

## = Beatlemania in the United Kingdom =

The phenomenon known as Beatlemania originated in the United Kingdom , birthplace of the Beatles , when the band first realised enormous popularity there in 1963 . Returning in 1962 from a highly formative two @-@ year residency in Germany , the Beatles achieved a commercial breakthrough with their second UK single release , " Please Please Me " early in 1963 , but gained " Superstar " status with the release of " She Loves You " later that year . There followed an almost non @-@ stop series of concerts and tours , attended with feverish enthusiasm across the UK , for the whole of the following year . The Beatles ' popularity in the UK came to exceed even that of the notable American artists Tommy Roe , Chris Montez and Roy Orbison , whose UK chart success at the time did not keep them from being overshadowed by the Beatles during their 1963 nationwide tours with the lower @-@ billed band ? an achievement previously unknown for a UK act .

With intense media interest in the Beatles during 1963 , the year was also taken up with TV shows , press interviews and a weekly radio show . Despite these demands the band found time for many sessions in the recording studio , releasing two albums and four singles during the year . 1963 was also the year when Lennon 's son Julian was born .

By the end of 1963 , Beatlemania would begin to spread internationally . The single " I Want to Hold Your Hand " entered the US charts on 18 January 1964 , selling one @-@ and @-@ a @-@ half million copies in under three weeks , and the following month the Beatles made their first visit to America . The great interest in the Beatles brought about a major change in US attitudes to popular music and marked the start of the phenomenon known as the British Invasion .

## = = Background = =

### = = Return from Hamburg and the Cavern Club = =

Following the Beatles ' Hamburg period , the band had returned from Germany to the UK and were playing regularly at the Cavern Club . Their new manager , Brian Epstein , had made efforts to smarten the band up , encouraging them to wear suits instead of jeans and leather jackets , and to refrain from swearing , smoking , drinking or eating onstage , or stopping and starting songs when they felt like it : Epstein had seen the band 's potential and was attempting to transform the Beatles into a serious commercial proposition . He had started to approach record companies , but this had not led to any interest in the band .

### = = Record contract = =

After failing to impress a number of record companies , most recently at the Decca audition , Epstein went to the HMV store on Oxford Street in London to transfer the Decca tapes to discs . There , recording engineer Jim Foy referred him to Sid Coleman , who ran EMI 's publishing arm . Epstein eventually met with EMI 's George Martin , who signed the group to the Parlophone label on a one @-@ year renewable contract . The Beatles ' first recording session was scheduled for 6 June 1962 at EMI 's Abbey Road Studios in north London . Martin had not been particularly impressed by the band 's demo recordings , but he liked the Beatles ' personalities when he met them . He concluded that they had raw musical talent , but stated in later interviews that what made the difference for him was their wit and humour . The Beatles ' recording contract paid the band a penny for each single sold , which was split amongst the four Beatles ? one farthing per group member . This royalty rate was reduced for sales outside the UK , for which they received a halfpenny per single ( again split between the whole band ) . Martin said later that it was a " pretty awful " contract .

### = = Change of drummer = =

Martin was critical of Pete Best who , according to Martin , was not able to keep time . Martin privately suggested to Epstein that the band use another drummer in the studio . There was speculation by some that Best 's popularity with fans was another source of friction . In addition , Epstein became exasperated that Best would not adopt the distinctive Beatle haircut as part of the band 's unified look ( although according to Astrid Kirchherr , who was instrumental in originally creating the hairstyle , he had " really curly hair and it wouldn 't work " ) . Best had also missed a number of engagements because of illness . The three founding members of the band asked Epstein to dismiss Best , which he did on 16 August 1962 . They asked Richard Starkey , known as Ringo Starr , to join the band ; Starr was the drummer for one of the top Merseybeat groups , Rory Storm and the Hurricanes , and had performed occasionally with the Beatles in Hamburg .

The first recordings of Lennon , McCartney , Harrison and Starr together had been made as early as 15 October 1960 in a series of demonstration records privately recorded in Hamburg while the four were acting as the backing group for singer Lu Walters . Starr played on the Beatles ' second EMI recording session on 4 September 1962 , but Martin hired session drummer Andy White for their next session on 11 September . White 's only released performances were recordings of " Love Me Do " and " P.S. I Love You " , found on the Beatles ' first album .

= = = Minor commercial success and first TV appearance = = =

The Beatles ' first EMI session on 6 June 1962 did not yield any recordings considered worthy of release , but " Love Me Do " from the September sessions produced a minor UK hit which peaked on the charts at No. 17 . " Love Me Do " would reach the top of the US singles chart over eighteen months later in May 1964 . The band 's first televised performance was on the People and Places programme , transmitted live from Manchester by Granada Television on 17 October 1962 .

