

THE SEXUAL and SOCIAL REVOLUTION BOOM (1960's)

HAPPY 50th ANNIVERSARY!

**A generation who put the Pussy and the
Penis on a pedestal**

**SEX SELLS
EVERYTHING!**

**Top words used to sell products
and services:**

Guarantee

You

Free

New

SEX

Three essential developments contributed
to the Sexual Revolution;

1. The intellectual input of radical
Freudian Theorist, Wilhelm Reich
2. The empirical sex research by Dr.
Alfred Kinsey
3. The battles of pornographers,
performers and literary writers to

secure the right of sexual speech and the permissive content, created by social movements, sitting The First Amendment of The Constitution (USA)

Marilyn Monroe, ushered in the initial stage of the Sexual Revolution Boom. *The Calendar of Dreams* (1949) photo of a nude MM *Red Velvet*, was the zenith of erotica. The legendary publisher *Hugh Hefner bought the photo for \$500. Marilyn became *sweetheart of the month* in the very first issue of **Playboy magazine** December, 1953. She appeared on the cover and It sold for 50c.

Men across America were lured to news stands. The image that launched the magazine, brought sex “out of the closet into the glaring light of day”. Miss Monroe became the archetypal “American sex queen”.

The illustrious photo “Red Velvet”, historically defined a new generation of the “Dream Woman”, created by Tom Kelley sr. The inception of the Playboy Bunny Club was another instant success for Hefner.

*Hugh Hefner, “promoter of Sexploitation of women, did his college thesis on Dr. A. Kinsey and was clearly influenced by him”.

The inception of the Playboy Bunny Club was another instant success for Hefner. Alpha Male behavior was on the rise and the decline of American society and moral principals ensued. Sex became a new 'sport'.

In 1948 and 1953 The Kinsey Reports were published on sexual behaviour of both male and female, by ***Professor Alfred Charles Kinsey** and his colleagues at the Indiana University -Bloomington. Both volumes were controversial and revolutionary in their time. His work was mainly based on personal interviews.

The professor of entomology and zoology founded the *Institute for Research in Sex, Gender and Reproduction*. His conclusions profoundly influenced social and cultural values in the USA during the 1960's with the start of the Sex Revolution.

*In 2004 a movie was released, **Kinsey**, honouring the 20th century Biologist and Sexuality Research Scientist Dr. Alfred Kinsey, commemorating the 50th anniversary of his ground breaking contributions.

Gynecologist **William Howell Masters** and psychologist **Virginia Eshelman Johnson** pioneered comprehensive study into the nature of human sexual response and the diagnosis and treatment of sexual disorders and dysfunctions from 1957-1990's. Prior to their work, research for sexology was neglected due to restrictive social conventions of the time.

Masters and Johnson set about to study the structure, psychology and physiology of sexual behavior, through observing and measuring masturbation and sexual intercourse in the laboratory!

**“Revolution in a Pill”
The 50th anniversary
For the OCP**

On May 9, 1960, the birth of the Oral Contraceptive Pill was welcomed, in vogue by both sexes. The approval by the Food and Drug Administration was a 20th century medical breakthrough and a free ticket to promiscuity.

Arriving at a time of social and political disturbance, it quickly became more

than a low-cost, reliable birth control. Boundaries were being tested with rejection of tradition, confronting institutions and the redefinition of women's roles.

Time Magazine issue April 1967, used "The Pill" on its cover, reporting the epic transition that had been taking place in the previous six years and still manifesting worldwide. " Many battles and debates would erupt over the Pill's safety, morality, and side effects on the American family".

May 3, 2010 Time Magazine did a cover for the 50th Anniversary of The Pill:

So small. So Powerful. And so misunderstood.

By Nancy Gibbs-Love, *Sex, Freedom and the paradox of the Pill : A brief History of Birth control.* (www.amazon.com/kindlestore)

Prior to the *Sexual Revolution*, sexual enjoyment had been only for men! Orgasmic women were unheard of. (Women who complained of migraine to their Dr.'s were brought to a climax by an instrument termed an 'Orgasmatron'.

