

If you were alive in the '60s, do you think you would have been someone who would have embraced the kind of lifestyle displayed in the picture below?  
If yes, what about it is appealing?  
If not, why not?

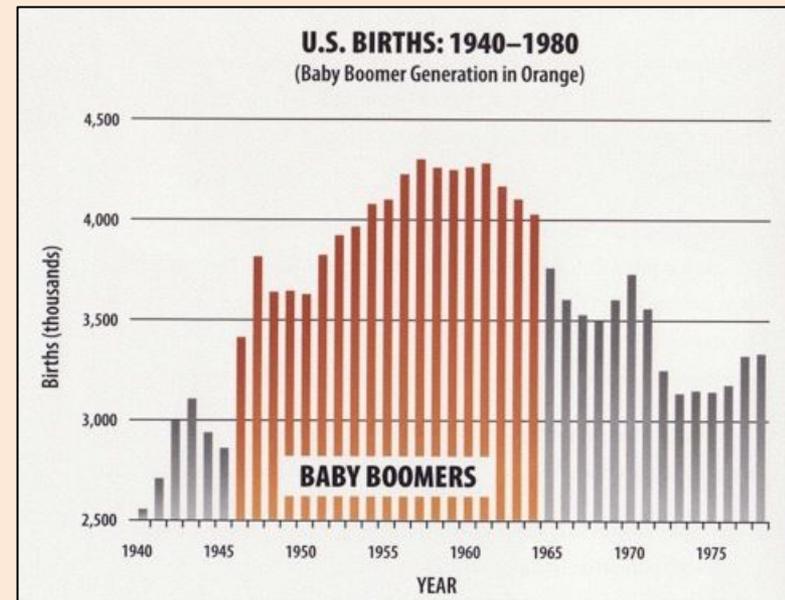
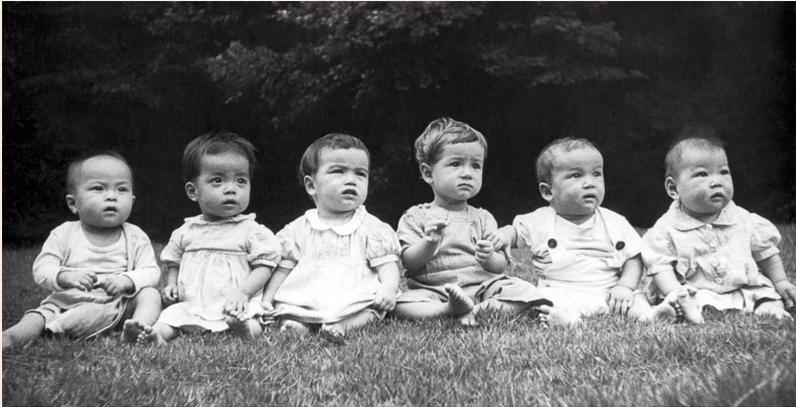




The 1960s  
Counterculture  
in Music, Art,  
Fashion & Film



# The Baby Boomers



- After WWII the U.S. experienced an economic boom and a huge spike in the birth rate (known as the **Baby Boom**.)
  - Between 1945-1957, nearly 76 million babies were born. By the middle of the 1960s, most of these kids were young adults.
- These Baby Boomers questioned America's *materialism* and *conservative political & cultural norms*.

# Baby Boomers & the Counterculture

- **Counterculture**: *a way of life that goes against the mainstream culture (values/norms)*
- **What did the counterculture believe?**
  - *That 1950s culture placed too much emphasis on being “normal”*
  - *Rejected their parents’ middle-class values (monogamy, consumerism, conformity, etc.)*





VS

**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 that focused on love, peace, diversity and connection.*
    - Some did that by participating in protests for civil rights, or for the environment or fought to end the war in Vietnam.
    - Others did that through their choice of clothing or hairstyle, the music they listened to or by experimenting with drugs.

