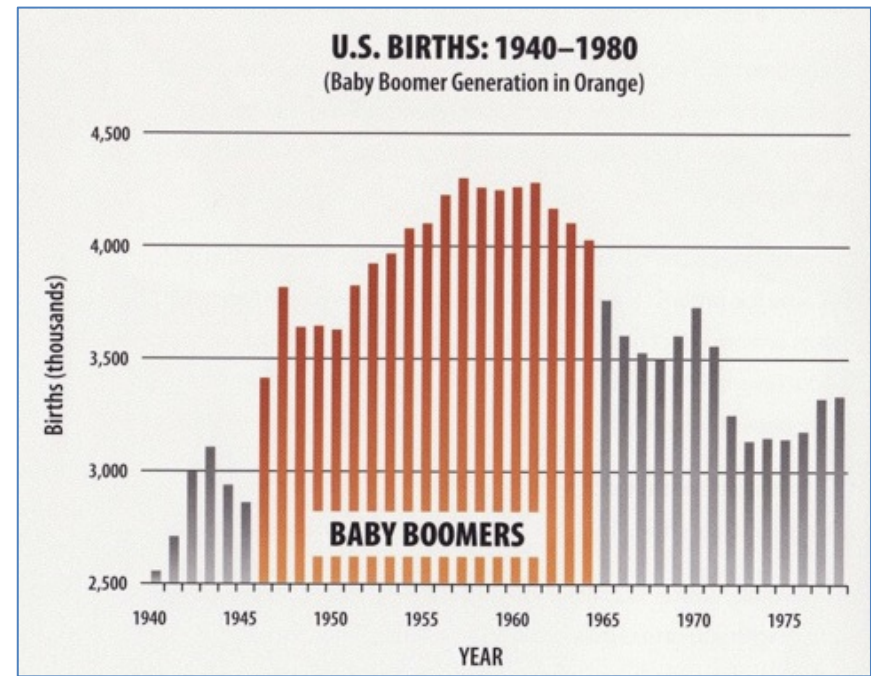
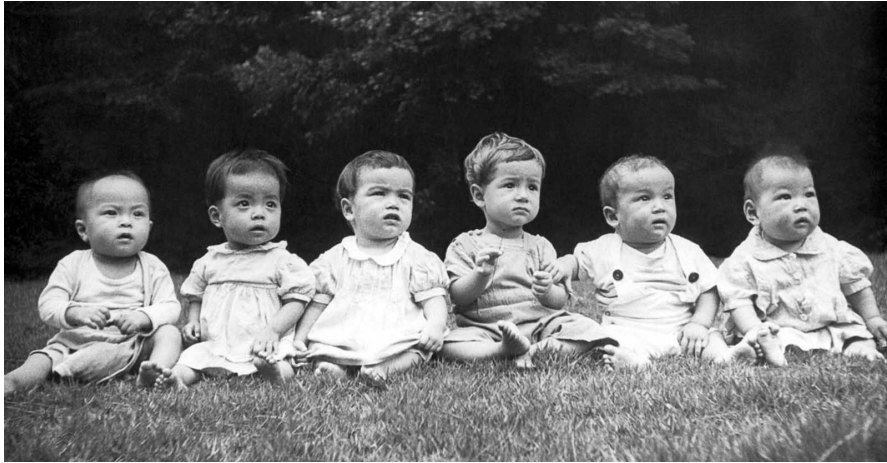


The Counterculture: Psychedelic Music, Art & Fashion



The Baby Boomers



- After WWII, the U.S. economy (\$) grew and there was a huge spike in the birth rate (called the **Baby Boom.**)
 - By the middle of the 1960s, most of these kids were young adults.
- These “Baby Boomers” began to question & challenge their parents’ & society’s norms.

Baby Boomers & the Counterculture

- **Counterculture**: a way of life that goes against the mainstream culture (values/norms)
- **What did the counterculture OPPOSE?**
 - Believed that the culture/values of the *1950s were too focused on being “normal”*
 - Felt Americans were too focused on the arms race, technology & competition.
 - *Rejected their parents’ values* (monogamy, conformity, etc.)



THE HUMAN BE-IN

A GATHERING OF THE TRIBES

Timothy Leary
Richard Alpert
Dick Gregory
Allen Ginsberg
Jerry Rubin
MANY OTHERS



SATURDAY
JAN. 14th
—1967—
FREE

ALL OF SAN FRANCISCO'S ROCK BANDS

• INCLUDING •
SANTANA
AND
THE STEVE
MILLER
BAND




GOLDEN GATE PARK

SAN FRANCISCO

• BRING •

- FLOWERS
- INCENSE
- FEATHERS
- CANDLES
- BANNERS
- FLAGS



• BRING •

- FAMILIES
- ANIMALS
- CYMBALS
- DRUMS
- CHIMES
- FLUTES

Counterculture Values



- **What did the counterculture VALUE?**
 - *Wanted to create an alternative lifestyle/ culture that prioritized love, peace, diversity & connection.*
 - Some did that by participating in protests for civil rights, the environment, and against the war in Vietnam
 - Others did that through their clothing & hairstyle choices, the music they listened to, by experimenting with drugs, or choosing to live in communes.