= = Please Please Me : the breakthrough = =

On 26 November 1962 , the Beatles recorded their second single , " Please Please Me " . At the start of the recording session , George Martin attempted to persuade them to record a different song instead ( " How Do You Do It " , subsequently a hit for Gerry & The Pacemakers ) . Martin liked the song and felt the Beatles could have a big hit with it . The Beatles , however , did not like it and , furthermore , they wanted to record their own compositions . They became uncooperative , as they had done at an earlier session when Martin had tried to use the song , so Martin finally abandoned the idea and " Please Please Me " was recorded instead . The single , released in the UK in January 1963 , reached No. 2 on the UK chart of Record Retailer , now considered the most authoritative of the era , and No. 1 on both the NME and Melody Maker charts . Three months after recording " Please Please Me " , the Beatles would record their first album , also titled Please Please Me , which was released in the UK in March 1963 .

= = 1963 : a year of touring = =

With the runaway success of the single " Please Please Me " , the Beatles found themselves in huge demand for the whole of 1963 . They appeared on ABC TV 's Thank Your Lucky Stars show on 11 January ( televised 19 January ) and recorded for the BBCs Here We Go on 16 January and the BBC 's Saturday Club and Talent Spot on 22 January . As well as completing four nationwide tours in 1963 , they performed at a great many one @-@ off shows across the UK throughout the year , often finishing one show only to travel straight to the next show in another location ? sometimes even to perform again the same day . Two of the nationwide tours were led by popular American stars , but at every show during both tours , the crowds would not stop screaming for the Beatles , who proved even more popular than the American stars . Souvenir programmes were hastily reprinted in response , to show the Beatles as the tour leaders . While pleased with the positive reception , the Beatles were also embarrassed for the American performers , as it had never before happened that a UK act had topped an American act at a UK concert .

In addition to the four nationwide tours and all the other concerts , what little time remained was taken up with TV shows , press interviews , and recording sessions for the singles and albums released that year . The Beatles also had a weekly radio show . The music papers were full of stories about the Beatles , and magazines for teenage girls regularly contained interviews with the band members , colour posters and other Beatle @-@ related articles . The intense public interest in the Beatles , coupled with Epstein 's demanding schedule , ensured that they had no time for family matters . Lennon 's August 1962 marriage to Cynthia Powell was kept from public view as a closely guarded secret . When Lennon 's son Julian was born on 8 April 1963 , Lennon , visiting the hospital to see his wife and meet his new son for the first time , attempted to disguise himself to prevent people in the hospital from recognising him . Lennon 's attempt to keep the secret was not successful as other patients could see it was him . After the hospital visit , Epstein 's schedule prevailed once more .

From April to October 1963 , when the Beatles starred on Val Parnell 's Sunday Night at the London Palladium , the UK 's top variety show , the band had two further UK hit singles , " From Me to You " and " She Loves You " , each successively building the excitement of Britain 's teenagers . The Beatles ' performance on Sunday Night at the London Palladium was televised live and watched by 15 million viewers . One national paper 's headlines in the days following finally gave the phenomenal and increasingly hysterical nationwide interest in the Beatles a name , one which from that day on would be adopted universally : " Beatlemania " .

On 7 December 1963 , the Beatles appeared on the BBC 's pop show Juke Box Jury , where new pop records were played and commented on by a selected panel of guests . It was filmed on stage at the Liverpool Empire Theatre and hosted by presenter David Jacobs .

= = = February 1963 : first nationwide tour = = =

On 2 February 1963 , The Beatles opened their first nationwide tour at a show in Bradford , featuring Helen Shapiro , Danny Williams , Kenny Lynch , Kestrels , and the Red Price Orchestra . Heading the tour bill was the 16 @-@ year @-@ old Shapiro , followed by the other five acts , the last of which was The Beatles . The band used the nationwide tour as an opportunity to generate further interest in " Please Please Me " , and the song was regularly included in their performances throughout the tour . The Beatles , though lowest on the bill , were immensely popular during the tour , as Gordon Sampson , a journalist with the tour , observed . His report did not include the word " Beatlemania " ; the term would not be coined until some months later , but the phenomenon was evident , with Sampson writing that " a great reception went to the colourfully dressed Beatles , who almost stole the show , for the audience repeatedly called for them while other artists were performing ! " . The first tour had a duration of four weeks , and ended on 3 March 1963 .

= = = March 1963 : second nationwide tour = = =

For The Beatles ' second nationwide tour , which began on 9 March 1963 at the Granada Cinema in London , the group appeared on a bill headed by the American stars Tommy Roe and Chris Montez . Both US artists had already firmly established themselves in the UK singles charts : Montez 's " Let 's Dance " had reached # 2 four months earlier in October 1962 , and another top 10 hit , " Some Kinda Fun " , had recently followed ; likewise Roe 's " Sheila " had reached # 3 five months previously in September 1962 , and his new single , " The Folk Singer " , would enter the charts during the tour , going on to reach # 4 . Throughout the tour , however , the crowds screamed and screamed for The Beatles , and for the first time in UK history , the American stars were less popular than a UK act . While enjoying the overwhelming display of enthusiasm for them , The Beatles also felt embarrassment for the American performers at this unexpected turn of events , which persisted at every show from the first day to the last . The second tour had a duration of three weeks , and ended on 31 March 1963 .