# Older Generation v. Counterculture

## Older Generation



1950s family



## Baby Boomers/Counterculture



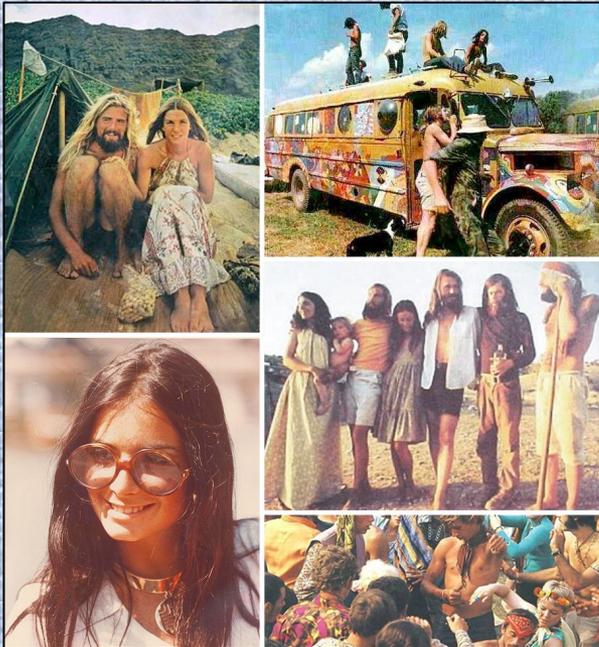
1960s "family" =  
Communal living



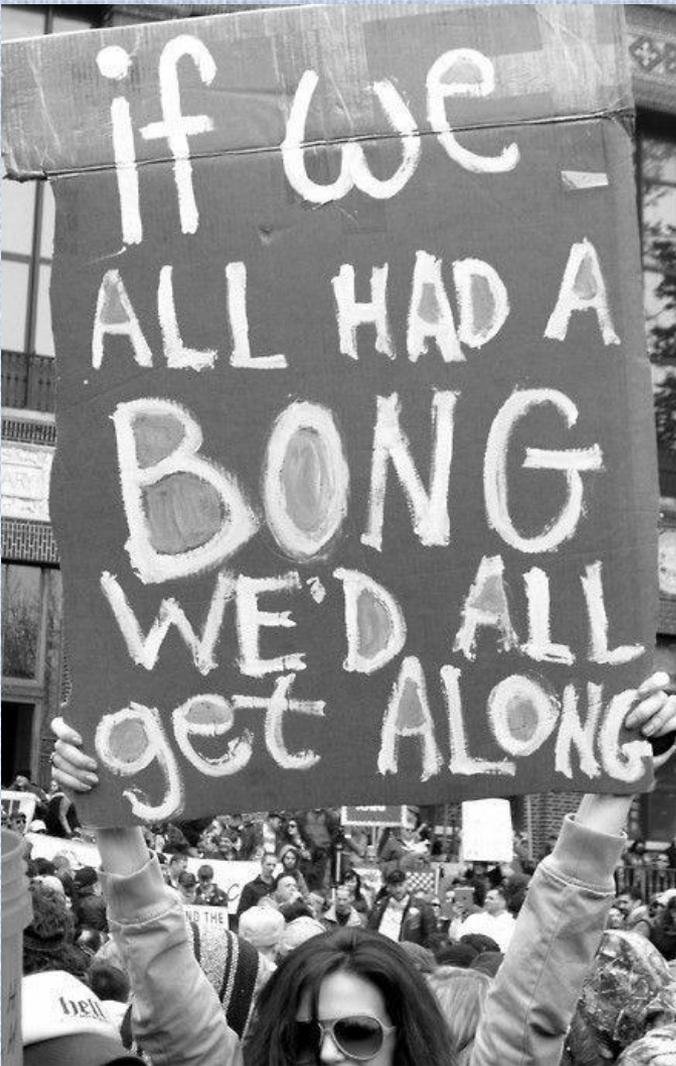


# Rejection of the old - Counterculture Fashion

- 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 fit styles*
  - *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 provide some of the new worldview many young people were seeking
  - Hallucinogenic drugs were said to be a way to “unlock the doors of perception.”
    - MEANING? *LSD helped to de-program people* from what they’d been taught at home and in schools/society since birth

# Prescription Drug Use in the U.S.

- By the mid-1960s, drug use in the U.S. was widespread.
  - In 1965, doctors wrote 123 million prescriptions for tranquilizers.
  - People took uppers and downers to cope with the pressures of everyday life.
  - In 1965, 3000 Americans died from overdoses of legally prescribed drugs.
- By the mid-1960s, Americans has seemingly accepted that living life in a quasi-altered state of consciousness was part of mainstream American culture.



**NOW SHE  
CAN COOK  
BREAKFAST  
AGAIN**

... WHEN YOU PRESCRIBE NEW  
**MORNIDINE™**  
(BRAND OF PIPAMAZINE)

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

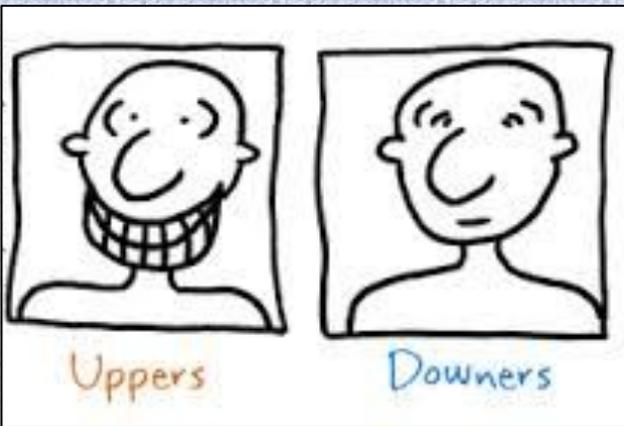
With its selective action on the vomiting center, or the medullary chemoreceptor "trigger zone," Mornidine possesses the advantages of the phenothiazine drugs without unwanted tranquilizing activity.

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 90, Illinois  
Research in the Service of Medicine.

1-60



Not all drugs are equal...

- Hippies saw *marijuana* & *LSD* as good AND *uppers/downers* and *prescription drugs* as bad.
- What's the difference?
  - If the substance expanded your consciousness, it was good.
  - If the drug dulled your senses and merely helped you get through the day, it was bad.



# 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**<sup>®</sup>  
(oxazepam)

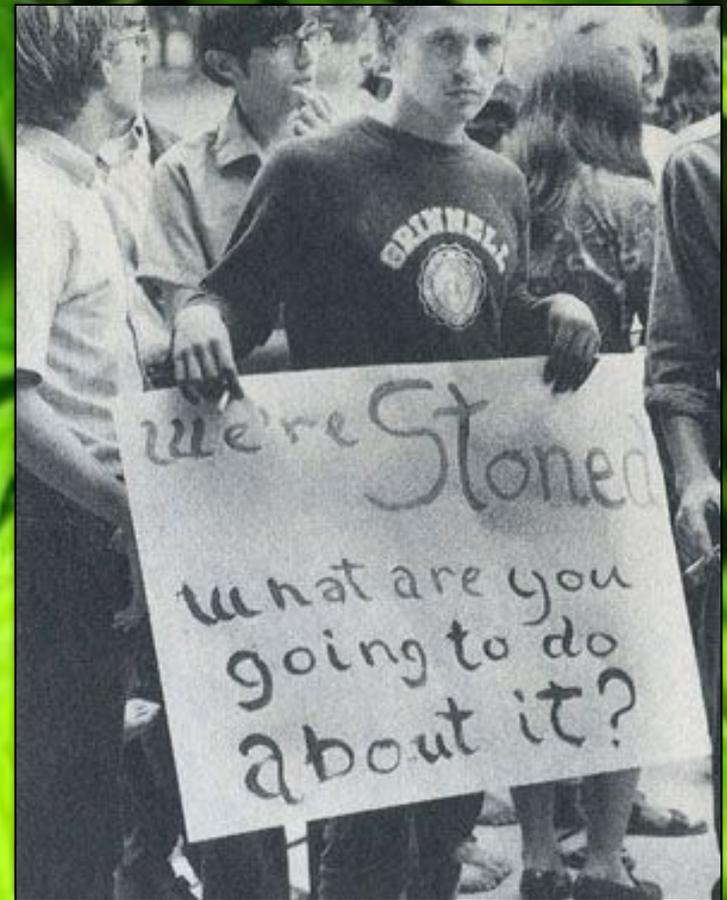


Wyeth Laboratories  
Philadelphia, Pa.

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.
- By the early 1970s, 60% of college students had reportedly used marijuana.