Older Generation v. Counterculture

Older Generation



1950s family



Baby Boomers/Counterculture



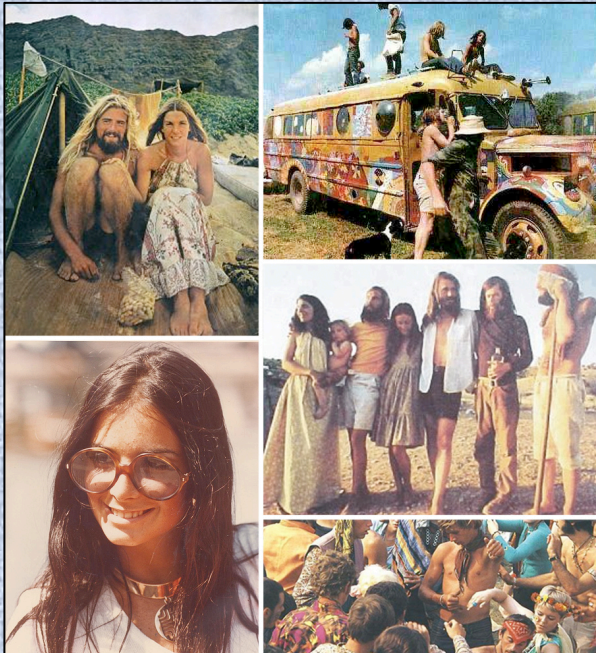
1960s "family" =
Communal living



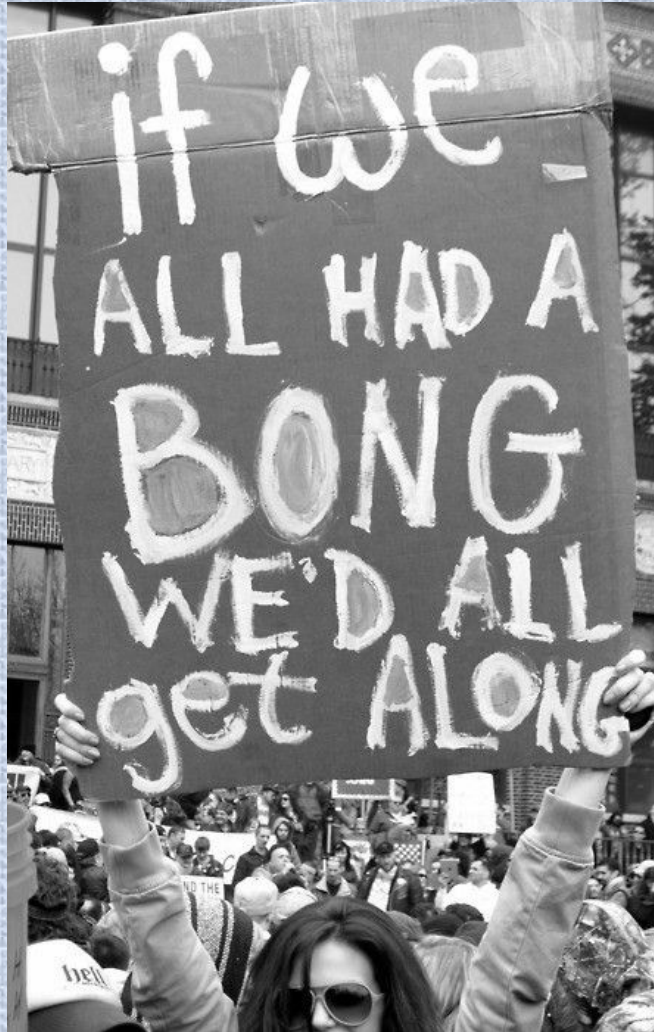


Rejection of the old - Counterculture Fashion

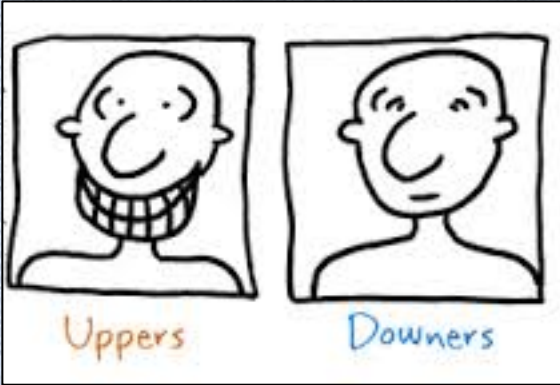
- The suits, sweater vests, corsets & designer dresses of the 1950s-1960s were rejected by members of the counterculture.
- Hippie fashion embraced diversity & comfort. For example:
 - *loose fabrics*
 - *bold, colorful patterns/prints*
 - *Indian, African and Asian designs, Native American beads, etc.*
 - *Long hair, beards/ mustaches, Afros*



Rejection of the old – drug use & experimentation



- For many members of the counterculture, drug use was *a way to rebel against mainstream society*.
- Drugs were thought to help loosen people up and help them think differently
 - Hallucinogenic drugs were said to be a way to “unlock the doors of perception” and to see the world in a different way
 - LSD helped to remove all of the false programming that had been taught to people in schools & society and at home



Not all drugs were equal...

