Obituary of Jerry Rubin

One of the most prominent leaders of America's late sixties counter-culture movement, Yippie Jerry Rubin, has died.

Keywords
Jerry Rubin, Obituary, Counterculture, Social Activism, Yippies, Youth International Party, Chicago Seven, Riots, Democratic Convention, Yuppies

Citation
Obituary of Jerry Rubin

ANN CURRY, anchor:
One of the leaders of America’s late sixties counter-culture movement died last night. Jerry Rubin died of a heart attack in a Los Angeles hospital two weeks after being hit by a car while jay walking. More now on Rubin’s life and death from Patrick Healy.

Mr. JERRY RUBIN: When we came to Chicago to express our counter lifestyle…

PATRICK HEALY reporting:
A quarter century ago, that was how Jerry Rubin introduced himself to the turbulent America of the sixties. A founder of the Youth International Party, the Yippies, Rubin was there when Chicago rioted during the Democratic convention, his identity forever after linked to being one of the Chicago Seven who treated their trial as theater.

Mr. RUBIN: Haven’t you realized; I’m a misfit, I don’t fit in…

HEALY: Yet, Rubin adapted more than many of his fellow radicals, and as the years went by, the yippie became a yuppie, a Wall Street capitalist who most recently devoted his energy to marketing a health drink called “Wow.”

Mr. RUBIN: I wouldn’t say I sold that, I would say that I, that I bought in.

HEALY: Musing on his radical days, Rubin once said he missed the sense of righteous anger but felt happier, and he seemed at home in Los Angeles until this busy stretch of Wilshire Boulevard proved his undoing. Hit by a car while jay walking, Rubin lingered in critical condition at the UCLA Medical Center for two weeks until his heart failed. He was 56. Patrick Healy, NBC News, Los Angeles.