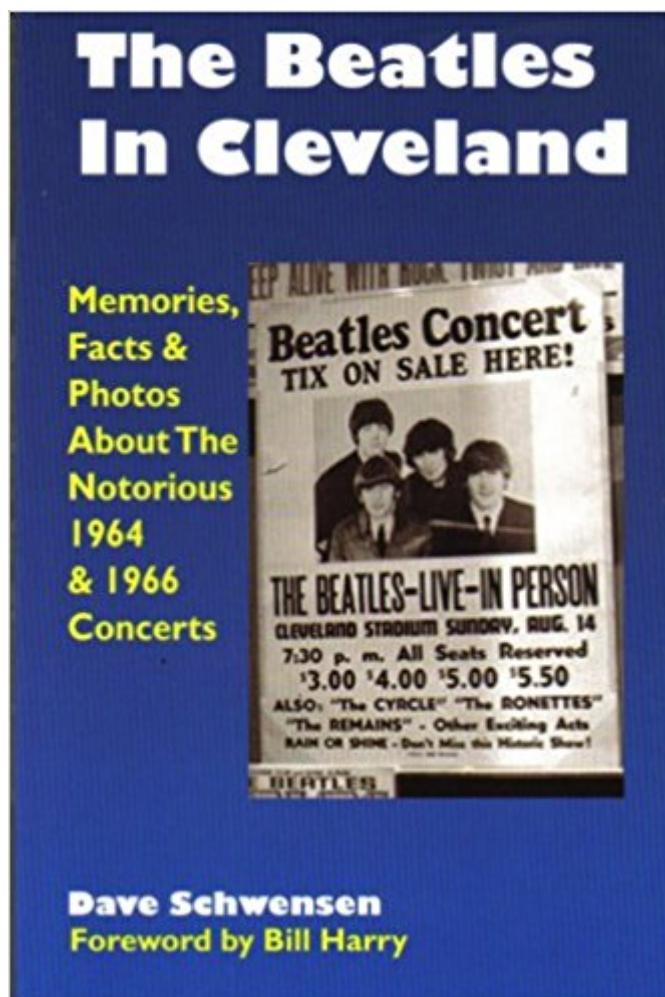


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# The Beatles In Cleveland: Memories, Facts & Photos About The Notorious 1964 & 1966 Concerts



**Dave Schwensen**  
Foreword by Bill Harry



## Synopsis

Beatlemania swept across North America when John Lennon, Paul McCartney, George Harrison and Ringo Starr appeared on 'The Ed Sullivan Show' in February, 1964. The decade of the 1960s seemed to change overnight from black and white to color as a generation fell under the influence of the group's music, style and personalities. Hot on the success of their film 'A Hard Day's Night,' the Beatles 1964 summer tour filled auditoriums with screams of delight and excitement - and in some cases, full-blown fan hysteria. This was the case on September 15th in Cleveland, Ohio when police stopped the show in mid-performance and ordered the Beatles off the stage. The next year, they were banned from appearing in the city that is now home to The Rock'n Roll Hall of Fame. In August 1966, the group launched their final tour, but the innocence portrayed in 'A Hard Day's Night' only two years earlier was missing. Controversy raging over Lennon's remarks about Christianity and the group being more popular than Jesus made their safety more of a concern than ever before. A scheduling change brought the Beatles back to Cleveland on August 14th for the tour's first outdoor show at Municipal Stadium. The results were the same, but on a much larger scale. The uncontrollable hysteria of Beatlemania reached a fever pitch as thousands of fans poured from their seats and crashed over police lines to be near their British Idols. It was obvious they could no longer be protected in front of audiences and the first murmurings were overheard that it would be the last tour. 'The Beatles In Cleveland' brings to life both these special moments in time: two of the wildest, out of control concerts in Beatles - and rock - history. Go behind the scenes to bring John, Paul, George and Ringo to the city, then grab a front row seat for back stage and on stage excitement through eyewitness accounts from the promoters, concert MC's, deejays, journalists, opening acts and fans. The story is also told through rare, never-before published photos, video stills and memorabilia. A concert by The Beatles was not just about the music, but also the emotions stirred by the most influential group in the history of popular music. Foreword by Bill Harry, Founder and Editor of the legendary 'Mersey Beat' newspaper.

## Book Information

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## Customer Reviews

If you'd like to experience what it was like to participate in a Beatles concert, we can't recommend 'The Beatles In Cleveland' strongly enough. --Bob Malik, host of the nationally syndicated radio show, 'The Beatle Years.' This book is a must read for the fan who's never been witness to The Beatles concert mania first-hand, and even more important to anyone who's actually seen The Beatles live. As a broadcaster, I was impressed with Dave's research into the competitive world of 60's Top 40 Radio. What a fun book! --Joe Johnson, host of the nationally syndicated radio show, 'Beatle Brunch.' Dave Schwensen did the impossible. Through his writing he took my mind from the California coastline to Cleveland and made me enjoy it. I was mainly skeptical that he could write a whole book about a single happening - the two Beatle concerts in said city and hold my interest. Not only did he accomplish both impossibilities, he totally drew me into the whole experience and gave me new insight into something I thought I knew something about. Good show, mate! --Ken Mansfield, Former U.S. Head of The Beatles' Apple Records.

