

A Day in the Center of Beatlemania

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Toppermost of the poppermost

On September 4, 1964, The Beatles gave a concert in Milwaukee, Stop Number 12 on their first American tour which visited 25 cities, from San Francisco to New York. It was the only time the group appeared in Wisconsin.

When they took the stage at the Milwaukee Arena that late summer evening, they had already accomplished the lofty objective they set for themselves years before, as remembered by George Harrison:¹

"John would shout, 'Where are we going, fellas?' We'd shout back, 'To the top, Johnny!' Then he would shout, 'What top?' 'To the toppermost of the poppermost, Johnny!'"

Five months earlier, Beatlemania reached an amazing peak during the week of April 4 when 12 positions on the Billboard Hot 100 singles chart were held by Beatles songs.²

On August 12, about three weeks before the Milwaukee concert, *Variety* estimated, based on inside information, that 80 million Beatles records³ had been purchased worldwide since the band signed its first contract with England's Parlophone label in the summer of 1962.⁴

Two-song, 45 rpm singles were priced at .79 each in an advertisement for Milwaukee's Gimbles-Schuster store that was published on September 3, 1964.⁵ At that price, Beatles' record sales by August of 1964 added up to \$63,000,000, an amount that doesn't factor in higher-priced albums. In 2009 dollars, this is equivalent to more than \$425,000,000.⁶ Ringo Starr was 24, John Lennon, 23, Paul McCartney, 22, and Harrison, 21.⁷

Front row seats

Lenore was a West Allis teen when she took a bus to The Beatles concert on that fabled Friday night in Milwaukee. Attendance puts her and the three other area residents introduced below in the tiny subset of fans who saw the Fab Four live.

The fact that she sat in the front row and was captured on film by a TV news cameraman—a copy of which was preserved by Milwaukee's "5th Beatle," WOKY DJ Bob Barry—elevates her into Beatlemania air so rare she should be able to charge Boomers to be in her presence.

She was at the show with sisters Sharon and Sue and friends Kay and Marlene but despite their great seats, they didn't hear much music. "I heard the first

note of the first chord but from that point on The Beatles were completely drowned out by thousands of screaming girls," she said. "We screamed all the way through, too!"

Beatles' Score: 80,000,000 Disks

London, Aug. 11.

George Martin, a&r on EMI's Parlophone label, in his 14-year career with the company, has "sold" more than 100,000,000 records, of which 80,000,000 were waxings by The Beatles. Latter have been associated with Martin and EMI for just two years. (Three months ago RCA/Victor stated Elvis Presley sold 100,000,000 recordings in all types globally—singles, LPs and albums. It would figure 60-75% of this would be domestically.

The dual achievement by Martin and the Liverpool foursome is expected to be announced shortly by the diskery, but at press time EMI managing director Leonard G. Wood would not officially confirm the totals. Insiders, however, are confident that LPs, EPs and singles by maestro Martin sold at home and abroad have now passed the magic 100,000,000 total.

Martin, who joined EMI in 1950, pacted The Beatles in September, 1962 after their manager, Brian Epstein, had faced turn-downs by Decca and other domestic waxeries. Group's first release, "Love Me Do," moved quietly in-

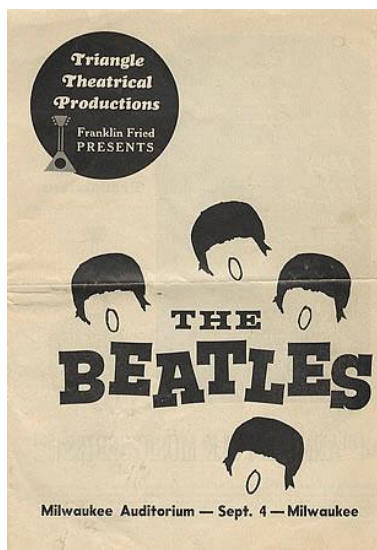
(Continued on page 46)

Variety August 12, 1964.

Courtesy of Variety.



Courtesy of beatlestix.com.



Courtesy of www.991.com.

Eleven rows back

Bruce was a Milwaukee teen old enough to drive his own two-tone, black-with-a-white-top, 1956 Buick Special Coupe to the concert with friends Barb, Chuck, Kathy, Shirley, and Sam. A picture taken by a *Milwaukee Journal* photographer over The Beatles' shoulders shows him sitting 11 rows back from the front. He still has a copy of the shot as it appeared in the paper. "I'll never forget the concert's electricity," he said. "The screaming was the loudest I've ever heard, and it didn't stop until they left the stage."

