an incredible appetite for oil consumption that, by the mid-'60s, had become ravenous. Spurning a need for new oil resources, the U.S. looked homebound and discovered oil in the picturesque landscape of northern Alaska in 1968. Wasting little time, plans for the Trans-Alaska Pipeline System were put into place and construction started in 1975 to build a weather-proof system that would transport oil from Prudhoe Bay in the Northern slope to the ice-free port of Valdez.

Further oil exploration was called for and supported avidly by major oil companies,

including Exxon Mobil, ConocoPhillips and BP. It would have also meant an incredible amount of devastation to the Alaskan landscape, particularly the Arctic National Wildlife Reserve, or ANWR, 7.7 million hectares of pristine wilderness in the northeast corner of the state. Environmentalists describe the area as the American Serengeti, the last chunk of untouched land and home to a variety of mammals as well as more than 180 different species of migratory birds.

During the early part of the decade, President Eisenhower declared much of the area set aside as a protected wildlife refuge, thus halting further exploration and drilling beneath the frozen tundra.

"Unfortunately U.S. strategy is set around find more, drilling more and consuming more, like in Prudhoe Bay. Instead we should be looking into conservation and using sparingly," said Hank Ottinger, a member of the energy environment committee and professor at Westminster College.

Alaska was not at the forefront of the American psyche, neither was the concept of consequence for over-consumption — the '60s was a hot decade on many different levels.

## SOUND FAMILIAR? OIL IN ALASKA

The federal government was not sure how much oil Alaska held, but estimates were that there could be nearly 16 billion barrels or the equivalent of 30 years worth of Middle East imports.

Environmentalists and even the region's small population were heavily opposed to the idea of opening the region for further exploration. Over the years the bill has come in to Congress only to be rejected. In 1995 Bill Clinton vetoed another effort to persuade Congress to go where no oil drill had been. Earlier this year the issue came back into the spot-

light when the U.S. Senate passed a budget bill to open ANWR to drilling. White House press secretary Scott McClellan described the bill as "vital to helping us reduce our dependence on foreign sources of energy and helping to reduce high energy prices."

Ottinger said he disagrees. "The fact that the country as a whole just doesn't seem to pay much attention to the environment, to consuming too much, to anything, and the fact that we don't have a comprehensive energy plan that doesn't focus on conservation is just insane," he said.

## 1960 GAS PRICE

LEADED REGULAR

\$ 0.31

(Adjusted for inflation: \$2.04)

## BUYING A BARREL



## TOP 5 EXPORTERS TO THE U.S. (THOUSANDS OF BARRELS PER DAY IN 1960)

- 1) Venezuela (911)
- 2) Canada (120)
- 3) Saudi Arabia (84)
- 4) Colombia (40)
- 5) Iraq (17)

TOTAL IMPORTS 1,815

TOTAL OPEC 1,314

Source: U.S. Energy Information Administration

## POLITICS

### NIXON AND VIETNAM

Holding down the fort was Richard Nixon (president from 1969 to 1974) who promised to end the war in Vietnam (1973) and mend a divided nation. His legacy included strengthening ties with the Middle East and talking nicely with the Soviet Union. During his resignation speech (Aug. 8, 1974), he called for America to work with the People's Republic of China as friends instead of enemies, and he remembered the end of "America's longest war" while calling for the prevention of future wars.

"We must continue to develop and expand that new relationship so that the two strongest nations of the world will live together in cooperation rather than confrontation," said Nixon of America's relationship with the Soviet Union.

Despite Nixon's accomplishments and reconciliations during his presidency, the Watergate scandal was enough to discredit his character and his party.