With Abortion legalized politics were progressing to encourage more sexual experimenting and novelty. That is pretty

grotesque. A woman had the power to terminate. It is so simple in technique and at a low cost, but ethically the debate continues on the merit of the procedure being legal.

Do we value our promiscuous actions to be free of responsibility, more than we treasure human life?

The Utopian dream uttered 'I AM FREE' reverberated pervasively, changing human nature. The monolithic puritan wall was being demolished, and a new value system on the rise was flourishing.

The first nude beach in America was declared in 1965 in Northern California and The Condor club featuring topless girls was established. Rock and Roll was taking off encouraging the new generation to break-out and be freer with their bodies. This type of music engaged a multi-racial integration.

On the other side of the Atlantic the British were on to it with, **The Boat That Rocked** *! In 1964, a group of DJ's boarded a tanker in the North Sea and set-up a radio broadcast to deliver Rock music to their fans on the mainland.

For three years they entered into a power struggle with the conservative Government over the pirated radio's activities, whilst the music and drama unfolded.

**The boat that rocked*, celebrated it's 50th anniversary in 2009 with a cinema film retitled *Pirate Radio*. I adore this movie!

It was all happening, **the Zeitgeist was "Make Love, Not War" chanted by 'the hippies'**. The harmonizing of Mind and Spirit started 'The New Age movement'. The Sexual Freedom League group was activating people into increasing liberation. The sexes were cohabiting without nuptials. Some woman were so passionate about their new freedom, they 'burned their bras' defiantly.

Hollywood, would add to the movement by creating M Rated movies. *Midnight Cowboy* the movie, presented on the big screen. In the meantime Sex Education was being taught in public schools.

The Baby Boomers were becoming preposterous in their celebration of the fading of prudish, puritanical laws. The famous evangelist **Billy Graham**, "America's conscience" brought movie maker Woody

Allen to a debate on unethical material being circulated in Hollywood.

The late **president Nixon** was unsuccessful at turning the tide back. The genesis of decadence became over time generic. The offensive **ideology** became mainstream consciousness, ignoring the out cry of the government and religious institutions. People power changed the laws of the land. A radical lifestyle had emerged!

The notorious **Berkley University** was breeding political activists inciting freedom of speech. They were seeking a new level of communication and honesty. The famous band of the 60's, **The Doors** had been warned before they went on American TV, (the Ed Sullivan show) not to say the word 'higher' a lyric from their song '*Light My Fire*'. The poet, singer **Jim Morrison** (nickname, 'Lizard King') sang it regardless.! The TV crew freaked out! Censorship was alive in those days.

In 1965 there were the **Berkley Protests** a free speech movement, defending the first Amendment of the U.S. constitution. The Viet Nam war was raging and there was a

huge rally against the conflict. When **Ronald Regan** became president, he demanded an inquire into Berkley University.

There was disdain expressed by 'The Church' and Literature Lobby groups tried to end the Sex Revolution. Feminists such as the famous beautiful **Gloria Steinman*** and **Professor Germaine Greer**, rebelled in defense of 'Woman's Rights' and esteem. They abhorred the idea that women were being turned into SEX objects at their own expense!

Miss Steinman* debated Hugh Hefner and the BIMBO image that he was proliferating; not focusing on women's intelligence or any other virtues. Females being portrayed as a '**Barbie Doll**' toy for a man's pleasure and fantasy, ignited an appetite for this consumption. Reality was diminished by this illusion.

Expectations of this standard set the bar for what a man was looking for to obtain sexual satisfaction.

The '60's ended with '**The Summer of Love**' in Haight Ashbury and the San Francisco Bay area in **1969**. The drug culture of smoking marijuana and taking LSD were

starting to crash and dispersed into society.

*Miss Steinman is the co-founder of the contemporary *Women's Media Center*. There was a big decline in moral behaviour among the libertines.

In the early 70's, **Larry Levonstein** the 'king of swing' opened the first swingers club in New York City called "**Plato.**" Freedom of expression also enabled homosexuals to 'come out of the closet' and '**The Gay movement**' formed.

Pornography and rebellion to the 'Status Quo' was also instigated by **Larry Flint** producer of a new magazine, **Hustler**. **Flint** used nudity and satire as content in his Magazine which became very notorious. Scandal surrounded Mr. Flint and he was trialed in the Supreme Court.