= = = May 1963 : third nationwide tour = = =

The Beatles began their third nationwide tour on 18 May 1963 , the bill this time headed by Roy Orbison . Orbison had established even greater UK chart success than either Montez or Roe , with eight previous chart entries of his own ? four of them entering the top 10 , including the # 2 " Dream Baby " and the # 1 " Only the Lonely " ? and was about to achieve his next top 10 entry with " Falling " , which entered the charts during the tour . However , at the tour 's opening show , staged at the Adelphi Cinema , Slough , the American star proved less popular than The Beatles , just as had happened with Roe and Montez throughout the previous nationwide tour . As events unfolded it became obvious this was not going to change , and a week into the tour the covers of the souvenir programs were reprinted to place The Beatles above Roy Orbison . Despite The Beatles ' ascent to the top of the bill , Starr was impressed with the response Orbison still commanded . Starr recalled , " We would be backstage , listening to the tremendous applause he was getting . He was just doing it by his voice . Just standing there singing , not moving or anything . " The third tour had a duration of three weeks , and ended on 9 June 1963 .

Publicist Tony Barrow saw Beatlemania as beginning with the band 's TV appearance on Sunday Night at the London Palladium on October 13 , 1963 , at which point he no longer had to contact the press but had the press contacting him instead .

= = = November 1963 : fourth nationwide tour = = =

On 1 November 1963 , The Beatles began their fourth and final nationwide tour of 1963 . Tour stops this time included Dublin and Belfast . Three days before the tour started , the band , returning from a five @-@ day Swedish tour , were greeted at Heathrow Airport in heavy rain by thousands of screaming fans , 50 journalists and photographers , and a BBC TV camera crew . The wild scenes at the airport caused the British Prime Minister , being chauffeured in the vicinity , to be delayed , his car obstructed by the crowds . Meanwhile , the current Miss World , passing through the airport herself , was completely ignored by journalists and public alike , and when the American TV presenter Ed Sullivan , numbered among those held up at Heathrow , was told the reason for the delay , he asked , " Who the hell are The Beatles ? " . Not long after , there would be similar scenes at an airport in Sullivan 's own country , when the Beatles ' arrived there for the first time , and he would himself introduce the band to the American nation on The Ed Sullivan Show , watched by 73 million viewers .

On the tour 's opening night at the Odeon in Cheltenham , the volume of sound created by the screaming crowds was so great that The Beatles ' amplification equipment proved unequal to it , so much so that the band members were unable to hear any sounds they were making themselves , whether speaking , singing , or playing their instruments . As a result , they were unable to count songs in or perform in unison .

The tour produced much the same reaction from those attending as the previous three had done , with a fervent , riotous response from fans everywhere the band went . Police attempting to control the crowds employed high @-@ pressure water hoses , and the safety of the police became a matter of national concern , provoking controversial discussions in Parliament over the thousands of police officers putting themselves at risk to protect the Beatles . During a break in the tour , the Beatles sang before Queen Elizabeth , the Queen Mother at the Royal Variety Performance on 4 November , sharing the bill with Marlene Dietrich and Maurice Chevalier . Harrison said at the time : " I don 't want to sound ungrateful , but why are the Beatles on the same stage as a mass of show business greats ? ... We 're just four normal folk who have had a couple of hit records . " The fourth and final nationwide tour of 1963 had a duration of six weeks , and ended on 13 December 1963 .

= = Reputation and image = =

In 1963 the Beatles were prominent in the public eye with the sweeping phenomenon of Beatlemania but , in addition , the Beatles ' music was beginning to attract the attention of serious critics . On 23 December 1963 , The Times music critic William Mann published an essay extolling

the Beatles' compositions, including their "fresh and euphonious" guitars in "Till There Was You", their "submediant switches from C major into A flat major", and the "octave ascent" in "I Want to Hold Your Hand". The Beatles themselves were perplexed by one analysis by Mann: "... one gets the impression that they think simultaneously of harmony and melody, so firmly are the major tonic sevenths and ninths built into their tunes, and the flat @-@ submediant key @-@ switches, so natural is the Aeolian cadence at the end of "Not a Second Time" (the chord progression which ends Mahler's "Song of the Earth")."

That year, The Beatles' iconic logo (referred to as the "drop @-@ T" logo) made its debut. Epstein and Starr visited Drum City, one of Ivor Arbiter's stores in Shaftesbury Avenue, to purchase a new drum kit. Epstein asked for the band name to appear on the bass drum. Arbiter designed a logo with an extended "T" emphasising the word "Beat". Drum City was paid £ 5 for the design, which Arbiter sketched on a scrap of paper to be painted on the drum by a local sign @-@ writer.