



TURN TURN TURN

SOCIAL MOVEMENTS 1965-75

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Turn Turn Turn

to everything there is a season

Make love, not war. Power to the people. We shall overcome. Turn on, tune in, drop out. Hey, Hey, LBJ ... Civil rights, women's rights, welfare rights, free speech, the Chicano movement, and antiwar protests are among the social movements that will be explored in "Turn Turn Turn: social movements 1965-75," a special exhibit at the San Bernardino County Museum in Redlands. The three-part exhibit, which opens March 26 and continues through November 6, is included with paid museum admission.

The period from 1965 to 1975 was bounded by the beginning and end of America's formal involvement in the Vietnam War. The decade also marked significant political and social changes related to civil rights legislation, Lyndon Baines Johnson's "Great Society" programs including legislation to fight poverty and discrimination and to promote health, education, and equality of rights; and popular social movements, marked by sit-ins, be-ins, marches, demonstrations, and riots on both the national and local front. The decade also saw the rise of the counterculture, the British Invasion, the microprocessor, no-fault divorce, Earth Day, and humans walking on the Moon.

"We took our exhibit title from a song popularized in 1965 by the Byrds, 'Turn Turn Turn'," said Michele Nielsen, the museum's curator of history. "The song was written by Pete Seeger, but the lyrics are adapted from Ecclesiastes. 'To every thing there is a season and a time to every purpose' is a fitting description of the exhibit decade, just as it was centuries ago."

"Turn Turn Turn" is divided into three sections. "Scene in the Sun," in the museum's Fisk Gallery, is focused on news photography from the San Bernardino *Sun-Telegram* between 1965 and 1975. These images allow the viewer to recall national issues through a local filter, from the "Chicano Five" sit-down strike at Cal State San Bernardino to peace marches down Eighth Street (now University Avenue) in Riverside and candlelight draft protests in San Bernardino; from Earth Day activities in Rialto to rocking out at the Swing Auditorium. Whether grass-roots or rooted in a larger movement, these moments in time made headlines in the 1960s and 1970s, and still resonate today.

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The Crossroads in History gallery hosts “Community Chronicles” with ephemera, images and artifacts on loan from members of the greater community. Many area residents have a story to tell about this time of change in our history, and their reminiscences personalize the past, connecting what happened in San Bernardino County with what was happening in the United States and the world. Students from the University of Redlands Johnston Center, and REACH program mentor students along with Court Schools students will show their artwork and prose in response to the exhibit, connecting past to present.

“Chicano Photographer 1970–75,” in the Schuiling Gallery, features imagery created by photo-journalist and activist Jesús Manuel Mena Garza. Many of the photographs were taken in the San Jose, California area, across the west, and in Mexico as Garza traveled with Chicana/o El Teatro Campesino performers. Intimate portraits of the photographer’s family and friends include those of Rodolfo “Corky” Gonzáles, and César E. Chávez. His unique perspective on El Movimiento as expressed through his photographs gives viewers a glimpse into the recent past and a chance to contemplate how the experiences and struggles of the people captured in these images influence our lives today.

“The concept of activism did not end in 1975,” said Nielsen. “In fact, there are many active social movements in our area today. Throughout the run of the exhibit, join us for gatherings, activities, and events, from afternoon dance parties to lectures, as we examine this part of our collective story.

The San Bernardino County Museum is at the California Street exit from Interstate 10 in Redlands. The museum is open Tuesdays through Sundays from 9 am to 5pm. General admission is \$8 (adult), \$6 (military or senior), \$5 (student), and \$4 (child aged 5 to 12). Children under five and Museum Association members are admitted free. Parking is free. For more information, visit www.sbcountymuseum.org. The museum is accessible to persons with disabilities. If assistive listening devices or other auxiliary aids are needed in order to participate in museum exhibits or programs, requests should be made through Museum Visitor Services at least three business days prior to your visit. Visitor Services’ telephone number is 909-307-2669 ext. 229 or (TDD) 909-792-1462.

