

## FRONT PAGES FROM HISTORY

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# *The Evening News, London - December 21, 1963*

Few people took them seriously, apart from the ever growing army of devoted fans, to even suspect that they could become the incredible worldwide phenomenon that they quickly became. In their own country they seemed to be leading a social change. A rebellious new generation was emerging uninhibited, proud and freer. And they loved a new kind of happy music. A new era was starting and they were the symbol of it even if for 'grownups' their music was nothing more than noise, and with their extravagant looks they were encouraging long hair, crazy manners and some hysteria.

But eventually even the establishment, politicians and the Queen herself, started to take them seriously. After all,

they had millions of followers all over the world and British music was becoming an exportable commodity. Their names were in the mouths of youth around the world: Paul McCartney, George Harrison, Ringo Starr and John Lennon: The Beatles.

The year 1963, already famous enough to occupy the front page of the main evening newspaper in London after a series of performance in the city, was an important year for them. It meant their consolidation as the main pop group in the UK and the start of their huge popularity in the United States. A new style of music coming from the working class areas of Merseyside and Liverpool was replacing the prominence of solo singers in the UK



music scene. It was the year of "Please, please me" that soon became number one in the music charts. It was also the year of "From me to you", "She loves you (yeah, yeah, yeah)" and "I want to hold your hand", a record that had sold more than one million copies even before release and went straight into the number one. It was the beginning of 'Beatlemania' and wherever they went crowds of teenagers and others a bit older were stampeding to see them and hear them.

No serious record of the 20th century would be complete without a long reference to their personalities and their music. They transformed pop music and music in general. Their songs will live forever because they appeal to new generations. Long live the Beatles!