

## Here it comes

Follow me through time and space, tracing backwards through the void to reveal quite a perspective on how I see the early stages of the Beatles and their bringing about the “British Invasion”. I believe this to be very significant to us as students of the world for quite a few reasons. One, this would appear to be the first time that the general American public was allowed the opportunity to compare European philosophical and theological thought, in an art form, with that of the Americans.. Two, these kids weren't special, quite normal in fact, working-class youths, just like their dads.. They had problems just like everyone else, they reflected the social struggles of all youths around the world at this point in time. Drugs, alcohol and social distortion played a major part in the developing “Beatle” perspective. Talking about some early motivations for stardom; initially money and fame, John “wanted to be popular. I wanted to be the leader, it seemed more attractive than just being one of the toffees.” Paul confessed, ‘All I wanted was women, money and clothes.’ George had an idea to buy a house and a swimming pool, then he would buy a bus for his father.”

First called the Quarrymen in 1959, then Johnny and the moon dogs, then the Silver Beetles, and finally bust the Beatles. Even as boys knew from the beginning that they were going to be the best, “We still used to send up the idea of getting to the top. When things were a real drag and nothing happening, we used to go through this routine: John would shout, ‘Where are we going, fellas?’ We’d shout back, ‘to the Toppermost of the Poppermost, Johnny!’”. This was quite a successful application of the law of attraction, id say.

But on a more serious note, there were some significant social conflicts going on at the time in Europe, partially due to World War II and economic discontent. During the mid 1950's British teens, unlike their American counterparts, faced hard times upon finishing school at age 15 or 16.. One could say that British youths seemed particularly directionless. "Being that the draft ended in 1960, it seems everyone was wondering what to do" Ringo said. Most of these idle working-class teens formed rival gangs, there were the Rockers and the Modernists. The rockers modeled themselves after the Teddy boys of the 1950's, they wore black leather jackets and tight pants with pointed boots or swede shoes. They enjoyed greased back hair, dark sunglasses on their faces and loud motorcycles to fly around on.. The Modernists, favored "Teenage Italian style clothes," According to Townshend, who was a mod, They had "short hair, money enough to buy a real smart suit, good shoes, good shirts; you had to be able to dance like a mad man, and u always had to have plenty of pills on you all the time, and always be pillled up [especially with Drynamil, an amphetamine commonly known as a "purple heart"].. They had to have a scooter covered with lamps, and bright flashy clothes also. Mary Quant, " the voices, rules, and culture of this generation are as different of those in the past as tea and wine," she went on to say "they represent a whole new spirit that is present-day Britain, a classless spirit that has grown out of the second world war." After many clashes and unfortunate deaths of the boys in these gangs, for many the way out became music.. We all wanted to leave, everyone wanted to fly. music was my way" said Ringo Starr.

Here's a claim, I believe these two drastically opposing lifestyles were a reflection of drastically opposing spiritual beliefs, and that John and the others were simply reflecting this back to the public.. Further more I believe this to be notable by taking a closer look at the conceptual understanding of the early names chosen by the boys. The "Beatles" was a wordplay on "the Beats" - the infamous New York and San Francisco beatniks such as the poet Allen Ginsberg and the novelist Jack Kerouac, who were young critics of American materialism and superficiality. These writers were "Darlings" of the art school crowd- and the name had the additional advantage of having an insect resemblance of Buddy Holly's band, the Crickets, which was one of the many influences on the Beatles sound.. (Stephen D Stark, p.75) This was very prominent in the attitude of John especially from an early age he had a lot to say about the downfalls of religion. We know from the later work of the Beatles and especially John and George, that this beef with religion would grow and blossom.

Though I believe the spirit of the boys was naturally good hearted from the get go, the early drugs they were on sure seemed to play a prominent role in the collective attitude of the counter culture. Hamburg was quite something, though there may have been constant fighting, almost all the Mods and rockers had one thing in common, amphetamines. "The perfect complement to this reckless life was the drug Preludin. Manufactured as a slimming aid but illegal without a prescription, it was an amphetamine made up of phenbutrazate hydrochloride and phenmetrazine that worked by stimulating the central nervous system. Club owners would hand them out to prostitutes, strippers, and musicians to prevent their drowsing during the long nights

Christopher Michael Cannon  
English  
Conaway

work. the pills boosted energy levels, increased confidence, and aided in concentration..” (Steve Turner, p.71) Combined with beer and other amphetamines this had an affect on altering the shape and pace of Beatles shows. The spirit of existentialist-period Hamberg would be translated into the live for the moment attitude that charactorized the group during the rise of beatlemania. Astrid said, ”The four of them had the same urge as us. We wanted to get out, all of our emotions and feelings thats what we all discovered, and thats maybe why we took pills; because they enabled us to leap hurdles of convention and nationalism and communication as lovers and friends.” (Steve Turner,p.76) Your interpretation on this may be influenced by the drugs that your on, however I believe one thing to be very certain about all of this, the drugs were bringing everyone together, the art and music each boy was conjuring up now only seems to be a reflection of what everyone was seeing, feeling, and thinking.

So what got this insanity across the ocean? Who knows really..? Could it have been a work of god? or simply the inevitable force of change manifesting itself into existence through the heads of young boys trying to do whats right even though there isn't a universal definition of right or wrong. Id say mr. Brian Epstein is mostly to thank for all of this, if he hadn't noticed the enormous potential for capital over in America, the Beatles may have never cleaned themselves up or put on those Monkey suits.. Also Nicky Byrne played another major part in the marketing and distribution of the Beatles brand, working out of offices on fifth Avenue. “Within hours, they were besieged by manufactures seeking a part in what the american business world already recognized as the biggest marketing opportunity since Walt Disney had created Mickey Mouse.” (Philip Norman, p. 242) Within a week of setting up in new york she received

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English  
Conaway

an offer of fifty thousand dollars for Seltabe from capitol records.. She declined at first but “ capitol wouldn't take no for an answers. They tried everything to get me to sell. They'd checked out my background and found out that i had an interest in motor racing. At our next meeting, when I said I still wouldn't sell, the capitol man said, ‘Just take a look out the window, Nicky,’ Down the street was one of the most exclusive Ferraris ever made, the 29. Only one had come to america, to be driven by the North American Racing team.This was it - it had mechanics standing beside it. ‘Thats yours, Nicky, if we can do this deal.’ “ I said, ‘But its not as easy as that. I've got five partners.’ The Capitol man turned around and said, ‘Joe! Get five more of those..’” (Philip Norman, 243)

Soon after these events came the appropriate marketing strategies, including stickers posters and T-shirts and it was very clear that the Beatles were coming to america!! And they sure did, thank god..

Though I'm sure everyone can see the Beatles from a different perspective, and i'm also sure that the later philosophical and theological stuff that came from a few of their heads may have been hard to follow for some, i'd say that the entire universe is better off for having experienced the light created from this, and for the rest, there is still hope.. Thank you very much..

## Works Sited-

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