

Cultural Revolution, the British Invasion, and Electrification: 1960-1969

Timeline: Introduction to American Popular Music

	Berry Gordy / Phil Spector	Soul & Funk	British Invasion	Hard Rock/Psychedelia	Folk and Folk Rock / Major events
1957		<p>Sam Cooke's hit "You Send Me" is a precursor to soul. Most of Sam Cooke's recordings are sophisticated songs with jazz accompaniments and tin-pan alley forms.</p> <p>1956-1958 "James Brown and the Famous Flames" score numerous top-10 hits in R&B, but only rarely make the top 100 in pop.</p>	<p>John Lennon forms "The Quarrymen" in Liverpool, later joined by his schoolmates Paul McCartney and George Harrison and renamed several times, eventually honoring Buddy Holly's "Crickets" with the name "Silver Beetles."</p>		<p>Rock & Roll duo "Tom & Jerry" (Paul Simon & Art Garfunkel) appear on "American Bandstand" after Jerry Lee Lewis.</p> <p>Black high-school students in Little Rock, AK enter their school through crowds of spitting and jeering whites, after President Eisenhower ordered the state's Governor and National Guard to respect the Arkansas school board's integration decision.</p>
1959	<p>Detroit songwriter Berry Gordy starts Motown Records, and buys property to form "Hitsville USA" studios. Bassist James Jamerson is among the musicians in Gordy's studio band, who would revolutionize the role of the bass in popular music.</p>	<p>Ray Charles' "What'd I Say", a 12-bar blues influenced by gospel singing, becomes an overnight sensation in Atlanta, especially among black audiences.</p>			
1960		<p>Etta James' "At Last" signals her crossover from African-American venues to the now mainstream Chess Records, and initiates her appeal to white audiences.</p>	<p>The Beatles' travel to Hamburg for their first paying gigs, and eventually win a recording contract as a "backing band" for British rock & roll star Tony Sheridan.</p>		

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1961	<p>The Marvellettes score their first hit with "Please Mr. Postman", followed by The Miracles' (Led by Smokey Robinson) "Shop Around", and the Contours' "Do you love me (Now that I can dance)?" All were Berry Gordy productions.</p> <p>Curtis Lee and the Halos "Pretty Little Angel Eyes" is Phil Spector's first success as a producer. Spector also produces Ben E. King's first hits "Spanish Harlem" and "Stand By Me", which hit the top 10.</p>	<p>Aretha Franklin records the first of several jazz and popular singles (culminating in 6 albums) for Columbia records, but doesn't score a major hit in this period.</p> <p>Ray Charles cancels a sold-out major Atlanta concert to protest the barring of blacks from the audience; he is banned from the state.</p>			<p>Minnesota Folkie Bob Dylan travels to New York to visit the ailing Woody Guthrie on his deathbed. Dylan is successful in Greenwich village; records first album, branded "New Folk."</p>
1962	<p>Mary Wells's "You Beat me to the punch."</p>	<p>Ray Charles moves to ABC records, expands his Gospel-influenced sound to include full orchestra, jazz standards, and eventually country & western.</p> <p>Sam Cooke records his major crossover hit "Bring it on home to me", starts his own record label.</p>	<p>George Martin signs a contract with the Beatles; they record "Love Me Do" and "Please Please Me," which chart in the U.K.</p>	<p>Hendrix fakes sexual infatuation with a fellow soldier in order to get dismissed from his army paratrooper division.</p> <p>Hendrix plays R&B in Nashville, in Sam Cooke's band, and in other studio sessions, but is largely unsuccessful; often fired for lack of discipline.</p>	<p>Peter Paul & Mary's first album includes "If I had a Hammer," and "Where have all the Flowers Gone" (Billboard Top 10, Billboard Top 100 for 3 years). "Puff the Magic Dragon" is recorded later that year.</p> <p>Betty Friedan publishes "The Feminine Mystique", exposing contradictions in the social expectations of women's labor and identity.</p>
1963					

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Phil Spector pioneers new recording techniques involving the balance of multiple tracks and overdubs of similar instruments. With the help of his regular studio musicians, including Sonny Bono and Cher, he develops a large symphonic sound without need of an orchestra or an elaborate orchestral "arrangement."

Soul & Funk

British Invasion

Hard Rock/Psychedelia

Folk and Folk Rock / Major events

July: Americans shocked by images of Buddhist monks' self-immolations in protest of South Vietnamese (i.e. U.S.) repression.

Bob Dylan's "Hard Rain's Gonna Fall": introduces stream-of-consciousness / beat poetry to popular music.

November 22: John F. Kennedy Assassinated.

Peter, Paul & Mary, Bob Dylan and folk queen Joan Baez play at the March on Washington, right after Martin Luther King's "I have a dream" speech.

October: Ed Sullivan is persuaded to book the Beatles, as an unknown but charming novelty act, for three shows to air in February of the coming year.

December: An advance copy of the Beatles' "I want to hold your hand" is played by DJs in Washington D.C. and unexpected enthusiasm results. A 1964 release date for the single is moved up to December 26, and the mania spreads to New York and Los Angeles.

The Beatles' scheduled arrival on February 7 is greeted by hysterical young crowds. 40% of the U.S. population watches them on the Ed Sullivan show two days later.

April 4: Beatles hold the top 5 spots on the Billboard charts simultaneously. July 6: Beatles' first film "Hard Day's Night" is premiered.

Guitarist Frank Zappa re-names "The Soul Giants" (his R&B band) "The Mothers" and begins writing satirical lyrics instead of love songs.

"Freedom Summer" brings 100s of college students to Mississippi to help register black voters; 3 are murdered by the Klan. Public outrage helps passage of Lyndon Johnson's 1964 Civil Rights Act.