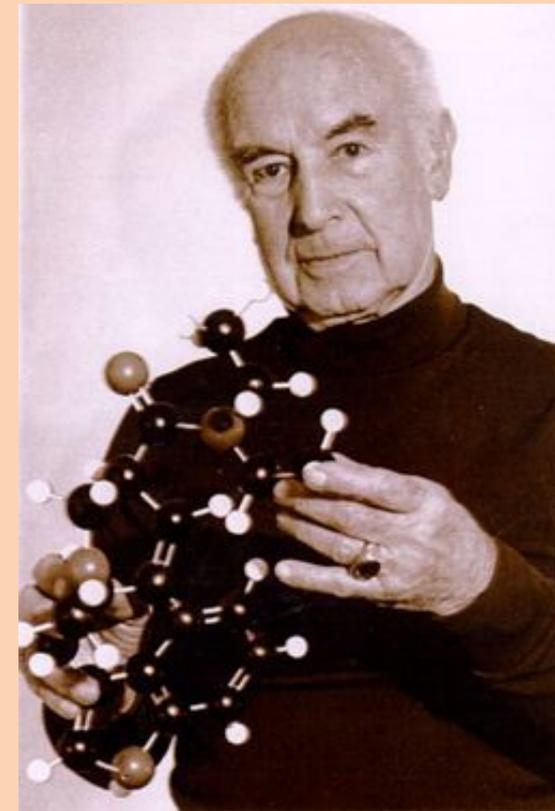


- Appeal of marijuana:
  - “If it feels good, then do it so long as it doesn’t hurt anyone else.”
  - *It was a way to rebel against social norms.*

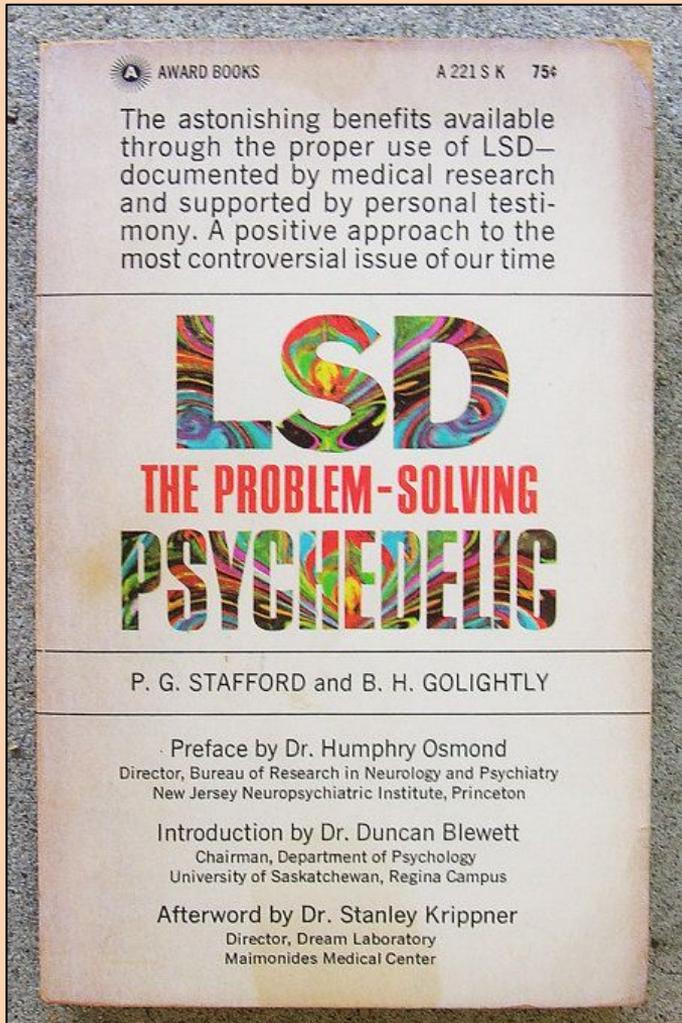
# LSD – Origins

(Lysergic acid diethylamide)

- Created in 1938 by a Swiss company, with the hope of *curing migraines*.
  - Unfortunately, it didn't cure headaches, but the scientist who had invented the drug did discover it *caused hallucinations* when absorbed through the skin.
- The Swiss creator shipped the drug off to American psychiatrists and clinical psychologists in the hopes they'd find a good use for it.



