

The background is a dark blue gradient with a starry, nebula-like texture. Overlaid on this are several white and light blue circular elements. On the left side, there is a large circular scale with tick marks and numbers ranging from 150 to 260. To the right of the scale, there are several concentric circles, some solid and some dashed, with arrows indicating a clockwise direction. The overall aesthetic is technical and futuristic.

THE BRITISH INVASION

REVOLUTION WITHIN A REVOLUTION

- THE FRAGMENTATION CONTINUES....
- THE INDEPENDENT LABELS PROVIDED MORE AND MORE “ONE HIT WONDERS”.
- WHAT WAS ROCK & ROLL IN THE EARLY 60’S?
 - - ONE COULD GIVE MANY DIFFERENT VALID ANSWERS

SOCIETY CHANGES

- THE EARLY 1960S BEGAN AS “THE KENNEDY YEARS”
 - - A NEW KIND OF OPTIMISIM UNTIL ONE EVENT

THE DEATH OF JOHN F. KENNEDY
(NOVEMBER 22, 1963)

THE BRITISH INVASION

- THIS LOW CREATED AN OPENING FOR A CULTURAL INVASION.
- THE BEATLES WOULD LEAD THAT INVASION AND BRING A NEW LEVEL OF SOPHISTICATED TO ROCK MUSIC.

THE EARLY BEATLES

- JOHN LENNON –
 - FIRST HEARD ELVIS IN 1956 AND WAS MESMERIZED.
 - LISTENED TO AMERICAN ROCK & ROLL THROUGH “RADIO LUXEMBOURG” (INDEPENDENT STATION – BBC REFUSED TO PLAY ROCK)
 - ORGANIZED A NEW GROUP – THE QUARRY MEN – A SKIFFLE GROUP.
 - WAS INTRODUCED TO PAUL MCCARTNEY AT A GIG

THE EARLY BEATLES

- PAUL MCCARTNEY
 - WAS ALSO INFLUENCED BY THE SKIFFLE RAGE
 - IMITATED THE VOCAL AND GUITAR STYLES OF PRESLEY, LITTLE RICHARD, AND THE EVERLY BROTHERS
 - JOINED THE QUARRY MEN
 - COMPLETE OPPOSITE OF JOHN LENNON (JOHN – REBELLIOUS / PAUL – CLEAN CUT).

THE EARLY BEATLES

- “THE SILVER BEATLES”
 - THE SKIFFLE STYLE HAD RUN ITS COURSE – MOST OF THE GROUPS TRANSITIONED INTO ROCK & ROLL.
 - GEORGE HARRISON (FRIEND OF PAUL) JOINED THE QUARRY MEN, EVEN THOUGH HE WAS JUST A BEGINNER
 - STU SUTCLIFFE (FRIEND OF JOHN) ALSO JOINED THE GROUP AND SUGGESTED THE NAME “BEETLES” WHICH WAS CHANGED TO “BEATLES” – PLAY ON BEAT

A POOR START

- IN MAY 1960, THE GROUP WAS NOT VERY GOOD!
- PAUL WAS CLEARLY THE MOST COMPETENT
- JOHN PLAYED WELL ENOUGH
- GEORGE WAS A BEGINNER
- STU COULD HARDLY PLAY AT ALL
- NO COORDINATED STAGE PRESENCE, NO IMAGE, NO SET ACT

1ST COMMERCIAL RECORDINGS

- “MY BONNIE LIES OVER THE OCEAN” – WITH TONY SHERIDAN
- “WHEN THE SAINTS GO MARCHING IN” -
- “CRY FOR A SHADOW” (INSTRUMENTAL)

BRIAN EPSTIEN

- Radio DJ
- Record Shop owner
- Began researching the Beatles when customers would keep requesting their Tony Sheridan recordings.
- Tracked them down and offered to be their manager.

PARLOPHONE CONTRACT

- THE SHERIDAN RECORDING WAS RELEASED IN GERMANY AND WAS A FAIR SUCCESS
- THEY STRUGGLED TO GET A RECORDING CONTRACT – NERVES, POOR AUDITIONS, ETC.
- SIGNED WITH PARLOPHONE RECORDS –
 - - ONE YEAR / 4 SONGS / 1 PENNY ROYALTY
 - - PETE BEST WAS DROPPED FROM THE GROUP (NOT FITTING IN)
 - - REPLACED BY RINGO STARR

THE PARLOPHONE RECORDINGS

- “LOVE ME DO” -
- “P.S. I LOVE YOU” -
- “FROM ME TO YOU” -
- “SHE LOVES YOU” -



BEATLEMANIA – UK VERSION

- LATE 1963
 - - NEWSPAPER ARTICLES
 - - MARKETING
 - - PERFORMED FOR THE QUEEN AND PRINCESS MARGARET
 - HELD 7 OF THE TOP 20 SPOTS ON THE BRITISH CHARTS.
 - 5TH SINGLE – “I WANT TO HOLD YOUR HAND” -

BEATLEMANIA - USA

- CAPITOL RECORDS WAS ORIGINALLY NOT INTERESTED IN RELEASING A US BEATLES ALBUM - UK ACTS HAD ALL BOMBED IN THE US.
- HESITANTLY RELEASED – “I WANT TO HOLD YOUR HAND” IN THE USA
- ED SULLIVAN SHOW APPEARANCE – 70 MILLION PEOPLE (60% OF VIEWING AUDIENCE)

- STRING OF NUMBER 1 HITS
- SURPASSED ELVIS PRESLEY'S RECORD OF 9 SINGLES ON THE TOP 100.
- 60% OF THE SINGLES SOLD IN 1964 WERE BEATLES RECORDINGS
- TWO MOVIES – “A HARD DAYS NIGHT” & “HELP!”