

# How The Beatles conquered America

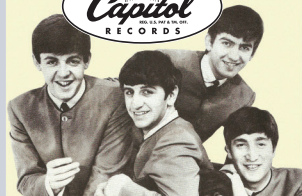
Six weeks before *The Beatles* arrived in New York practically no one in the U.S. had heard of them. By the time they touched down, hysteria gripped America, and a record 73 million watched their debut on *The Ed Sullivan Show*

**October 31, 1963:**

American TV variety show host **Ed Sullivan** experiences *Beatlemania* at London's Heathrow Airport, as screaming fans welcome group home from Sweden

**December**

U.S. media begin to report Beatlemania craze sweeping Britain. Radio stations start playing UK copies of *I Want To Hold Your Hand*



**Capitol Records** – U.S. counterpart of EMI's Parlophone label – mounts \$40,000\* *The Beatles are Coming* campaign, including double-page ads in *Billboard* and *Cash Box* music magazines  
\*equivalent to \$233,500 today



**OCTOBER 1963**

**NOVEMBER**

**DECEMBER**

**November 11-12**

Beatles' manager **Brian Epstein** persuades Ed Sullivan to book group for two live appearances, plus pre-recorded telecast, on his prime-time Sunday evening variety show

**JANUARY 1964**

**January 7, 1964**

Filmed performance of *She Loves You* shown on *The Jack Paar Show* – first complete Beatles song shown on American TV

**January 17**

*I Want to Hold Your Hand* becomes number-one on *Cash Box Top Singles*. Song holds top spot for eight weeks

**February 7**

Beatles arrive at New York's JFK Airport to chaotic scenes as they are greeted by 3,000 screaming fans. TV press conference reveals musicians as witty, charming and playful

**February 9**

Beatles perform live on *Ed Sullivan Show*, reaching record audience of four-in-10 Americans

**February 22**

After second appearance on The Ed Sullivan Show (left to right) **Paul McCartney, George Harrison, Ringo Starr and John Lennon** return to London

**MARCH**

**APRIL**

**March 13**

Sales of *Meet The Beatles!* – group's debut Capitol Records' album – hit 3,600,000 copies. Album holds number one spot on *Billboard 200* album chart for 11 weeks

**Billboard HOT 100**

**April 4**

Musical first – Beatles hold top five slots on *Billboard Hot 100* chart with *Can't Buy Me Love*, *Twist and Shout*, *She Loves You*, *I Want To Hold Your Hand*, and *Please Please Me*