In the case of *The Priest vs. The Pornographer*, Mr. Flint a man of determination, lobbied for a freer more progressive America. He fought a lot of battles for his causes. He was shot and sustained serious paralysis. Nevertheless, he continued his political activism!

The social values and consciousness were being transformed. Consequently, tolerance of different lifestyles started to galvanize the free world.

**The end of the Picserian Age
Welcome to the dawning of Popular
Culture and the Age of Aquarius**

Many women today are benefiting financially from their sexuality. On the contrary, no matter how hot you are as an object of desire, you are still tagged with disdain for being a bitch, slut, whore and are considered “a low life” shamed and derided for overt sexuality.

**Double standards still exist for
Men and women!**

The icon **Madonna's** magnificent success is the epitome of the S.R.; “Express yourself, don't repress yourself”. This is one Lioness Diva that isn't going to be intimidated by anyone! Go Girl, I love you too!

THE SEXUAL AND SOCIAL REVOLUTION DEMORALIZED WOMEN AND CHILDREN; AND HAS LEAD TO FAMILY DISTURBANCE. THE OUTCOME IS FREAKIN MAYHEM!!!

MEN ON THE OTHER HAND ARE STILL GLOATING ABOUT THE SEX REV BENEFITS (FOR THEM), BEHIND WOMEN'S BACKS!!!

I THINK THAT AT THE END OF THE DAY IT'S A HUGE LOSE-LOSE FOR ALL PARTIES!!! IT WILL TAKE A LOT OF EFFORT AND TIME TO GET OUR SEXUAL ISSUES WORKED-OUT. THEY ARE FUNDAMENTALLY POWER ISSUES!!!!!!

THE CHALLENGE IS TO STAY FOCUSED ON A BIGGER VISION THAN OUR BASE BRAIN DESIRES AND TRY DIGNITY AND KINDNESS THAT EXALT'S THE BODY AND SOUL.

“One of the negative legacies of the Sex Rev is the increase in the sexual objectification of both genders in western culture”. Wendy Shalit- author.

FYI- News Flash, Fox news – Oct. 2010

A new Sex Survey in America is an “eye opener”! Not since Masters and Johnson in the 60's has there been such a comprehensive view of sexual relations. Variety is the spice of life: there are 41 combinations! 82% of couples use sex toys! 6-7% are gay or lesbian or bi.

**TRIBUTE TO NORMA - JEAN
1926-1962**

**Aphrodite incarnate
(Both are Tiger years!)**

Luminous Marilyn Monroe, a lonely goddess felt like she was treated as “a thing”. Most of her performances, “she played the dumb blonde”, (she idolized Jean Harlow, the original platinum blonde).

Marilyn was the world’s most popular star. She appeared on the cover of **Playboy** six times and made thirty movies in her lifetime. To celebrate Playboy's 50th anniversary on December 1, 2003 Marilyn is featured on a stamp issued by Grenada and the Grenadines in a souvenir sheet.

In 1962 Marilyn was working on *Something's Got to Give*, when she was terminated for her chronic absences, delaying production.

However, she had no family and no friends she could trust...She was then alienated from her career as well. She purchased a modest house in LA, trying to feel secure and went into seclusion. She died shortly after.

Miss Monroe was in psychiatric treatment for depression and prescription pill addiction. She was a highly intelligent curious woman, who became reclusive. MM was a direct descendant of the U.S. President James Monroe, on her mum's side.

What she gave out to the world, was repaid by being shredded and trashed. Marilyn wrote in her journal in Latin, "My Journey is over"! She said goodbye to her life of emotional suffering and never awoke from her slumber, at the age of thirty-six.

The beautiful, delicate, young, earthy actress left a legacy behind of an icon. Described as "non-threatening, a magical actor who had an Angel Glow that could ignite a star. She seemingly had it all, but hated life."

"A career is wonderful, but you can't curl up with it on a cold night", said Miss Monroe.

Since her death, Marilyn Monroe's fame has 'increased ten fold'. Until this day she has landed in the top ten list of playboy bunnies.

A Gemini twin, half child - half Goddess.
