

HAIGHT ASHBURY SUMMER OF LOVE

VERTICAL FILE

MAY 24 1967

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# HAPPINESS IS NECESSARY

## PHOTOS and TEXT by BOB FITCH

REFERENCE

SUMMER OF LOVE



HAIGHT ASHBURY VF

In the last few years, Glide has intentionally gravitated toward cultural movements with major ramifications for people — present and future. In the last year, the people who have caught Glide's attention have been "the hippies" — as branded in the popular press. During the year the hippies have captured international interest — and have regularly confounded Glide. Glide believes that hippie developments in the Bay Area may have long range ramifications for everyone. As another step in making current trends and history self-conscious, we invited Bob Fitch to engage the new community and say in photos and text what he wants to say. His conclusion is that *hippie is necessary*.

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330 Ellis Street, San Francisco, California 94102

MAY 24 1982

**Hippie is necessary  
to explore  
what the old denies  
and the new predicts.**



Hippie is music for the masses.



Hippie is salesmanship.





Hippie is the post office.




Hippie is symbols — old and new.

Hippie is 



... a safari every day.



Hippie is 




. . . flower power.





Hippie is a family thing.

Hippie is 

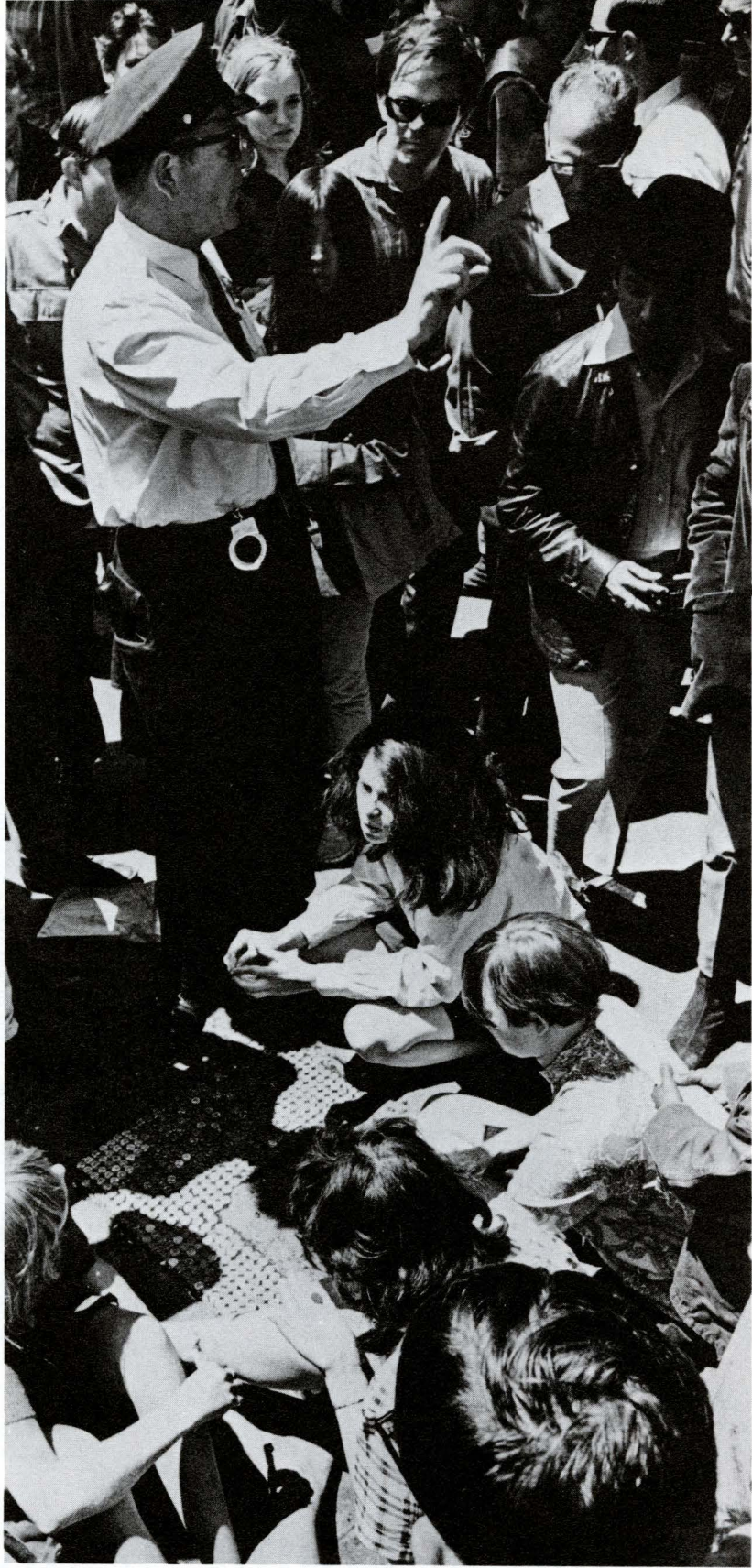
. . . the pill.