- Hippies saw drugs like *marijuana*, *LSD*, *peyote*, etc. as good drugs, AND *uppers/downers* and *prescription drugs* as bad drugs.
 - What's the difference?
 - If the drug expanded your mind, it was good. If the drug dulled your senses and was used only to help you get through the day, it was bad.
 - Context: Millions of Americans took uppers and downers. In 1965 alone, doctors wrote 123 million prescriptions for tranquilizers and 24 million prescriptions for amphetamines

NOW SHE
CAN COOK
BREAKFAST
AGAIN

...WHEN YOU PRESCRIBE NEW
MORNIDINETM
(BRAND OF PIPAMAZINE)

A new drug with specific effectiveness in nausea and vomiting of pregnancy, Mornidine eliminates the ordeal of morning sickness.

With its selective action on the vomiting center, or the medullary chemoreceptor "trigger zone," Mornidine possesses the advantages of the phenothiazine drugs without unwanted tranquilizing activity.

Doses of 5 to 10 mg., repeated at intervals of six to eight hours, provide excellent relief all day. In patients who are unable to retain oral medication when first seen, Mornidine may be administered intramuscularly in doses of 5 mg. (1 cc.).

Mornidine is supplied as tablets of 5 mg. and as ampuls of 5 mg. (1 cc.).

G. D. Searle & Co., Chicago 80, Illinois.
Research in the Service of Medicine.

1-60



You can't set her free. But you can help her feel less anxious.

You know this woman.

She's anxious, tense, irritable. She's felt this way for months.

Beset by the seemingly insurmountable problems of raising a young family, and confined to the home most of the time, her symptoms reflect a sense of inadequacy and isolation. Your reassurance and guidance may have helped some, but not enough.

SERAX (oxazepam) cannot change her environment, of course. But it can help relieve anxiety, tension, agitation and irritability, thus strengthening her ability to cope with day-to-day problems. Eventually—as she regains confidence and composure—your counsel may be all the support she needs.

Indicated in anxiety, tension, agitation, irritability, and anxiety associated with depression.

May be used in a broad range of patients, generally with considerable dosage flexibility.

Contraindications: History of previous hypersensitivity to oxazepam. Oxazepam is not indicated in psychoses.

Precautions: Hypotensive reactions are rare, but use with caution where complications could ensue from a fall in blood pressure, especially in the elderly. One patient exhibiting drug dependency by taking a chronic overdose developed upon cessation questionable withdrawal symptoms. Carefully supervise dose and amounts prescribed, especially for patients prone to overdose; excessive prolonged use in susceptible patients (alcoholics, ex-addicts, etc.) may result in dependence or habituation. Reduce dosage gradually after prolonged excessive dosage to avoid possible epileptiform seizures. Caution patients against driving or operating machinery until absence of drowsiness or dizziness is ascertained. Warn patients of possible reduction in alcohol tolerance. Safety for use in pregnancy has not been established.

Not indicated in children under 6 years; absolute dosage for 6 to 12 year-olds not established.

Side Effects: Therapy-interrupting side effects are rare. Transient mild drowsiness is common initially; if persistent, reduce dosage. Dizziness, vertigo and headache have also occurred infrequently; syncope, rarely. Mild paradoxical reactions (excitement, stimulation of affect) are reported in psychiatric patients. Minor diffuse rashes (morbilliform, urticarial and maculopapular) are rare. Nausea, lethargy, edema, slurred speech, tremor and altered libido are rare and generally controllable by dosage reduction. Although rare, leukopenia and hepatic dysfunction including jaundice have been reported during therapy. Periodic blood counts and liver function tests are advised. Ataxia, reported rarely, does not appear related to dose or age.

These side reactions, noted with related compounds, are not yet reported: paradoxical excitation with severe rage reactions, hallucinations, menstrual irregularities, change in EEG pattern, blood dyscrasias (including agranulocytosis), blurred vision, diplopia, incontinence, stupor, disorientation, fever, euphoria and dysmetria.

Availability: Capsules of 10, 15 and 30 mg. oxazepam.

To help you relieve anxiety and tension

Serax[®]
(oxazepam)



Wyeth Laboratories
Philadelphia, Pa.

These are the kind of drugs hippies did NOT like – ones that dulled your senses, numbed or masked your pain and drugs that did NOT make the user feel happy/free.