There was a bank of speakers above his seat, so he was among the few who could actually hear some of The Beatles' music despite the screaming. "But the whole atmosphere really overtook what was happening on stage," he recalled.

"I'm in love with you"

Jackie (who came to my attention in a column⁸ by *Journal Sentinel* writer Jim Stigl) was a Milwaukee teen when she went to see The Beatles with best friends Bonnie and Kathy:

"We used to meet at the bus stop on school days and listen to Bob Barry on a transistor radio. One morning he said he was going to play a new Beatles single, so we heard "Do You Want To Know A Secret" for the first time together. When it was over we stood and cried and thought it was the most beautiful song ever."

Sung by Harrison, "Do You Want To Know A Secret" was released in the U.S. on March 22, 1964, and reached Number 2 on Billboard's chart two months later.⁹ Prior to attending the concert, Jackie and her friends paid a confectioner to bake a cake in the shape of a guitar. "We delivered it to Bob

Barry at the WOKY studios on Sherman Boulevard and hoped he would give it to The Beatles," she said. Barry took a picture of the cake before donating it to Children's Hospital, along with other food items fans gave him for the band. The photo of the cake is now on a DVD Barry produced that shows various images and items associated with The Beatles' Milwaukee stop.

Jackie and her friends sat on the left side about "half way up into the stands." They couldn't see very well and didn't hear much music. "But like most of the girls we screamed and cried throughout the concert; everybody had makeup dripping down."



Jackie and her friends had this cake baked for The Beatles and Bob Barry.
Courtesy of Bob Barry.



Lenore in plaid dress with sisters and friends
at The Beatles concert in Milwaukee.
Courtesy of Bob Barry.

The above frame was taken from a film
produced by WTMJ-TV, Channel 4.

Advance notice

Two-thirds back from the stage in the center section sat Bill, a Bay View teen. He accompanied his mother and younger sister to The Beatles show as their "aide-de-camp." He didn't hear any Beatles music. "There was no break in the screaming once they took the stage," he said, "it was loud as crazy." His knowledge of The Beatles predated their arrival in America because his dad, an engineer, was transferred to England when Bill was a teen and took the family along.

"After we returned to the US in 1963, I continued getting English newspapers and began seeing regular stories about The Beatles because they were causing so much commotion in the UK," he recalled.

Time magazine reported on this in a November 15, 1963, story titled, "The New Madness." Under the subhead, "A Maniac's Shaping," it states unprophetically, "Though Americans might find The Beatles achingly familiar (their songs consist mainly of 'Yeh!' screamed to the accompaniment of three guitars and a thunderous drum), they are apparently irresistible to the English." An accompanying picture of the band performing in Buxton, an English city 40 miles east of Liverpool, is captioned, "The audience is pretty funny, too."



Amid shrieks of 12,000 Beatlemaniacs, reporter Pelletiere (arrow) stood alone.

Green arrow points to Bruce at the Milwaukee show.
Courtesy of the Milwaukee Journal Sentinel.

Tickets

The 12,000 or so individuals¹⁰ who had seats at Milwaukee's Beatles concert held tickets supplied by Topping and Co. International House, which was located near the intersection of Plankinton and Wells in downtown Milwaukee.¹¹

Proprietor Nick Topping was an experienced concert promoter, having booked shows featuring Miriam Makeba, Josh White, Pete Seeger, and others. In February 1964,¹² just after The Beatles were featured three Sundays in a row on the Ed Sullivan Show, he was contacted by Chicago-based Triangle Productions and offered an opportunity to promote a Milwaukee appearance by the group.¹³

Topping, a Greek immigrant who changed his name to reduce the discrimination he had experienced, was active in the Milwaukee Civil Rights Movement and marched with activist James Groppi. Later, according to Bob Graf, Topping was "the first supporter" of a group of anti-Vietnam War demonstrators who were indicted in 1968 for burning "approximately 10,000 1-A draft files."¹⁴ The protesters were dubbed the Milwaukee 14, and Graf was a member.

