FURTHER REVIEW

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By Charles Apple

The THE MONTEREY POP FESTIVAL

The organizers were quite serious in selling the message, love and flowers": John Phillips of the Mamas & Papas — one of the organizers of the festival — even wrote a song for Scott McKenzie to help promote the event: “San Francisco (Be Sure to Wear Flowers in Your Hair).” And while the lineup of musical acts was impressive, a number of Hopkins for bands couldn’t make it. Two of the Rolling Stones had recently been arrested for drug possession and couldn’t get visas. Presley and the Mamas & the Papas closed the show at the end of Day 3. of the event: “San Francisco (Be Sure to Wear Flowers in Your Hair).”

The event was a huge hit and led directly into the now-famous 1967 “Summer of Love.” Over the next few years, the success of Monterey Pop would be duplicated by a number of other music festivals around the country.

It was the first major U.S. appearance for The Who, which thrilled the crowd by wrecking its amps, speakers and instruments after its set as smoke bombs went off. Not to be outdone by The Who, Jimi Hendrix ended his set by dropping his guitar, dosing it with lighter fluid and then making a sort-of-burst offering to the music gods.

Earlier that year, San Francisco-based Jefferson Airplane featuring Grace Slick had released a Top 10 single: “Somebody to Love.” Another, “White Rabbit,” would soon follow. By autumn, it was clear that the summer of Love might have been fun for many, it was not sustain- able. “A Death of the Hippie” stock funeral was held in October and young people began trickling back to their homes and schools.

Young people indeed wore flowers in their hair to celebrate life San Francisco’s Golden Gate Park in the summer of 1967. The Vietnam War was a constant reminder of what the war was all about.