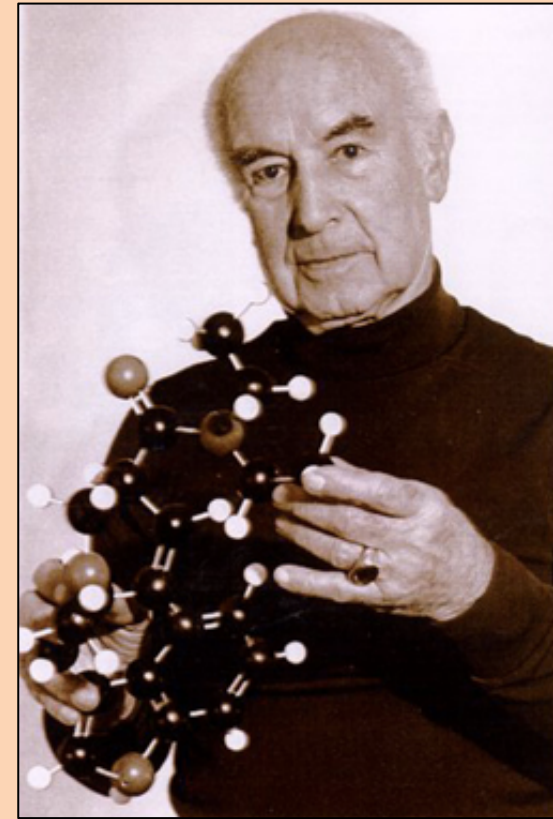
Marijuana

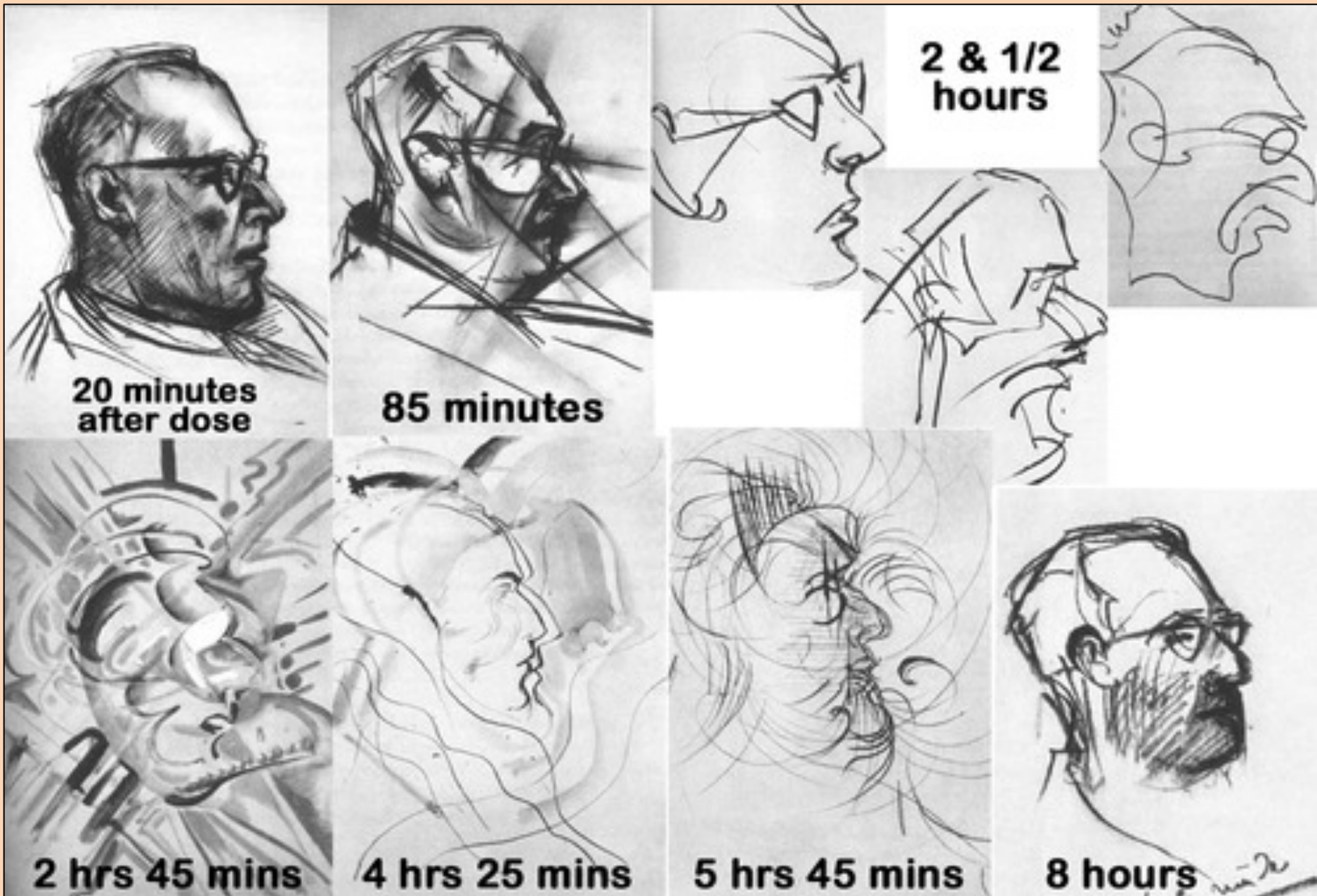
- Emerged as the most popular drug for youth in the '60s.
- Public opinion polls from 1967-1972 show a big increase in pot smoking among college students.
 - By the early 1970s, 60% of college students had reportedly used marijuana.
- Appeal of marijuana:
 - *It was fun!*
 - *It was a way to rebel against social norms.*
 - *It offered the hope of insight.* Many claimed to have found personal & philosophical insight while under the influence of drugs like marijuana.

LSD – Origins

(Lysergic acid diethylamide)

- Created in 1938 by a Swiss company, with the hope of *curing migraines*.
 - It didn't work but the scientist who invented the drug did discover it *caused hallucinations* when he accidentally absorbed some through his skin!
- The Swiss creator sent the drug to American psychiatrists and clinical psychologists in the hopes they'd find a good use for it.