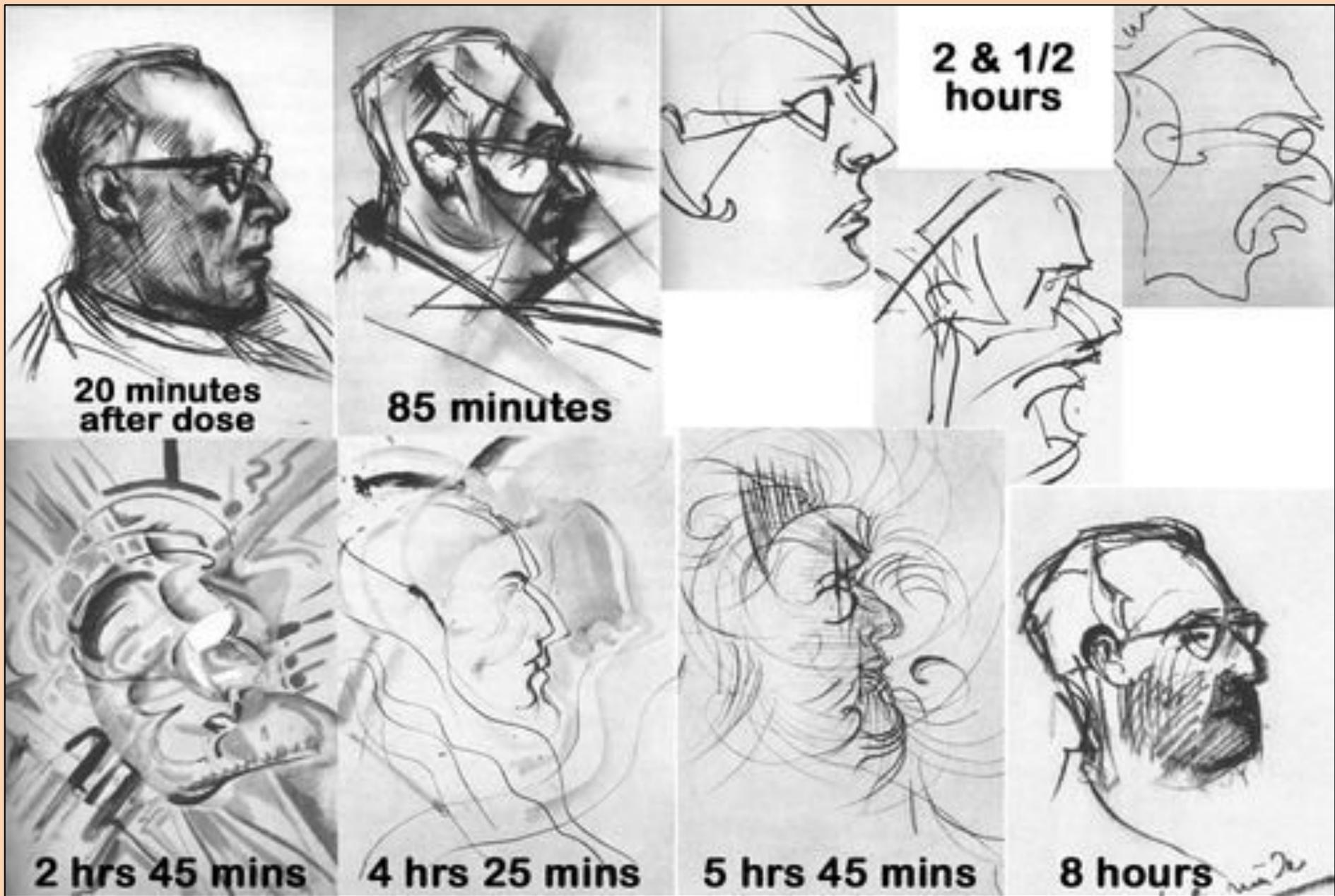
# LSD - Origins



- Psychiatrists increasingly used medication to try to cure mental illness.
- Federally funded psychiatrists experimented with drugs like LSD to see if they could be used in psychotherapy and treatment of mental disorders.

By the early '60s, LSD was being tested on adults and children in the hopes that it could possibly cure psychological problems.





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.

A close-up shot of a person wearing a white lab coat. They are holding a green pen in their right hand and a dark clipboard in their left hand. The background is slightly out of focus, showing more of the lab coat and some papers.

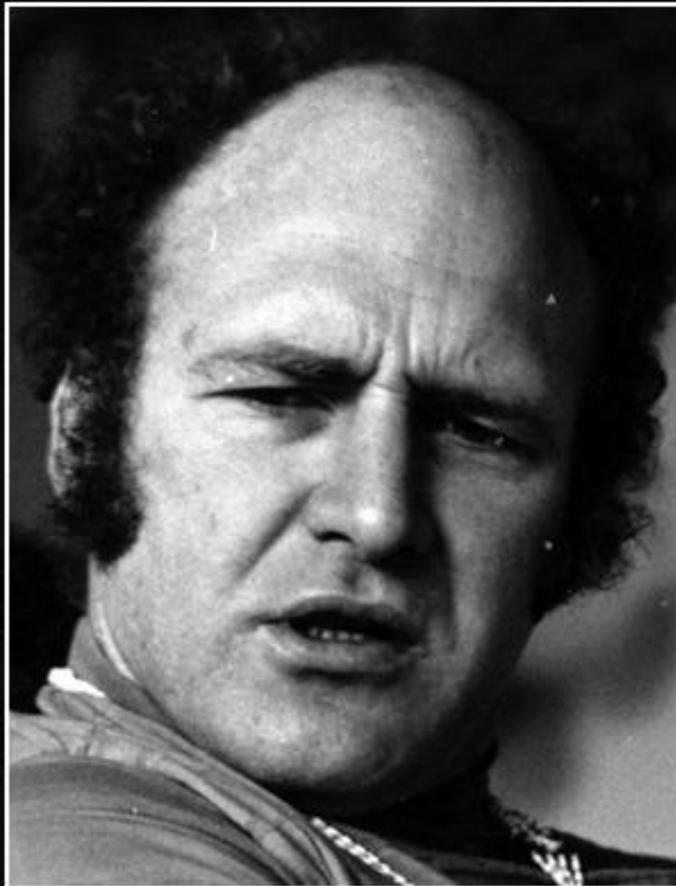
Sounds like a good experiment

A close-up shot of a person wearing a white lab coat. They are holding a green pen in their right hand and a dark clipboard in their left hand. The background is slightly out of focus, showing more of the lab coat and some papers.

Sounds like a good experiment



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

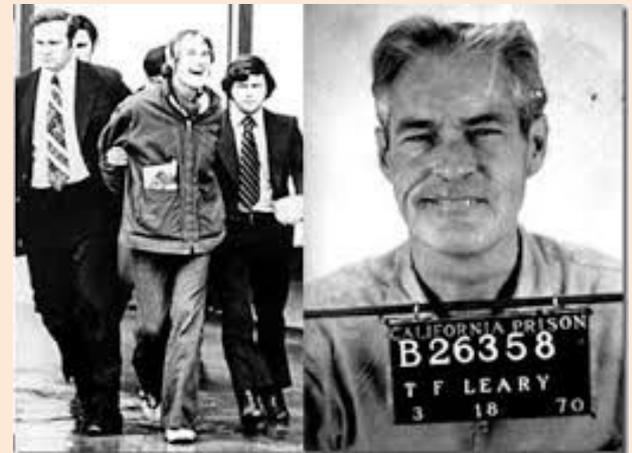
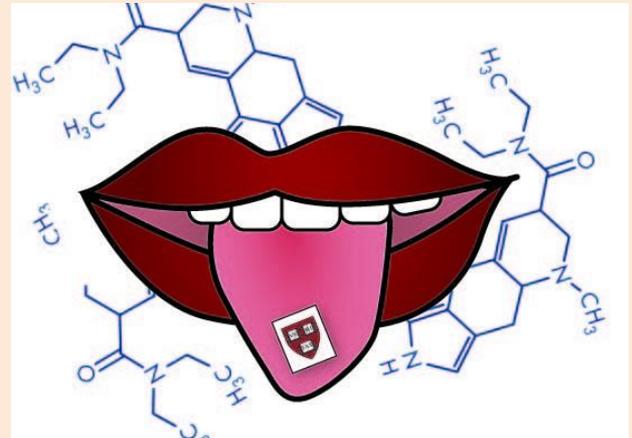


- Ken Kesey's Merry Pranksters were a group of young LSD experimenters who travelled around the country in a psychedelic bus and hosted LSD parties to turn people onto the drug.
  - At these “acid tests,” guests were given a cup of “electric” LSD-laced Kool-Aid.
  - The Grateful Dead was the house band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

