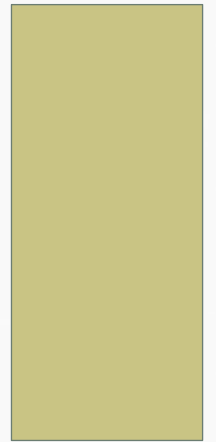


TRANSITIONING INTO THE 1970S



THE SAN FRANCISCO SOUND

- Interweaving of - Rock & Roll World & The Political World.
- Kids began dropping out of society and heading west. The West Coast was considered “The New America”
- The center of this new world was San Francisco – Haight-Ashbury neighborhood
- 1967 – Known as the “Summer of Love”

- By 1967 – There were over 1500 local bands in the Bay area.
- By 1970 – The wave would begin to fade but that's when the most influential bands would leave their mark on Rock History
- Central to the Scene:
 - Drugs
 - Free Love
 - Love-Peace Philosophy
 - AND MUSIC!

TWO IMPORTANT FACTORS THAT BROUGHT THE SOUND TOGETHER

- 1.) Concert Halls
 - - used the old concert halls that were popular in the swing era
 - -by the turn of the decade, audiences became too large for any one building and would create the festival phenomenon.
- 2.) Radio
 - -FM radio had been the home of classical music and easy listening styles
 - Album Oriented Rock Format – KSAN (the mainstay of the new San Francisco Rock Scene)

THREE IMPORTANT FESTIVALS OF THE ERA

- 1.) Monterey Pop Festival (1967)
 - Monterey, CA
 - 25,000 to 90,000
 - Introduced: The Jimi Hendrix Experience, Janis Joplin
- 2.) Woodstock (1969)
 - White Lake, NY
 - 400,000 over 3 days
 - One of the Top 50 moments that changed Rock & Roll
- 3.) Altamont (1969)
 - Altamont, CA
 - 300,000
 - Known for being one of the worst days of Rock due to the Violence of the crowd

CHARACTERISTICS OF THE SAN FRANCISCO SOUND

- Blended elements of the Folk Style with R&B-derived Rock Style of the British Groups
- 1. Drugs – Psychedelic Rock or Acid Rock. No more double entendre references to drugs – completely exposed.
- 2. Sound – Loudness Levels reached a new high
- 3. Instrumentals – Considerable Emphasis on the instrumentalists – Guitarists. Long improvised solos
- 4. Electronic Technology – Feedback, Distortion, etc.

JEFFERSON AIRPLANE

- Formed in 1965
- First San Francisco Band to get a recording contract with a major label (RCA)
- Grace Slick – Female Lead Singer. Considered the first Female Rock Star.
- Important Albums:
 - *Surrealistic Pillow (1967)*
 - “Somebody to Love”
 - “White Rabbit”

- *Crown of Creation (1968) – Varied Styles presented*
 - *“Lather”Folk Influenced -*
 - *“Chushingura” – Electronic Experimentation*
- *Volunteers (1969) – Sociopolitical Messages*
 - *“We Can Be Together” –*
- *Personnel Problems would cause the group to disband and some members formed*
 - *Jefferson Starship*
 - *Starship*

THE GRATEFUL DEAD

- THE San Francisco band of the late-1960s.
 - Combined all of the major characteristics of that style
 - Roots were in the folk era of the 1960s
- Originally named “The Warlocks”
- Members: **Jerry Garcia** (guitar, vocals)
- **Bob Weir** (guitar, vocals)
- **Ron "Pigpen" McKernan** (keyboards, harmonica, vocals)
- **Phil Lesh** (bass, vocals)
- **Bill Kreutzmann** (drums)

- Acid Tests – Wild Parties
- Changed their name to “The Grateful Dead” and moved to the Haight-Ashbury Neighborhood.
- Music consisted of:
 - Blues Material,
 - Motown & Soul, and
 - Folk Rock songs – with extended improvisations & sound experimentations.
 - Fuzz Tone
 - Tremolo Bar

- Signed with Warner Brothers in 1967 – They were unfamiliar with the structure of the recording studio.
- Their albums sold well but were never a spectacular success – They were a Live Concert Band not a Studio Band
 - 5 Hour Concerts
 - Free Concerts
 - Benefit Concert – Great Pyramids (at their own cost)
- Best Album – *Live/Dead* (1969)
 - “Dark Star” -
<https://www.youtube.com/watch?v=ldoaglz7Qcg>

- *Several personnel changes occurred during the 1970s but Garcia, Lesh, Weir, and Kreutzmann all remained.*
- *Garcia died in 1995*
- *The rest of the band continued to tour into the early 2000's*