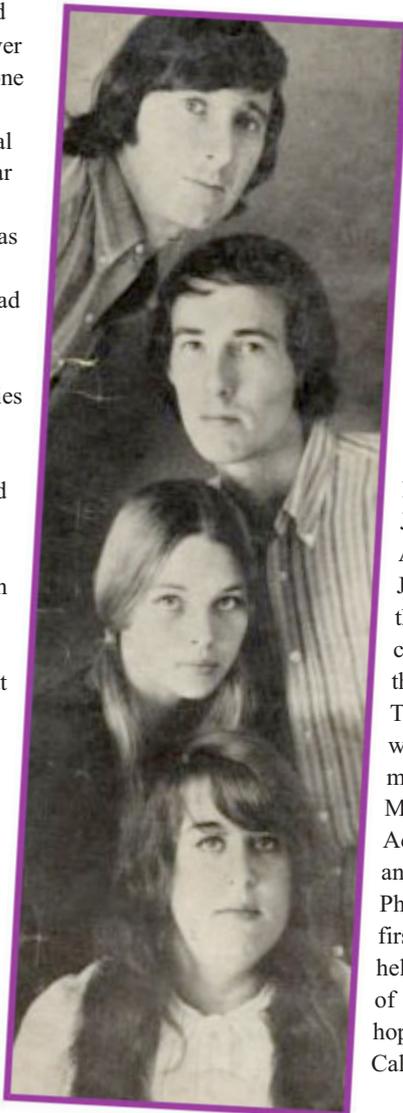


# Monterey Pop

By Helen Marketti

Outdoor rock and roll festivals began over forty years ago with one of them being The Monterey International Pop Festival. The year was 1967 and the “Summer of Love” was an incredible time for music. The Beatles had put Sgt. Pepper on psychedelic tilt while “Flower Power” hippies were wearing flowers in their hair and hopeful that peace and love might make a difference. Over the course of three days in June more than 200,000 people attended the festival at the Monterey fairgrounds in California. It is said that the Monterey Pop Festival was not only the first of its kind but also the most organized event ever put together from the sound system, security, transportation and even first class accommodations for the artists. It was the first benefit concert as all artists performed for free. Since the line ups were so diverse in their own music genres many of them had not even met before until Monterey.

“At Woodstock, people remember the weather. At Altamont, people remember the murder. For



Monterey, people remember the music.” These are the words from Lou Adler during a past interview conducted by Warren Zanes at the Rock and Roll Hall of Fame. Lou (music producer/manager) and John Phillips (The Mamas and The Papas) were the co-creators of the Monterey Pop Festival.

Many artists made their debut during those three days over some forty years ago to later secure their lasting legacy. Such artists included Janice Joplin, Jefferson Airplane, Otis Redding and Jimi Hendrix. Performing at the festival gave them the pop culture impact that propelled their careers forward. Since The Mamas and The Papas were considered one of the major headline acts of the Monterey Pop Festival with Lou Adler as their manager, producer and the best friend of John Phillips, it seems fitting that the first rock festival of its kind was held in California. The summer of 1967 was for peace, love, hope, change, music and California Dreamin’.



Janis Joplin at Monterey

# psychedelic purple haze

He was a member of the Screaming Eagles Paratroopers in the U.S. Army. He was once a guitar player in back up bands for the Isley Brothers,

Little Richard, Sam Cooke and Jackie Wilson. He was once managed by Chas Chandler (former bass guitarist of The Animals). He played the guitar with his teeth, behind his back, smashed it to pieces and set it on fire. He had bands called the “Experience” and “Band of Gypsies.” He was...Jimi Hendrix. Believe it or not, Jimi Hendrix was actually shy, quiet and soft spoken. His introverted mannerisms turned inside out once he was behind a microphone with either a Fender Stratocaster or Gibson Flying V strapped across his chest. His career, however, did not take off until he ventured to London in 1966. Performing in clubs and jamming with house bands caught the eyes (and ears) of other rock guitarist notables, Eric Clapton and Jeff Beck. Other rock royalty had also noticed and became his fans such as The Beatles and The Who.

Success started to come his way with the cover song, “Hey Joe” followed by “Purple Haze” and “The Wind Cries Mary”. Once back in his homeland, Jimi performed at the Monterey International Pop Festival in June of 1967 which was orchestrated by John Phillips of The Mamas & The Papas and their manager, Lou Adler. This was the launch pad for Jimi’s success in the United States. Another unforgettable performance was his version of the “Star Spangled Banner” at Woodstock



‘69 with many eye opening, “sound-sational” gigs in between.

In addition to his incredible musical gifts, Jimi also had style and flare for fashion, jewelry and art. Currently on display at the Rock and Roll Hall of Fame & Museum are many of Jimi’s outfits including capes, belts, vests and boots. Photos from his childhood, original drawings, promotional posters, guitars and the hand written lyrics of “Purple Haze” are on display. Hendrix was inducted into the Rock and Roll Hall of Fame in 1992.

He had lead a life of excess that eventually caught up with him. He passed away at the age of 27 on September 18th, 1970. Some might say that he was a rock and roll casualty but there was nothing casual about Jimi Hendrix.