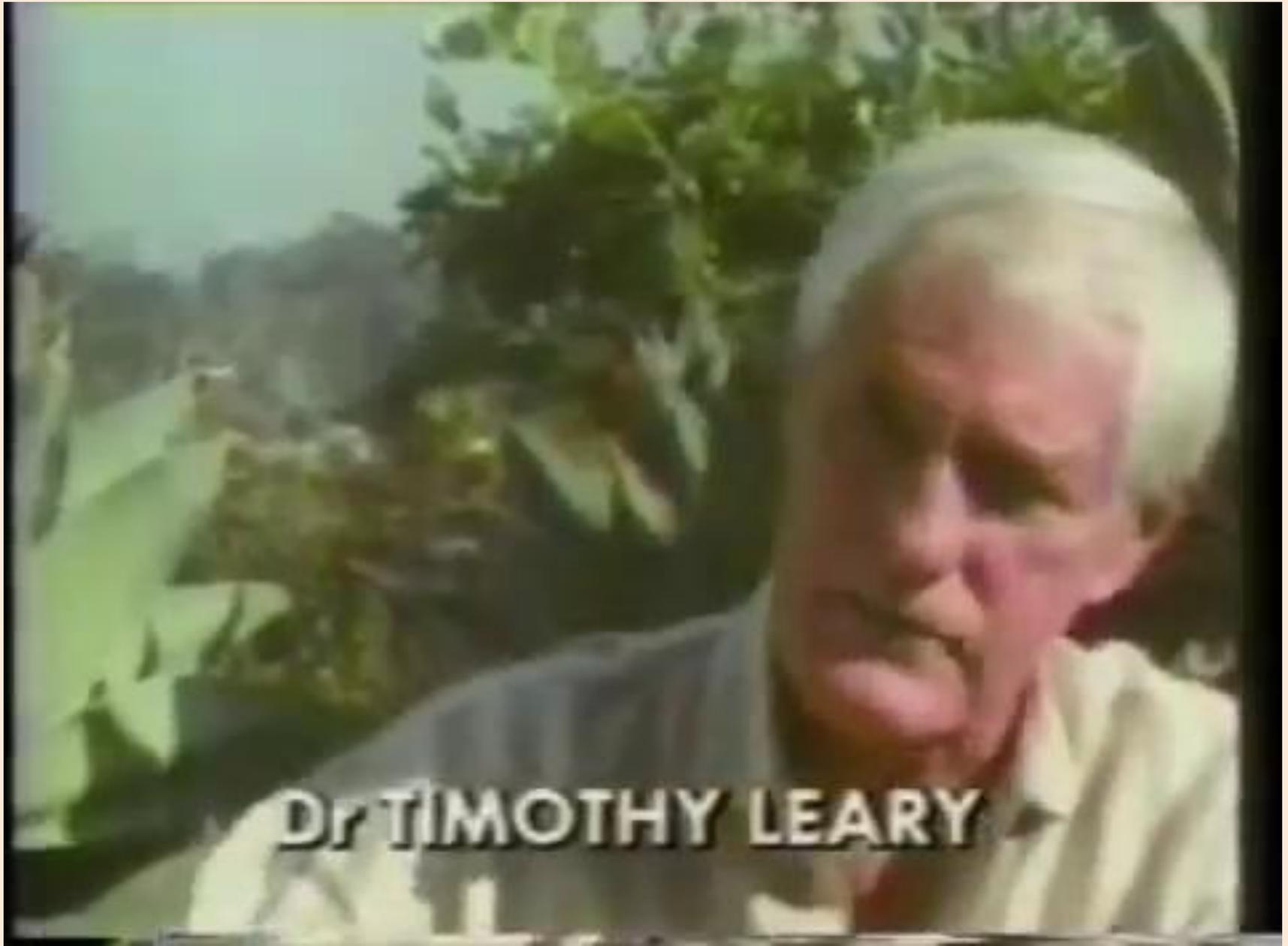


# Timothy Leary

- Leary was a Harvard University professor who went from studying the effects of mind-altering drugs to advocating their use.
- He became a leading figure of the psychedelic movement..



“Turn on, tune in, drop out.”





# Influence of Drugs on the Music, Film & Art of the 1960s

# Characteristics of Psychedelic Rock

- Created/played under the influence of LSD
- Feedback on guitars & lots of instrumental solos/jams
- More complex songs than the 1950s
- Lyrics sounded like a blend of poetry or nonsense, often encouraged drug use

# Examples of Psychedelic bands/songs

- The Beatles, “I Am the Walrus”
- Jefferson Airplane, “White Rabbit”
  - The Grateful Dead
    - The Doors
  - The Jimi Hendrix Experience
- Janis Joplin, “Piece of My Heart”

# Psychedelic album art...



- Go to Google Classroom and open the handout from Wednesday's class:  
"The Counterculture in Fashion, Music, Film, etc."
- Type into the chat ONE thing you learned about the counterculture or psychedelic movement. (If it helps, look over your notes quickly first!)

# The Grateful Dead



Grateful Dead were at the center of this musical and experimental drug movement.



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



# 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 tee-shirt, 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 joob

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



# Jefferson Airplane

- The band, Jefferson Airplane, formed in 1965 and lived together in Haight-Ashbury district 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 *Sgt. Pepper's Lonely Hearts Club Band* album.
  - From the color-saturated cover to songs like “Lucy in the Sky With Diamonds,” it was a model of psychedelic experimentation.