These 9 drawings were done by an artist under the influence of LSD as part of a test conducted by the US government in the late 1950s.

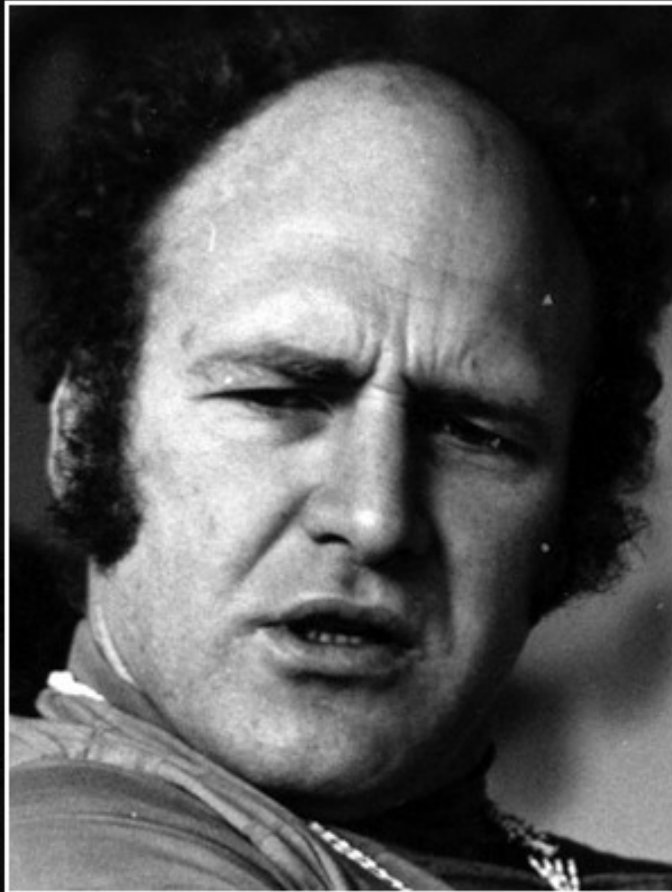
- By the early 1960s, LSD was being tested on adults and children in the hopes that it could possibly cure psychological problems.







Ken Kesey, was one of the test subjects while at Stanford University. After being introduced to LSD, this formerly straight-laced student athlete became an outspoken supporter of LSD use.



LSD lets you in on something. When you're tripping, the idea of race disappears; the idea of sex disappears; you don't even know what species you are sometimes. And I don't know of anybody who hasn't come back from that being more humane, more thoughtful, more understanding.

— *Ken Kesey* —

AZ QUOTES

The Merry Pranksters



- The Merry Pranksters were a group of young LSD experimenters, led by Ken Kesey, who travelled around the country in a psychedelic painted bus and hosted LSD parties to turn people onto the drug.
 - At these “acid tests,” party attendees were given a cup of “electric” LSD-laced Kool-Aid
 - The Grateful Dead served as the house band for a time





Influence of Drugs on the Music & Art of the 1960s

Characteristics of Psychedelic Rock

- created or played under the influence of LSD
- feedback/distortion on guitars & lots of instrumental solos/jams
- more complex songs than in the 1950s and early 1960s
- lyrics often sounded like poetry and/or encouraged drug use

Psychedelic bands/songs...

- The Beatles, “I Am the Walrus”
- Jefferson Airplane, “White Rabbit”
- The Grateful Dead
- Jimi Hendrix, “Voodoo Child”
- Janis Joplin, “Piece of My Heart”
- The Beach Boys, “Pet Sounds”
- The Who, “Baba O’Riley”

Psychedelic Rock – The Beatles, “I Am the Walrus”

Psychedelic Rock – The Beatles, “I Am the Walrus”



I am he as you are he as you are me
And we are all together
See how they run like pigs from a gun see how they fly
I'm crying

Sitting on a cornflake waiting for the van to come
Corporation teeshirt, stupid bloody Tuesday
Man you been a naughty boy. You let your face grow long
I am the eggman, they are the eggmen
I am the walrus, goo goo goo jooob

Mister City Policeman sitting, pretty little policemen in a row
See how they fly like Lucy in the sky, see how they run
I'm crying, I'm crying
I'm crying, I'm crying

Psychedelic album art...



The Grateful Dead



Did you know? The Ben & Jerry's flavor, Cherry Garcia, is named after lead singer of the Grateful Dead, Jerry Garcia?