Hippie is gluing pennies  
to the sidewalk . . . and . . .



getting busted.



Hippie is





Sunday afternoon in the park.

Hippie is also







. . . a wedding in the park.



. . . a mantra of love.



... a tribal mood.



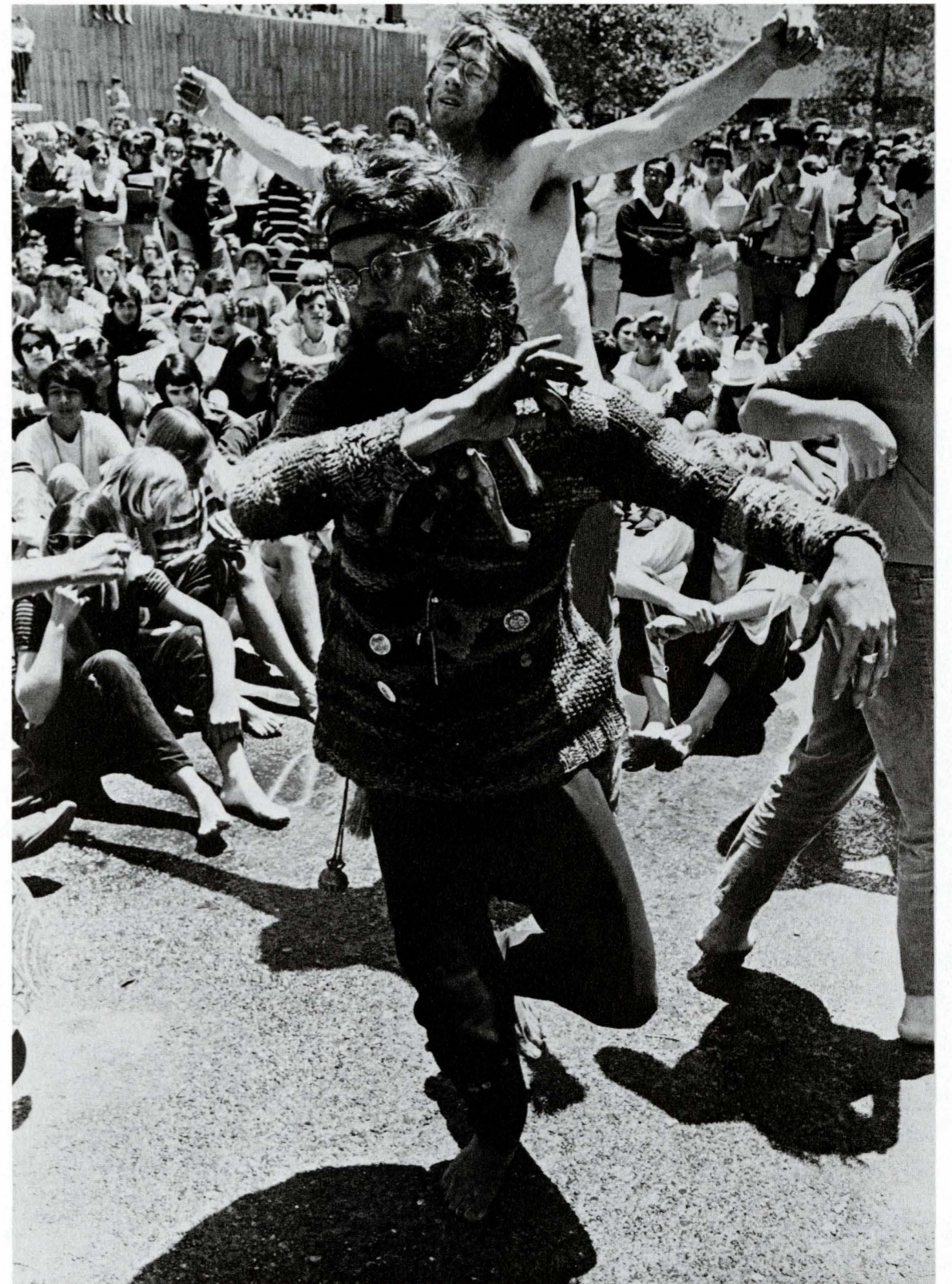
Hippie is 


. . . public reaction.



Hippie is 

. . . dancing with abandon.