The Beatles - 1964



The Beatles - 1967



**BEATLES**

# The Beatles, "Lucy in the Sky with Diamonds"



# The Beatles, *Yellow Submarine*



# Monterey International Pop Festival (June 16-18, 1967)



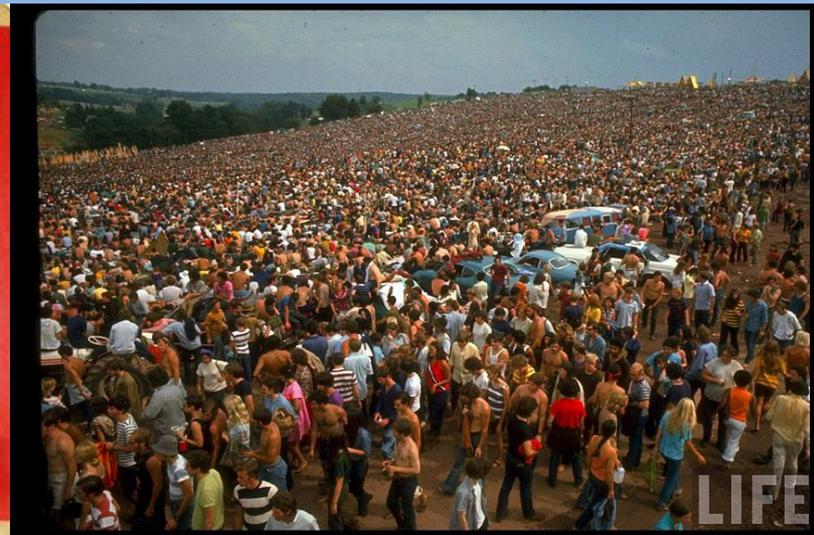
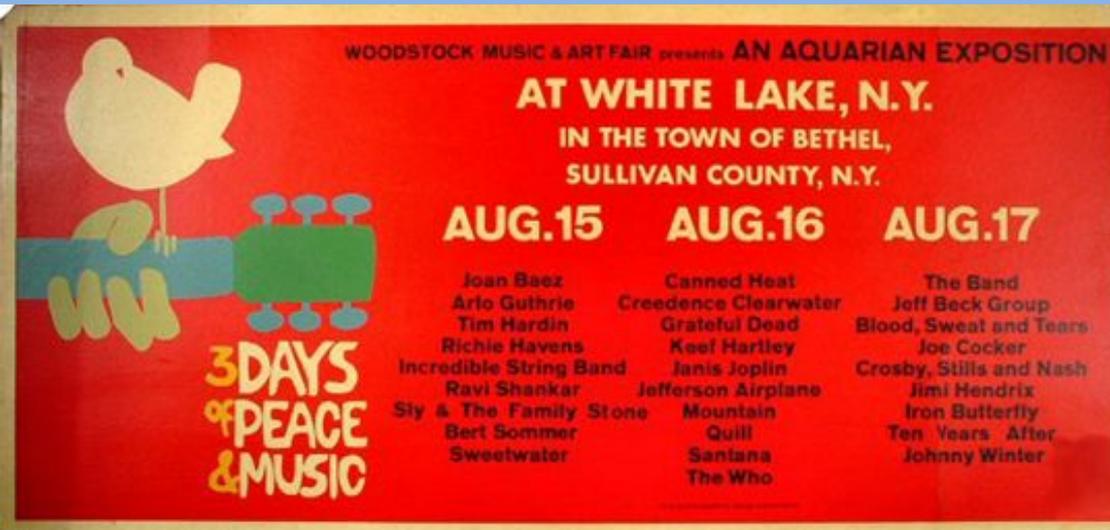
- 3 day music festival that kicked off the “Summer of Love”
- First large-scale rock festival held in the US.
- The 3 day festival featured performances from Janis Joplin, Jefferson Airplane, Otis Redding, the Grateful Dead, and Jimi Hendrix. The event drew as many as 90,000 people and set the stage for Woodstock and other festivals to follow.



**Start  
Here!**



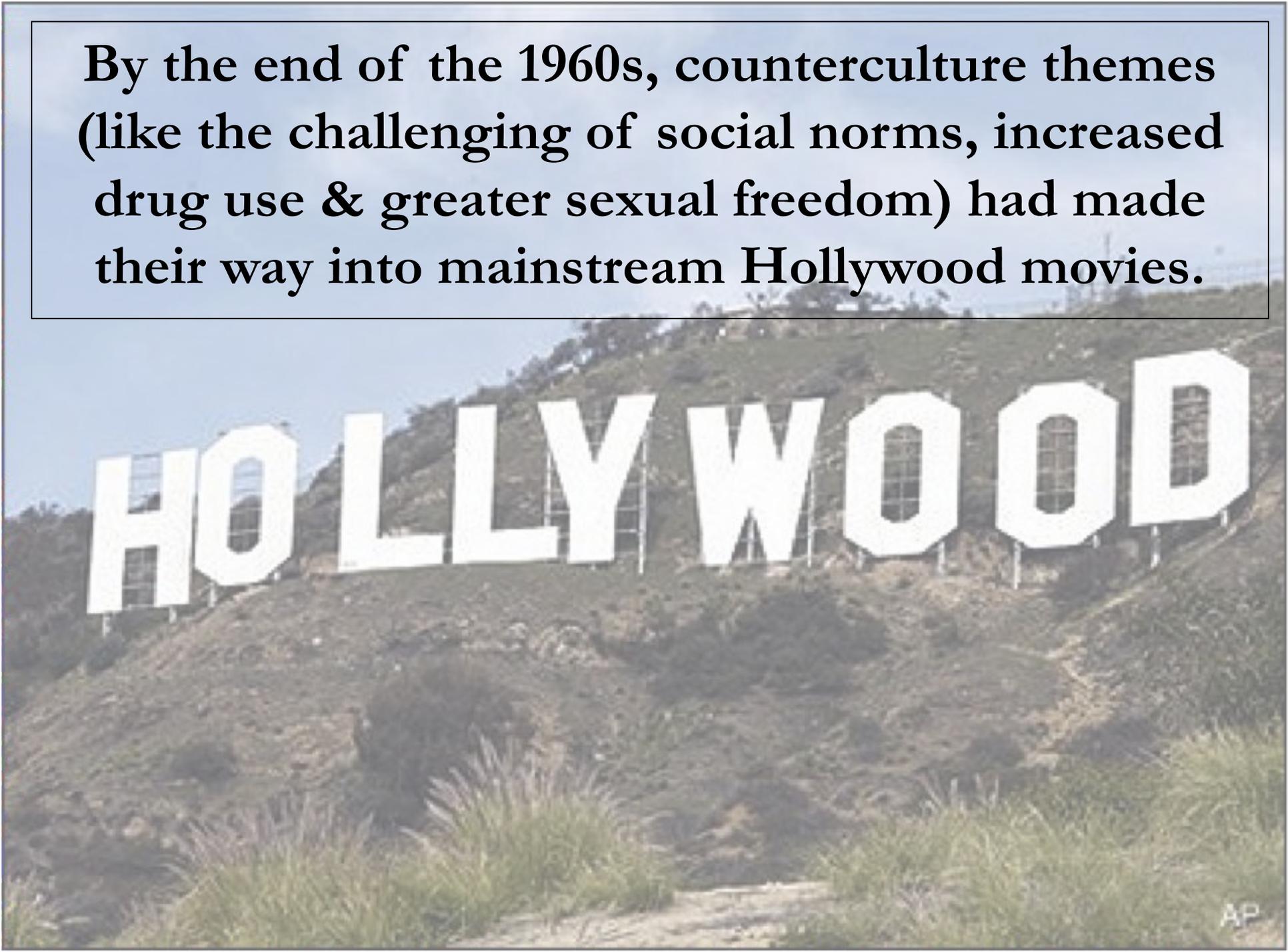
# Woodstock



- 3 day long music festival held in Bethel, NY (August 15-17, 1969.)
  - Featured performances from the Who, Creedence Clearwater Revival, Crosby, Stills & Nash, Jimi Hendrix, etc.
  - Between 400,000-500,000 young people attended
- In spite of overcrowding, rain, mud, & inadequate restroom facilities – festival was peaceful and became a defining moment of the '60s.
- Regarded as one of the high points of the counterculture movement as it *proved that hippies could live peacefully, sharing resources, without need for material goods.*