Crazy story... *Playboy After Dark* show, 1967

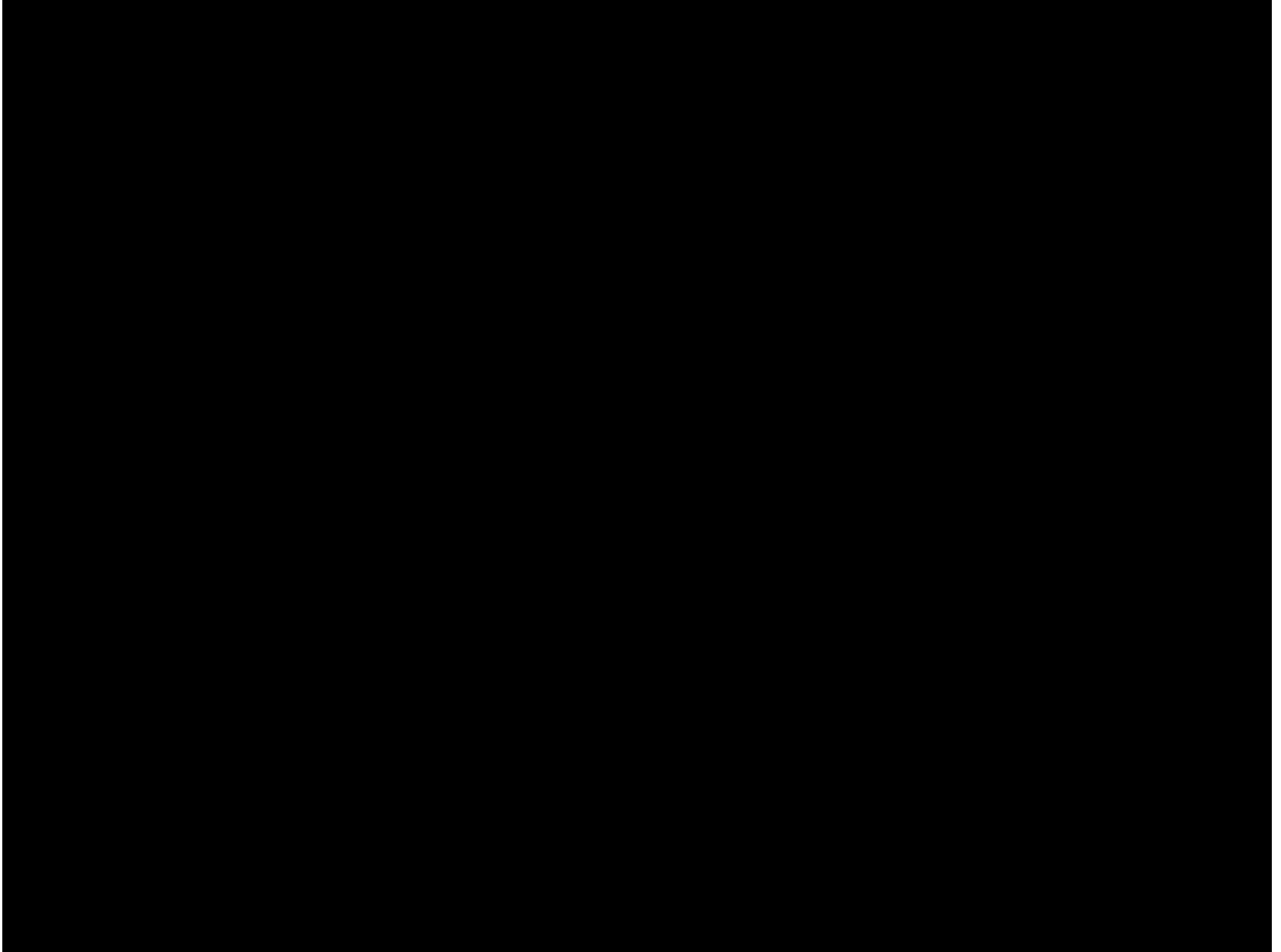


Jefferson Airplane

- The band, Jefferson Airplane, formed in 1965 and lived together in the Haight-Ashbury district (hippie section of San Francisco)
- Their song “White Rabbit” was inspired by Lewis Carroll’s *Alice in Wonderland*, and urged listeners to use drugs.



“Alice in Wonderland” (1951)



“White Rabbit,” Jefferson Airplane



One pill makes you larger, and one pill makes you small
And the ones that mother gives you, don't do anything at all

Go ask Alice, when she's ten feet tall

And if you go chasing rabbits, and you know you're going to fall
Tell 'em a hookah-smoking caterpillar has given you the call

And call Alice, when she was just small

When the men on the chessboard get up and tell you where to go
And you've just had some kind of mushroom, and your mind is moving low

Go ask Alice, I think she'll know

When logic and proportion have fallen sloppy dead
And the white knight is talking backwards
And the red queen's off with her head
Remember what the dormouse said
Feed your head, feed your head

The Beatles

- June 1967, the Beatles released their *Sgt. Pepper's Lonely Hearts Club Band* album.
 - From the colorful album cover to songs like “Lucy in the Sky With Diamonds,” it was a model of psychedelic experimentation.



The Beatles - 1964



The Beatles - 1967

The Beatles, “Lucy in the Sky with Diamonds”



The Beatles, *Yellow Submarine*

Jimi Hendrix



- Jimi Hendrix fused elements of blues, rock and jazz to create a new sound.