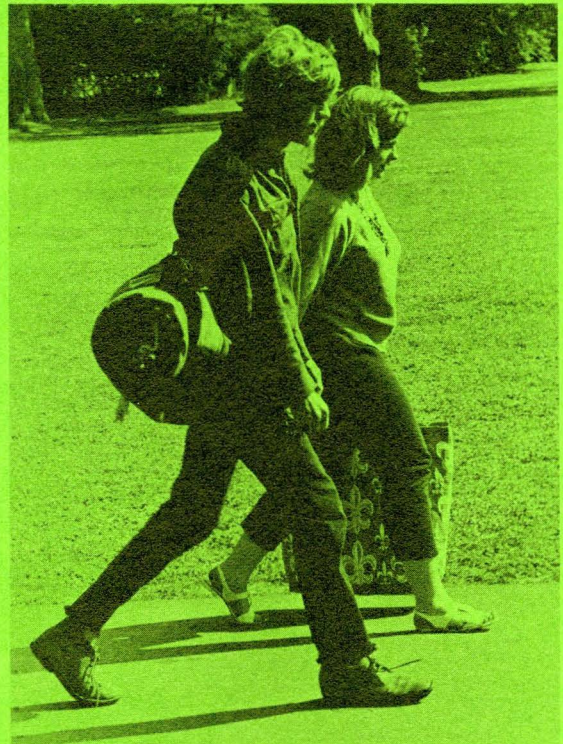



Hippie is 






a bed on your back.



Hippie is 



a way of expressing oneself.

Hippie is 

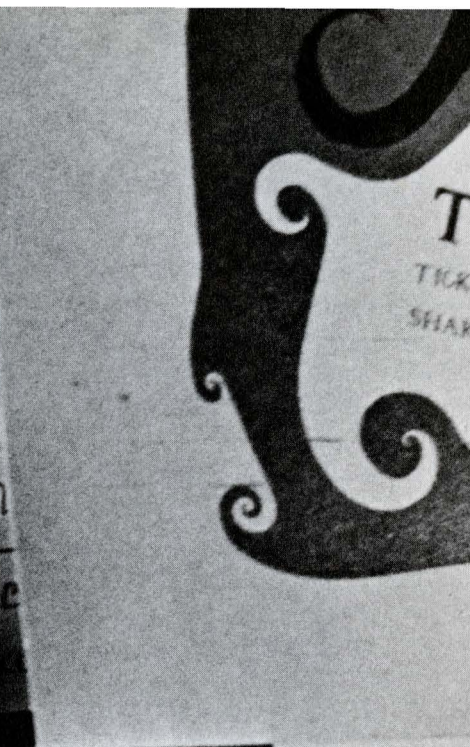


May 20<sup>th</sup>  
I love you and  
miss you  
Call collect 241-8664  
mom

FOR SALE  
Experienced 50 Dodge sedan. Perfect mechanically. Over two hundred spent in last three months to make it that way. Dent, left rear door. Needs paint. Glass and rubber perfect. Radio, heater - everything works.  
\$150.00 or will swap for something interesting. Call 221-2673 after 5 when I get my disguise off.

Research Cen  
amento St.  
ACADEM  
nts  
LECTURE  
John  
isco Psyc  
7. at 7pm  
I-5011

AL OR RICK  
HOY FELD (?)  
YOU HAVE  
RECEIVED YOUR DRAFT  
NOTICE - YOU'VE BEEN  
RECLASSIFIED I-A  
CONTACT YOUR  
MOTHER.