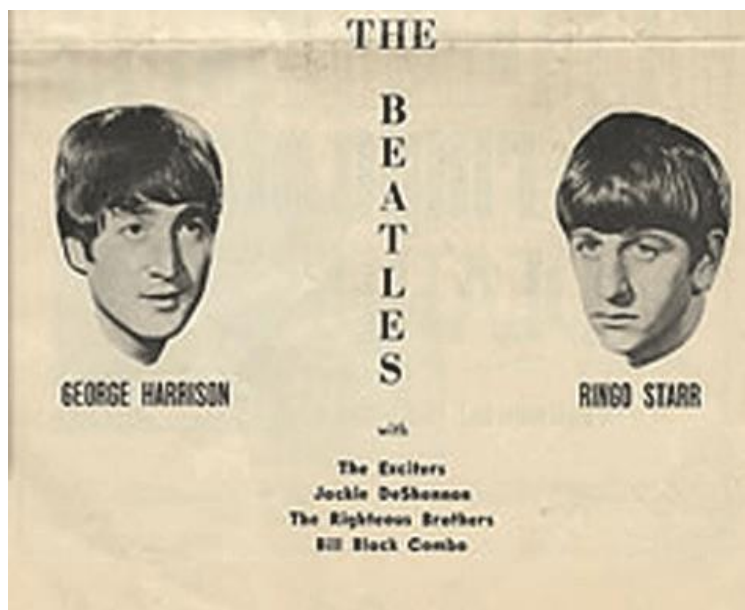
In a 1993 *Milwaukee Journal* interview Topping said, "We didn't know what The Beatles were all about" but "we saw what love there was for The Beatles" and "I'll always feel grateful they turned out to be peaceful people."¹⁵

Bruce's friend Sam lived near Topping, who asked if Sam wanted to go see The Beatles. "That's how we wound up with such good seats," Bruce said. Tickets were priced from \$3.50 to \$5.50¹⁶ which in 2009 dollars equals a range of \$24.00 to \$38.00.

Marlene, a friend of Lenore's older sister, was already out of high school and employed by the Marine Bank when she visited the ticket outlet on her lunch hour and found Topping besieged by telephone calls. Recalled Lenore, "He asked Marlene if she would help for a few minutes and she was glad to answer the phones for him. Maybe that's how we wound up with front row seats."



Scan of Bruce's Beatles show ticket stub;
he has protected it for more than 45 years.



Milwaukee opening acts (with a major mistake).
Courtesy of www.991.com.



Drawing of the Coach House Inn circa 1962.
Courtesy of the Milwaukee Public Library photo collection.