**By the end of the 1960s, counterculture themes (like the challenging of social norms, increased drug use & greater sexual freedom) had made their way into mainstream Hollywood movies.**

The image shows the iconic Hollywood sign, a large white sculpture of the word "HOLLYWOOD" in capital letters, set against a backdrop of a grassy hillside. The sign is mounted on a hillside covered in dry, brownish grass and some green shrubs. The sky is a clear, pale blue. The overall scene is a classic view of the Hollywood sign from a distance.

**HOLLYWOOD**

# Countercultural Values in Film – *The Graduate*



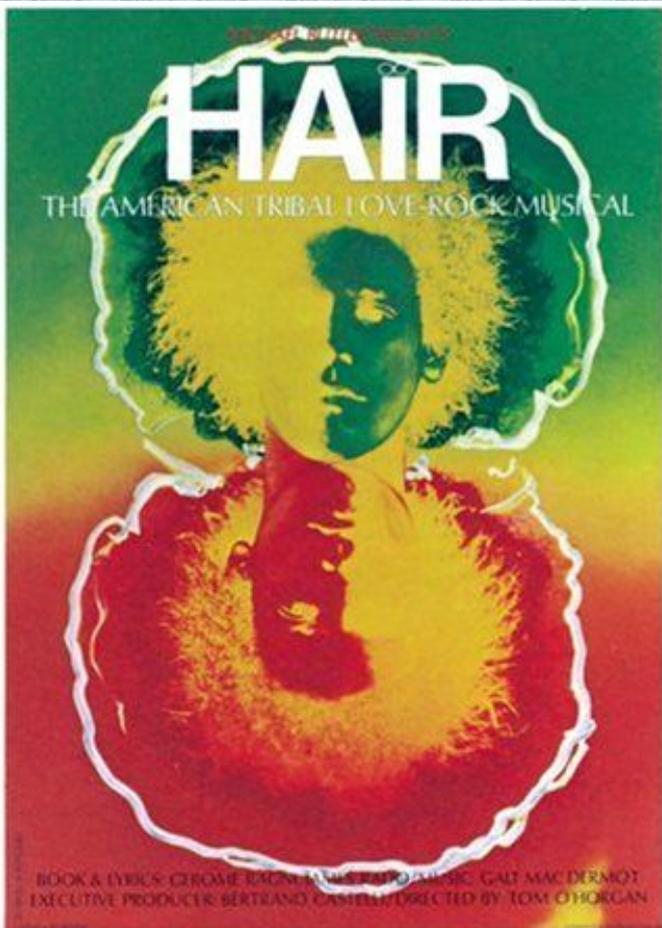
# Countercultural Values in Film

- *The Graduate* starred Dustin Hoffman as a recent college grad who has an affair with his parents' family friend, Mrs. Robinson.
- *The film highlighted the shifting morals of the Baby Boomers and the gap between them and their parents' generation.*



# Counterculture in Theater

- *Hair* the musical debuted on Broadway in 1968.





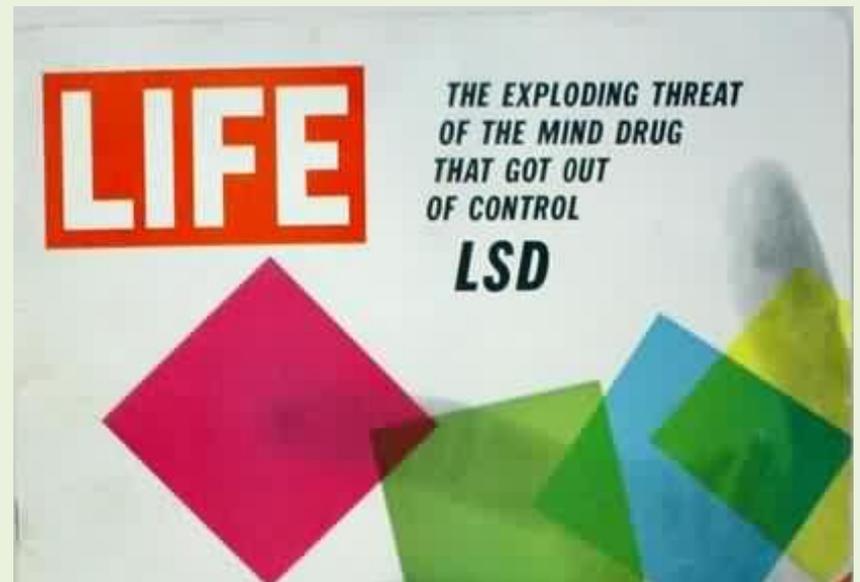
# The tide turns on LSD

- *Time* magazine reported in March 1966 that “the disease [LSD] is striking in beachside beatnik pads and in the dormitories of expensive prep schools; it has grown into an alarming problem at UCLA and on the UC campus at Berkeley.”
- News outlets began reporting on LSD-induced psychiatric breakdowns & tragedies.

# The tide turns on LSD

- Concerns about LSD were apparent in a congressional investigation.
  - Repeated LSD use revealed a “loss of cultural values, a loss of feeling right and wrong, of good and bad. These people lead a valueless life, without motivation, without ambition... they are de-cultured, lost to society, lost to themselves.”
- The state and federal govt began making LSD possession and distribution illegal.

- In 1965, the manufacturer stopped producing LSD.
  - Production continued with underground chemists and dealers (DANGEROUS)



# Decline of the Psychedelic Era



- Numerous 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

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.**

(181)

# Decline of the Psychedelic Era

## 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.
  - The location was announced 4 days before the concert
  - Not prepared for the size of the crowd (300,000+ people!)
  - Site was a barren race track
    - physical set up poor
      - Insufficient bathrooms
      - 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.)
- Hell's Angels were drinking on the job, assaulted fans and murdered Meredith Hunter (a black teen) while the Rolling Stones were playing – the entire episode was caught on film.