Dave Schwensen is an entertainment journalist, award-winning humor columnist, pop culture historian and lecturer, and the author of 'The Beatles At Shea Stadium' and 'The Beatles In Cleveland.' A nationally recognized comedy coach, his insider's knowledge of the comedy industry was earned as talent coordinator for the television show 'A&E's An Evening at the Improv,' The Improv Comedy Clubs in Los Angeles and New York City, and as a talent consultant for many television programs, networks and film studios. \* Dave is the author of 'How To Be A Working Comic: An Insider's Business Guide To A Career In Stand-Up Comedy, Revisited, Revised and Revamped (2013),' 'Comedy FAQs And Answers: How The Stand-Up Biz Really Works,' 'Comedy Workshop: Creating & Writing Comedy Material for Comedians and Humorous Speakers' and 'Father's Days... And Nights: Humorous Tales From The Frontlines Of Fatherhood.'

I was amazed at Schwensen's book on the Beatles concerts held in Cleveland in 1964 & 1966. If you've ever wondered what going to one of the Beatles concerts was like, look no further. This

outstanding book takes you on a wild ride getting the Beatles into Cleveland, through endless reporters, strategic accommodations and the crowds hysteria that caused the Beatles to run for their lives, twice! It's almost exhausting to read but equally exhilarating. Included are several pictures of the Beatles, often on stage and many candid, and the conversations the Cleveland deejays had with the Beatles. The book inserted Beatles fans' comments during that time but not in an intrusive way. This book had special meaning for me because I live in Cleveland and at that time, I had an uncle who worked as a policeman; one of the many policemen, who guarded the Beatles during their stay here.

This is a pretty solid attempt to use the printed word and photos to give us a taste of what "Beatlemania" was like at its absolute peak. For the youth of today, who take giant rock concerts for granted and think that the pinnacle of music success is something like Justin Bieber or Lady Gaga, this will be an eye-opener. Everything was being learned the hard way - from how pitiful the security was, to how inadequate the sound systems were, to the fact that the Beatles were 100 feet or more away from the fans. For Beatles enthusiasts, there are facts here to uncover. For instance I had no idea that the concert was actually STOPPED, and then I was equally surprised to learn what happened afterwards. There are also "behind-the-scenes" insights from various people who were lucky enough to meet the fab four offstage, and come along for part of the ride. The book will also help people understand why the Beatles had to stop live touring, and why they embraced new technology as a way to improve their studio sound (and how they couldn't reproduce it live with 1960's equipment). The writing style isn't very fancy - a lot of the book is just separate reminiscences from different people, cobbled together and presented one after the other. But it works. A great look at a phenomenon, the likes of which we will never see again (Bieber and Gaga notwithstanding).

This book was especially meaningful because I attended the 1966 Beatles concert in Cleveland when I was a teen. A couple of friends are big Beatles fans with Cleveland roots, so I ordered it for them for Christmas. One is a former disc jockey, and he knew some of the DJs who gave interviews throughout the book. I remembered the DJs and enjoyed a trip down Memory Lane.

While conducting an internet search to find information about the Beatles August 14, 1966 concert in Cleveland, I happened upon this book. What a find! Even though I was only 13 years old when I attended the concert, it has remained one of the most exciting events of my life. The author weaves the story of both the 1966 and 1964 concerts through his own recollection of the event and a host of

people personally involved with the concert (disc jockeys, promoters, reporters, etc.), and places the story in the context of the events of the 60s. It magically transported me back to that special day and helped me understand the experience, thus enriching my memories of the event. Anyone who loves the Beatles will enjoy the book as it relays conversations with them and observations of them by the various people involved with the event.

Interesting reminiscences about the Fab Four, with the emphasis on the August 1966 appearance at old Municipal Stadium, which got out of hand. A few weeks later, the Beatles ended their touring permanently. Online version is less than five bucks. Recommended.

The Beatles were banned from Public Hall in Cleveland, Ohio in 1964! In an ironic twist of fate, the Beatles were invited back to that same venue in 1966. The escalation in Beatlemania prompted the Powers That Be never to invite the Beatles to Cleveland again because of the uncontrolled outbursts and manic attacks that are a part of Beatlemania! Fans rushed the stage, jumping police barricades to reach the Fab 4, the World's Best Band! There is rich Beatle history here. Their 1966 concert in Cleveland was just a breath away from their Swan Song Concert in San Francisco on August 29, 1966. Readers get to follow the Beatles behind the curtains and join Cleveland listeners to Top 40 and get a feel for the music and events of that era. Readers are also treated to personal accounts and previously unpublished photographs about the Beatles in Cleveland. The Beatles and their live performances are all the more effective by the response their fans had. The Beatles were and will continue to remain the most outstanding, nonpareil and world's best band!

Beatles in Cleveland gives one of the best glimpses from a fan account of the events that surrounded Beatlemania. A must read for any fan.

Interesting facts

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