Woodstock



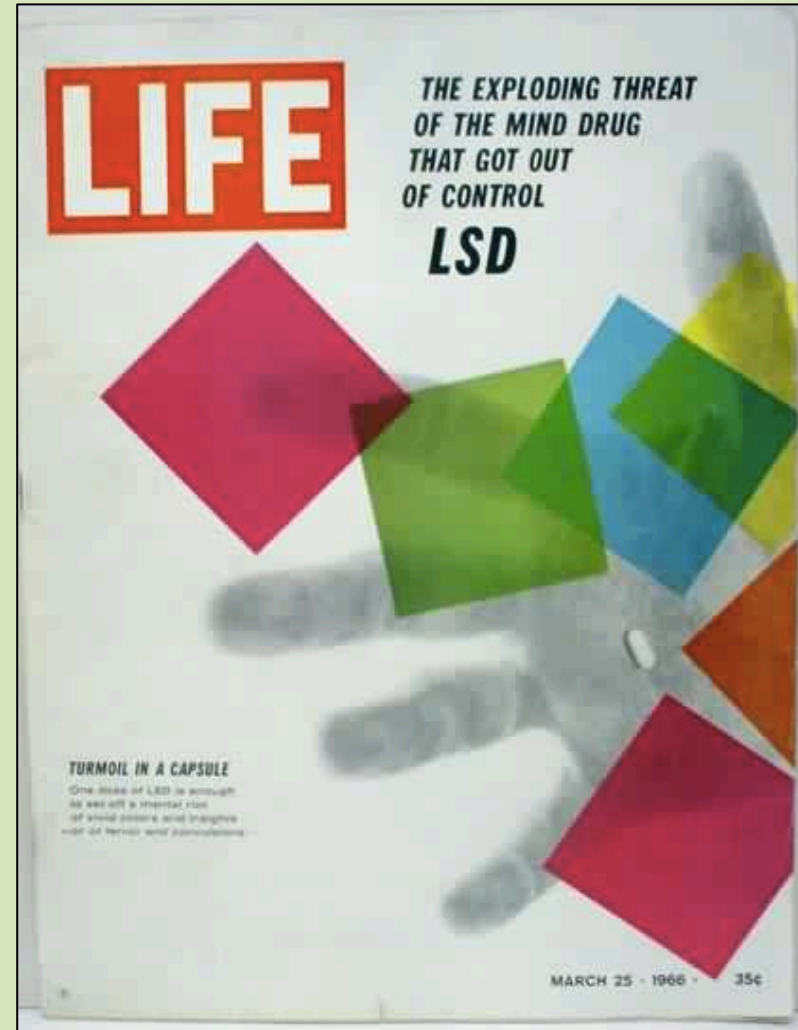
- 3 day long music festival held in Bethel, NY (August 15-17, 1969)
- Between 400,000-500,000 young people attended
- In spite of overcrowding, rain, mud & a lack of restroom facilities, the festival was peaceful and became a defining moment of the '60s. Regarded as one of the high points of the counterculture movement.

**AQUARIAN
EXPOSITION**
in
WHITE LAKE, N.Y.



The tide turns on LSD

- In 1965, the manufacturer stopped producing LSD.
 - Production continued with underground chemists and dealers. (DANGEROUS!)
- State and fed. govt began making LSD possession and distribution illegal.



The

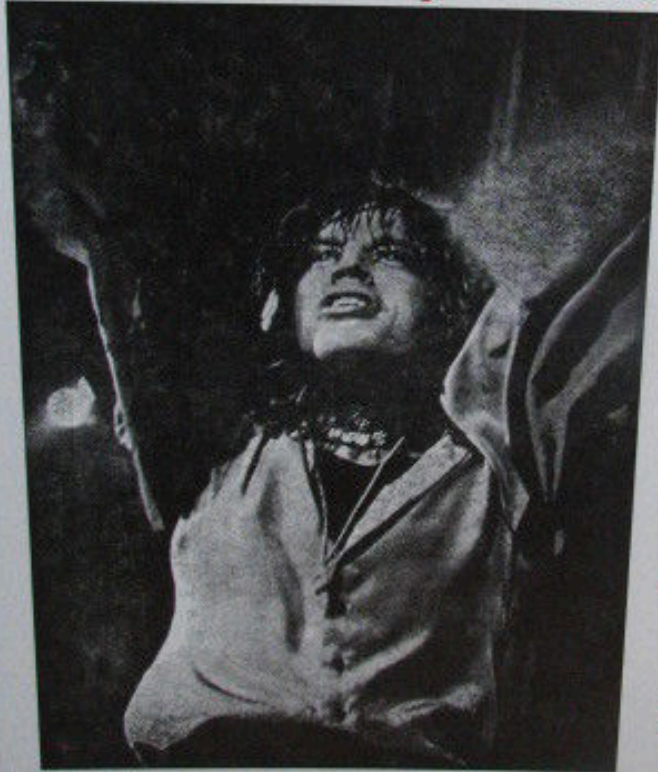
ROLLING STONES

PRESENTS A

★ ★ **FREE CONCERT** ★ ★

DECEMBER 6 - 1969

Altamont Raceway - Livermore, Calif.



SPECIAL GUESTS

**Grateful Dead
Santana**

**Jefferson
Airplane**

**Crosby,
Stills,
Nash &
Young**

**Flying
Burrito
Bros.**

(182)

Altamont Free Festival: a 1 day music concert sponsored by the Rolling Stones and held at the Altamont Raceway Park.