*“If Woodstock was the dream, Altamont was the nightmare...”*





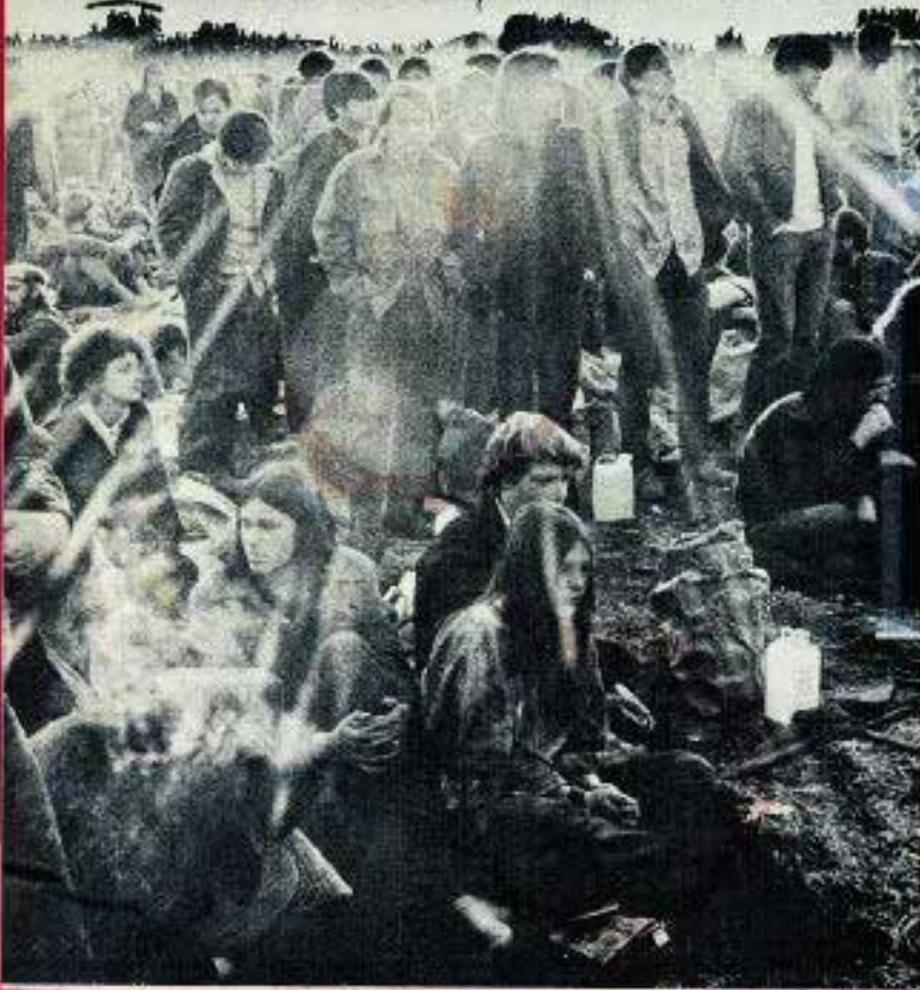
'cause in sleepy London town

# ROLLING STONES

ISSUE No. 50 JANUARY 21, 1970 U.K. 2/6 33 CENTS

The  
Rolling Stones  
Disaster  
at Altamont:

## LET IT BLEED

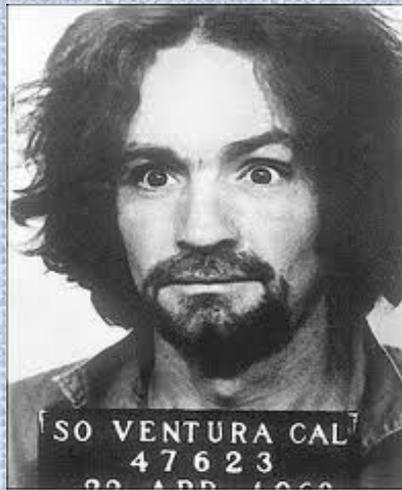


*Talk about a  
violent, tragic end  
to what was  
supposed to be a  
peaceful,  
alternative way of  
living...*

# The Manson Murders

(August 8-9, 1969)





# Manson's connection to the counterculture

- Manson and his followers *lived together in a series of communal living situations.*
- Manson *used psychedelic drugs to control/influence his followers.*
- Manson was *obsessed with "Helter Skelter", a term he was believed to have taken from the song of the same name by the Beatles.*



Thursday, May 5, 1977 — Van Nuys, Calif

VALLEY NEWS

N 5

## Manson used songs, LSD to deprogram clan-

Charles Manson would use the words and music of songs and LSD to "deprogram" his followers from their beliefs, the young man who once served as Manson's second in command testified yesterday in Los Angeles.

Paul Alan Watkins, who has testified he was "like Charlie's little brother" when he was in the clan, told the court that people who resisted the programming were apt to be slapped around.

Explaining Manson has said he understood the "rudiments of hypnosis," Watkins testified the cult leader would give his followers "post-hypnotic suggestions" as he sang and played guitar.

"He would deprogram us with his music," Watkins told the six-man, six-woman jury sitting through Leslie Van Houten's murder retrial.

"He meant he was getting rid of all the programming we had, all

the opinions we had, all of our thoughts we think..." he continued.

Defense attorney Maxwell Keith asked the handsome young man if Manson's programming was contained in the words and music of his songs. "Yes," the witness answered.

"Were suggestions contained in lyrics of some of the songs?" Keith pressed on. "It seemed to me that way if it was there, it was in the

songs," Watkins answered.

"He would look right at you and say a few choice words of a song you knew were meant for you," Watkins added.

Later, Watkins told jurors Manson outlined his philosophy, discussed his helter skelter theory and had family members indulge in group sex while under the influence of LSD.

"Right," he said in response to a question from Keith. "It all hap-

pened right there on the (LSD) trip."

The hallucinogenic drug, he explained, "heightened" one's senses and made a person more "susceptible" to new thoughts.

"You want to have an open mind and you think about things more in depth," he explained.

A prosecution witness, Watkins testified briefly about Dianne (Suzanne) Lake, another clan member who also testified against Mus-

Val  
aliv  
wo  
sta  
wa  
W  
kin  
slay  
her  
S  
A.  
A.  
day

*The End*

**Of this slideshow, not of music...**