



TURN TURN TURN

SOCIAL MOVEMENTS 1965-75

MARCH 26-NOVEMBER 6, 2011

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popular culture

1965

- Mary Quant designs the mini skirt.
- The San Francisco Examiner introduces the word “hippie” to readers, although it doesn’t appear in mainstream language for two more years.
- Walter and Margaret Keane divorce amidst accusations about who actually created their popular “big eyes” paintings.
- The Byrds cover Pete Seeger’s song, “Turn! Turn! Turn! (To Everything There Is a Season)”, which becomes an international hit.
- The Beatles are awarded the MBE by Queen Elizabeth of England.
- “The Sound of Music” premieres.
- Bob Dylan outrages audiences at the Newport Folk Festival by “going electric.”
- The Beatles perform the first stadium concert in the history of rock at New York’s Shea Stadium.

1966

- Star Trek debuts on television.
- The game of Twister is introduced.
- The three major American television networks have full color lineups in their primetime schedules.
- Truman Capote hosts the Black and White Ball in New York’s Plaza Hotel, said to be the party of the century.
- John Lennon declares that the Beatles are more popular than Jesus.
- Discotheques are hip in New York and Los Angeles.
- Beatle George Harrison goes to India to study sitar with Ravi Shankar.
- Timothy Leary forms the League for Spiritual Discovery—“Turn on, tune in, drop out.”
- The Firesign Theatre is born in Los Angeles on Pacifica Network’s KPFK radio.
- Truman Capote writes “In Cold Blood,” an example of the New Journalism that uses literary techniques for accurate, yet subjective, nonfiction.
- The Beatles play their last live concert, at Candlestick Park in San Francisco.

1967

- The 3-day Monterey Pop Festival marks the beginning of the Summer of Love. Up to 90,000 people hear first major American appearances by Jimi Hendrix, The Who, and Janis Joplin.
- Tens of thousands of young, would-be hippies flock to the Haight-Ashbury in San Francisco to participate in The Summer of Love.”

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1967 continued

- At Gathering of the Tribes in San Francisco, 20,000 people attend the first Human Be-In.
- Based on Donovan's song, "Mellow Yellow," the Berkeley Barb starts a rumor about hallucinogenic banana peels.
- Grayline starts hippie tours of Haight/Ashbury.
- Woodie Guthrie dies.
- The first Super Bowl is played, and forty million TV viewers watch the Green Bay Packers beat the Kansas City Chiefs.
- The Beatles release a new album, "Sgt. Pepper's Lonely Hearts Club Band." It becomes the first rock and roll record to earn a Grammy for album of the year.
- Otis Redding records "Dock of the Bay." Two days later he dies in a plane crash.

1968

- The modern waterbed is invented.
- The first "Whole Earth Catalog" is published.
- The Big Mac is introduced.
- London Bridge is moved to Lake Havasu City.
- Mattel releases Hot Wheels.
- The Beatles release the White Album and visit India to study with Maharishi Mahesh Yogi.
- Pop artist Andy Warhol creates the screenprint poster, "In the future everybody will be world famous for fifteen minutes."
- Books typifying the New Journalism include *The Electric Kool-aid Acid Test* by Tom Wolfe, *The Armies of the Night* by Norman Mailer, and *Slouching Towards Bethlehem* by Joan Didion.

1969

- Sesame Street premieres on National Educational Television.
- Platform shoes come into fashion.
- Based on his bare feet on an album cover and by spinning a record backwards, rumors fly that Paul McCartney is dead.
- Three days of peace and music attract 500,000 people to Yasgur's Farm for the Woodstock Festival.
- The Smothers Brothers television show is canceled because it is too controversial.
- "Easy Rider" premieres.
- Jack Kerouac, Beat Generation author of "On the Road," dies.

1970

- The Public Broadcasting System (PBS) begins operations, succeeding National Educational Television.
- Prime-time football begins as ABC airs Monday Night Football.
- A female jockey rides in the Kentucky Derby for the first time.
- The first New York City marathon is run.
- Star Trek reruns start airing on television.
- Robert Smithson creates the "Spiral Jetty" in the Great Salt Lake, an example of Land Art (or Earth Art) popular between 1968 and 1973.
- Paul McCartney announces the breakup of the Beatles. The group releases their last album, "Let It Be."

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1970 continued

- Diana Ross performs her last concert with The Supremes.
- Jimi Hendrix dies.
- American Top 40, hosted by Casey Kasem, is the first successful nationally-syndicated radio program to feature a weekly countdown of popular music.
- Janis Joplin dies.

1971

- “All in the Family” premieres on CBS.
- The Altamont Free Concert, headlined by the Rolling Stones, dissolves into violence. It is viewed by many as the “end of the sixties.”
- Jim Morrison of the Doors dies.
- Hunter S. Thompson writes *Fear and Loathing in Las Vegas*, and New Journalism morphs into Gonzo Journalism.
- “Ping pong diplomacy” starts with an invitation from China to the US ping pong team.
- Abbie Hoffman starts publication of YIPL (Youth International Party Line), a magazine dedicated to “beating the Man” by phreaking (telephone hacking).
- George Harrison organizes the Concert for Bangladesh, the model for benefit rock concerts.

1972

- Fifteen-year old Chicago-born chess prodigy Bobby Fischer defeats Soviet Boris Spassky.
- Gloria Steinem launches the feminist magazine, *Ms*.
- HBO (Home Box Office) subscription cable TV launches.
- Nike running shoes hit the market.
- Barry Gordy moves Motown Records from Detroit to Los Angeles.
- *Jonathan Livingston Seagull* is the best-selling novel for the second year in a row.

1973

- Secretariat wins the Belmont Stakes by 31 lengths, the first Triple Crown champion since 1948.
- Billie Jean King defeats Bobby Riggs in tennis’ “Battle of the Sexes.”
- When 533 university students join in a mass nude run, the term “streaking” is coined.
- The California Jam at the Ontario Speedway attracts more than 200,000 people.

1974

- Robert Opel streaks the 46th Academy Awards.
- Evel Knievel tries to jump Snake River Canyon and falls 600 feet with minor injuries.
- Hank Aaron breaks Babe Ruth’s home run record by hitting his 715th career home run.
- Mel Brooks directs “Young Frankenstein” and “Blazing Saddles.”

1975

- The US passes the Metric Conversion Act.
- “Saturday Night Live” debuts.
- “One Flew Over the Cuckoo’s Nest,” based on the 1962 novel by Ken Kesey, wins all five major academy awards.