It was meant to carry on the legacy of Woodstock but from the start it did NOT go as planned...

- Planning & execution of the concert was a nightmare.
 - Announced the location 4 days before
 - Not prepared for the size of the crowd (300,000+ people!)
 - Site was a barren race track
 - physical set up poor
 - Stage was only 1 foot above the crowd (no barrier between crowd/performers)
 - No police presence for security




Need Security?

Why not call the Hell's Angels?



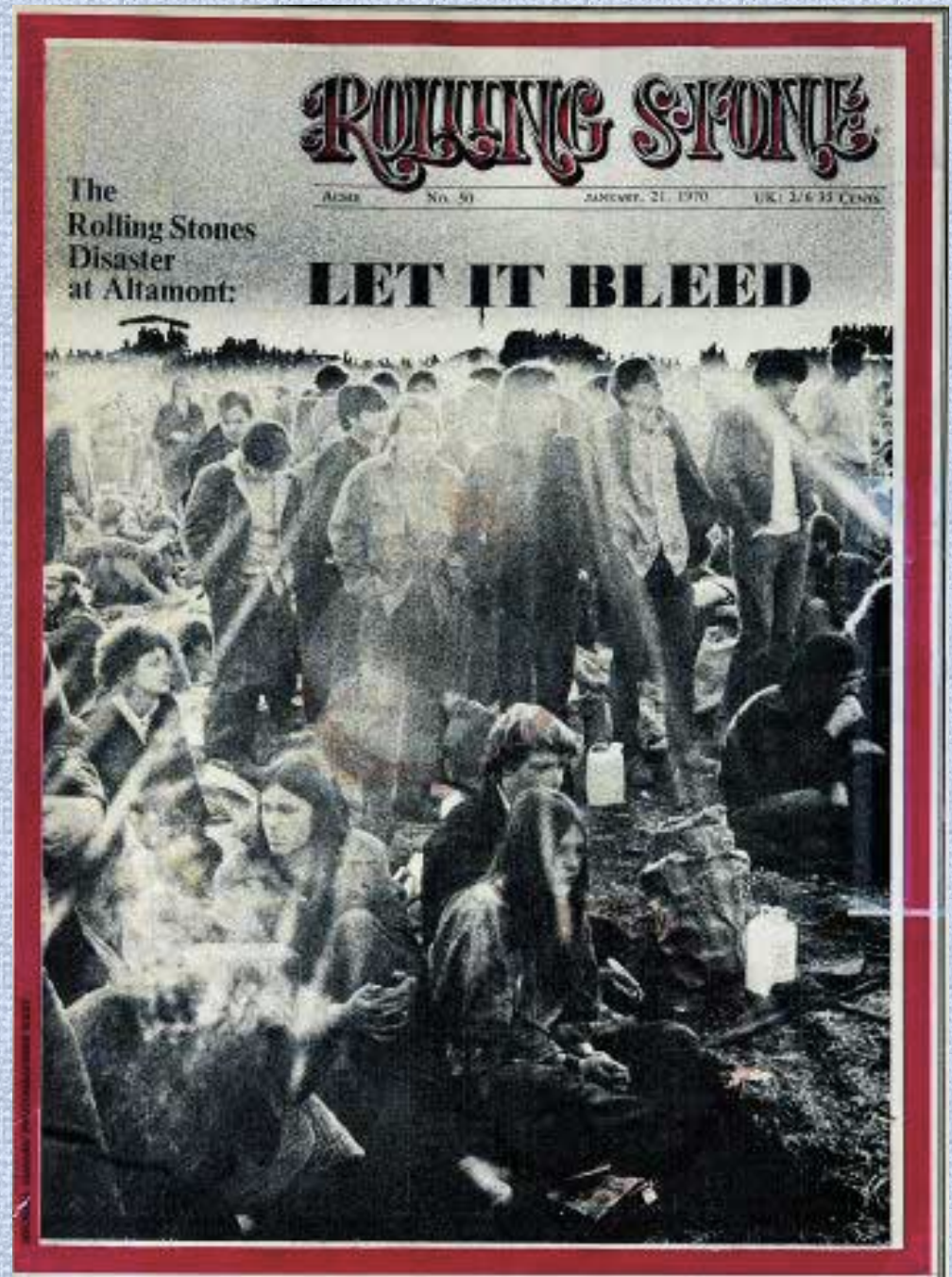
- The Stones hired the violent biker gang, the Hell's Angels, as security...and paid them in beer! (Seriously, \$500 worth of beer.)
- The Hell's Angels were drinking on the job, assaulted fans and murdered a black teen all while the Rolling Stones were playing – the entire episode was caught on film.





say it's all right...

*Talk about a
violent, tragic end
to what was
supposed to be a
peaceful,
harmonious,
alternative way of
living...*



Decline of the Psychedelic Era



- The many LSD mental breakdowns and deaths began to change what the public thought about LSD & drugs:
 - Lots of negative news stories
 - Deaths of a number of famous people (Brian Wilson of the Beach Boys, Syd Barrett of Pink Floyd, Brian Jones of the Rolling Stones)
 - Increasing number of overdoses on pills and/or heroin (Janis Joplin, Jimi Hendrix, Jim Morrison of the Doors)