

White Rabbit

Grateful Dead

- “Quintessential live band”
 - Records don’t do justice
- LSD parties/Acid Tests
- Career spanned over 3 decades
- Jerry Garcia: Lead guitarist, singer, songwriter



Grateful Dead

- “Deadheads” -one of most loyal audiences in history of popular music
- Jam band
- Influence of blues, country, folk, rock
- “Casey Jones” 1970

Jimi Hendrix

- Most prominent African American musician of late 60s
- Electric blues, guitar virtuoso
- Feedback and distortion
- Played guitar with teeth, behind back, surprised audiences
- "Purple Haze" - 1967
 - "Excuse me while I kiss the sky"



Monterey Pop Fest '67

- As it happened, the Who were scheduled to perform on the 18th, the same day as Hendrix, and Who guitarist Pete Townshend was concerned about having to follow him.
- Townshend tried to negotiate with Hendrix, but Hendrix refused. He assumed Townshend was afraid of being upstaged. “What you really mean is that you don’t want me to go first. You want to be first up there with the guitar smashing,” Townshend recalled Hendrix saying. To which Townshend replied, “Jimi, I swear, that’s not what it’s about.”
- The matter was finally settled with a coin toss—and the Who went first. It hardly mattered. The Jimi Hendrix Experience put on a sensational show
- The crowning touch was a performance of “Wild Thing,” which Hendrix ended by kneeling over the custom-finished Stratocaster, squirting it with lighter fluid and setting it on fire. With the guitar blazing, he smashed it into the stage, then threw the pieces out into the audience.
- Even Pete Townshend hadn’t thought of that one.

Woodstock 1969

- 1969: 3-day Music Festival in New York
 - “3 days of peace and music”
- Over 400,000 people
- The Who, Jefferson Airplane, Janis Joplin, Jimi Hendrix, Grateful Dead, many more

Take it Easy

Early 70s

- Like the 60s, popular music is fragmented
- More choices!
 - Specialized types of popular music
- AM Top 40 radio is limiting
- FM radio stations increase

Early 70s

- 1969: Woodstock- 3 day music festival
- 1970: Deaths of Janis, Jimi and Jim Morrison ('71)
 - Beatles dissolve
- 1972: Watergate scandal
- 1974: Richard Nixon resigns the presidency
 - Gerald Ford takes office
- 1975: U.S involvement in Vietnam ends

Singer-songwriter

- Early 70s term
- Performers who made personal statements in song.
- “The Me Decade”
 - “Turning inward in American culture”
 - The 60s were over

Carole King

- Early Brill Building songwriter
 - Emerges as recording star
- “It’s Too Late” - 1971
 - *Adult* relationship song
 - Maturing audience
 - Acoustic piano, light saxophone
 - Sophisticated chord progression



Elton John

- Unlikely star
 - outrageous performances, glasses, costumes, etc.
- Best selling artist of decade
- “Crocodile Rock” - 1972
 - Capitalizes on nostalgia of 70s
 - Upbeat dance song



Elton John



Eagles

- Influenced by country music, folk rock
- *Their Greatest Hits, 1971-1975*
 - first RIAA certified platinum album
- Embodied distinct CA culture
- “Take it Easy” - 1972
 - “country rock”



Glam Rock

- Elaborate, showy, theatrical
- David Bowie
 - Glam rock pioneer
 - Ziggy Stardust alter ego
- “Fame” - 1975
 - First #1 hit in US
 - Co-wrote with John Lennon