FRI



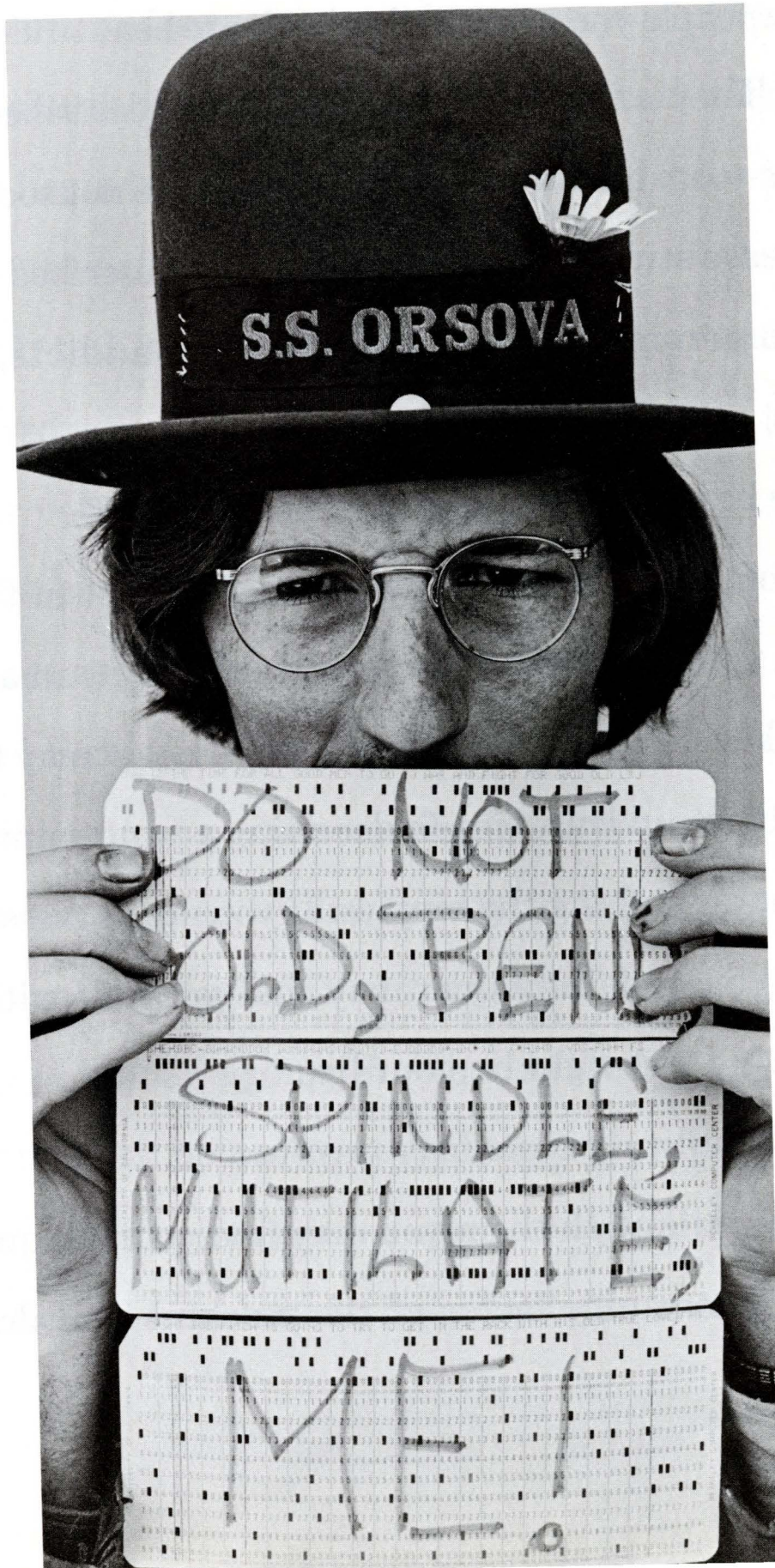
... a message from mother.

Need ride to New York by June 4th  
contact me at Stadium  
Pat



Hippie is togetherness.

Hippie is a message.



The people you meet in this book are beautiful people. They are not stereotype hippies described in locker-room talk of mass media. They are not sociological case studies, bits of human data described as a phenomenon. And they are not dope addicts, sex fiends, atheists or freaks.

The beautiful people cannot be turned off.

If you are an awkward, frightened tourist in their midst, you may leave their scene with a gift, an armful of flowers. If you are a photographer, you may find the subjects in your viewfinder doing a pantomime of *you* photographing the hippies. If you are aggressive, abrupt, or disdainful, you may find yourself with a big, loving kiss right on your lips.

The beautiful people may turn you on.

If you walk with them you may find yourself questioning the sanity factor of the machine you drive

daily on the freeway — and for which you allot a massive chunk of your income. If you eat with them you may begin to wonder just who is provider for the affluent society where you exist like a lily of the field. If you talk with them you may find your words considered very seriously, and then you will have to consider yourself very seriously.

The beautiful people have their hang-ups. But they are not as you may have imagined them in the Hollywood B-movie in your mind.

Without preparation or discipline some seek a convenient messiah in drugs, only to feel betrayal and bitterness when LSD or marijuana do not stop the flow of human agony. For the isolated, a happening in the park is sometimes a lonely crowd of eyes in search of a cue to release spontaneity and community. Sexual intercourse, freed by latex and pill from

nine-month pregnancies and life-long children, quickly becomes tedious for the immature and saturated.

So, if you are looking for evil and sin you will not find them among the hippies, because the hazardous search for messiah, community, or sexual satisfaction is all too human. It is me. It is you. If you search you will only find yourself, and a bit of understanding.

The beautiful people are a light in our world. They will not be turned off. They turn on.

But they are a soft light. So, if you wish, you may remove the plastic sunglasses that shade you from the glare of living and celebrate the glittering possibilities they illumine.

The beautiful people are indeed necessary.

Bob Fitch



Bob Fitch photographs also appear in *Reluctant Revolution* by Arnold  
Come available from Glide Urban Center for \$1.00, plus 4¢ tax in California.

**\$1.25 each, plus 5¢ tax in California**

available from  
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