

## Beatlemania

See Hunter Davies, *The Beatles*, with a new introduction, New York: Norton, 2009.

- Davies sets it as beginning in October 1963 and lasting for three years.
- worldwide phenomena
- stopped in 1967 (“everyone overcome by exhaustion or boredom”)

### “She Loves You”

- released end of August 1963
- 500,000 advance orders

### September 1963:

- top single “She Loves You”
- top EP record “Twist and Shout”
- top album *Please Please Me*

### October 13, 1963

- “Sunday Night at the Palladium” (TV Show)
  - estimated audience of 15 million watched the Beatles that night
  - crowds surrounded the London Palladium all day and newspapers became interested in why this was happening
    - News stories weren’t about the Beatles’ music, they were about the crowds
- The Beatles are still touring throughout England and go to Sweden
- November 1963 fifth single “I Want to Hold Your Hand” / “This Boy”
  - straight to no. 1
- December 1963:
  - With the Beatles* released (pre-release orders were 250,000)
  - advertisements for Beatles products began to appear
  - seven of their recordings are in the Top Twenty
  - Brian Epstein begins to worry about over-exposure
  - Dora Bryan made hit parade with “All I Want for Christmas is a Beatle”

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