1964

The Temptations' "My Girl" (by Smokey Robinson), and "The way you do the things you do.", The Four Tops' "Baby I need your lovin'"

Spector produces The Righteous Brothers' "You've lost that lovin" Feeling", reaching new heights of popularity for his "Wall of Sound" technique.

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			April: The Rolling Stones release their first (self-titled) album.		Simon & Garfunkel's first major album: <i>Wednesday Morning 3 a.m.</i> (including "Sounds of Silence") is a flop.
		December 11: Sam Cooke shot to death in an argument with his girlfriend.	June: the Kinks release "You really got me," considered one of the first hard rock singles; the Animals release "House of the Rising Sun"		
1965	The Four Tops' "I can't help myself" and "It's the same old song."		The Rolling Stones release "Satisfaction" and "Have you seen your mother lately". "The Beatles want to hold your hand, the Stones want to burn your town." --novelist Tom Wolfe	"The Mothers" are discovered by Tom Wilson and renamed " The Mothers of Invention. "	February 21: Malcolm X is assassinated.
	Sonny & Cher's "I got you babe"	Ray Charles arrested for possession of heroine.	The Who release "My Generation", popularizing the lyric "I hope I die before I get old."	Beatles begin their experimentation (intentionally or otherwise) with LSD.	Dylan plays electric guitar at the Newport Folk festival; releases "Highway 61 Revisited."
		James Brown's "Papa's Got a Brand New Bag" and "I got you (I feel good)" are his first top 10 hits. Brown had developed a new style of soul involving rhythmic intensity and emphasis on tight, repetitive ensemble playing, since 1961's "Night Train."	The Yardbirds' first U.S. hit single, the ballad "For Your Love" steers the band away from the blues; Eric Clapton quits in protest.	The San Francisco formation of The Grateful Dead , a folk, bluegrass, and jazz-influenced band that experimented heavily with LSD and cannabis. They do far more touring than recording, including offers of free concerts and communal dinners.	
			The Beatle's <i>Rubber Soul</i> album is heavily influenced by Bob Dylan's expanded palette of lyric topics.		Second consecutive U.S.-installed S. Vietnamese government fails. Lyndon Johnson authorizes use of napalm, and escalates U.S. troop involvement from 23,000 to 186,000 in less than a year.

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1966	<p>Marvin Gaye's "How Sweet it Is (to be loved by you)", the Supremes, including Diana Ross release a string of top 10 hits including "Stop in the Name of Love," "I hear a symphony."</p> <p>The Supremes' "My world is empty without you" and "You keep me hanging on."</p>		<p>The Yardbirds' "Happenings Ten Years Time Ago" and "Psycho Daisies" begin the psychedelic movement.</p>	<p>Hendrix forms a band in Greenwich village, learns about the wah-wah pedal from Frank Zappa.</p>	<p>Producer Tom Wilson secretly adds electric guitar to Simon & Garfunkel's "Sounds of Silence", and the song becomes an instant hit (#1 on Jan 1, 1966)</p> <p>Stokey Carmichael encourages black armed resistance against the Klan; Klan violence declines immediately.</p>
1967	<p>Stevie Wonder's "I was made to love her."</p> <p>The Jackson 5 win amateur night at the Apollo Theater in New York, impressing motown's Gladys Knight.</p>	<p>Aretha Franklin moves to Atlantic Records, scores a top 10 hit with "I never loved a man (the way that I love you)", the first of dozens of singles over the next three years that would eventually sell in the millions.</p>	<p>Frank Zappa collaborates with the Animals on the album "Animalism"; begins recording experimental sound-collage music, becoming a hit in the L.A. underground.</p>	<p>Jefferson Airplane (San Francisco) releases <i>Surrealistic Pillow</i> including "White Rabbit" and "Someone to Love." February - Keith Richards and Mick Jagger are briefly jailed for drug possession.</p>	<p>Founding of the National Organization for Women</p> <p>U.S. troop involvement in Vietnam escalates to 300,000; deaths reach 16,000</p>

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1968	<p>Marvin Gaye's "I heard it through the grapevine"</p>	<p>James Brown, having recruited Bootsy Collins, as well as Maceo Parker and other major jazz musicians for his band, begins a decade of hard-edged "funk", including the hit "I got that feeling," transcending soul and becoming emblematic of late 1960s dance culture.</p>	<p>The Beatles' "White album", and their film "Yellow Submarine"</p> <p>The Yardbirds dissolve; guitarist Jimmy Page rebuilds the band into Led Zeppelin.</p>		<p>Director Mike Nichols uses Simon & Garfunkel's music exclusively in the landmark film "The Graduate", about cultural disillusionment in the early 1960s.</p> <p>April 4: Martin Luther King is assassinated. Race riots follow in 110 towns and cities. Economic discrimination against inner cities deepens with "white flight."</p> <p>U.S. troop involvement in Vietnam escalates to 495,000; deaths reach 30,000 -- more than 1,000 per month in 1968. Public outcry by war veterans lead to investigation of the "My Lai" massacre of 300 Vietnamese civilians.</p>
1969	<p>Stevie Wonder's "Mon Cherie Amour", the Jackson 5 are signed to Motown records.</p>	<p>Aretha Franklin wins her first of six consecutive grammy awards.</p>	<p>The international awareness of the hippy and psychedelic movement is launched with an impromptu concert at Woodstock, featuring Carlos Santana, Crosby Stills and Nash, the Grateful Dead, Ravi Shankar, The Band, Jimi Hendrix, Janis Joplin, the Who, Credence Clearwater Revival, Jefferson Airplane, Joan Baez, and Arlo Guthrie (Woody's son). Nearly 500,000 attended.</p>		