Opening acts

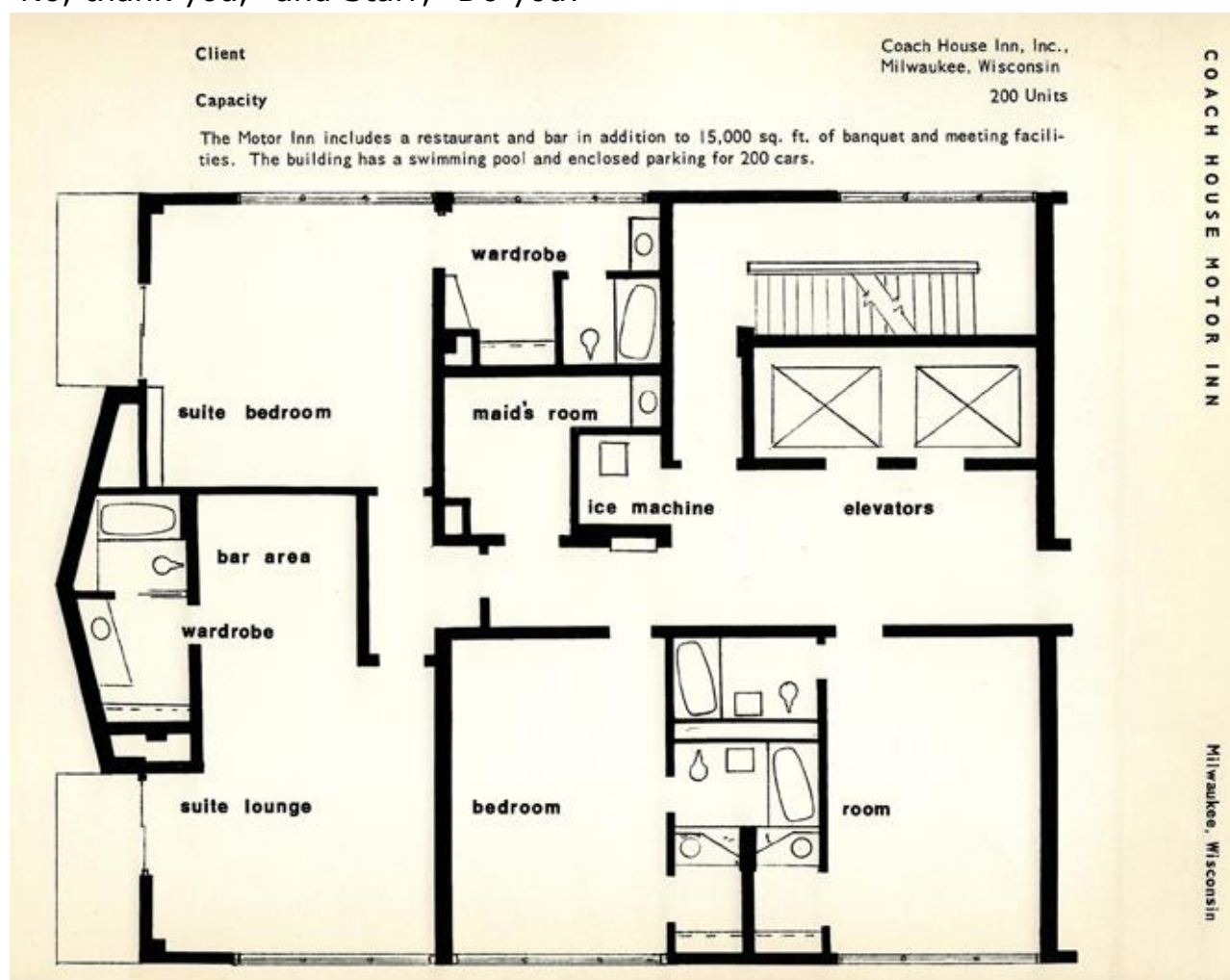
The Milwaukee concert was scheduled to begin at 8:00 p.m. with four opening acts: The Exciters, Jackie DeShannon, the Righteous Brothers, and the Bill Black Combo. However, a few days before, Clarence Frogman Henry replaced the Righteous Brothers on the bill.¹⁷

News conference

Prior to the concert, Harrison, McCartney, and Starr gave a press conference hosted by Barry. Lennon, nursing a sore throat and saving himself for the show, wasn't present.

When a reporter asked whether they were aware of Milwaukee prior to the gig, Starr replied quickly in his Liverpool accent, "I've 'eard of the beer that made it famous!" In response to, "Have you gentlemen given any thought to what you will do after the bubble bursts?" Harrison riposted, "Ice hockey" and McCartney, "Ringo originally wanted to own a string of hair-dressing salons."

Another reporter queried, "Do you yearn for a good haircut?" Harrison said, "No, thank you," and Starr, "Do you?"¹⁸



Floorplan of a Coach House Inn suite.
Courtesy of Architect Sheldon Segel.

"Naughty police"

Showing the proclivity to question authority that was part of the band's persona, there is sharp criticism of the Milwaukee Police, then led by Harold Breier who became chief earlier that year on March 17.¹⁹

The Beatles were unhappy because they said after landing at Mitchell Field, police forced them to leave the airport for their hotel through an out-of-the-way gate, bypassing the hundreds of fans who had assembled near the main exit:²⁰

Reporter: *"We have been told by the police department here that the decision to land where you did was made by your manager in the air."*

McCartney (big groan): *"Naughty police."*

Unidentified Beatles Staffer (possibly Derek Taylor, the group's long-time press contact): *"Whenever possible and even when it's almost impossible, The Beatles would always rather land in front of the terminal and be met by the kids who have been decent enough to come there. We never ever make the decision ourselves in midair or on the ground to avoid the fans. Ever."*

McCartney: *"And actually we were told as soon as we got on the ground today. One of the men from the agency came on board and said the police had said this. So we sent him back again. Go and ask the police chief again if we can just at least drive past the fans, you know, in the car, which is the least we can do. And again they told us, no. And he's a dirty, lying policeman who told you that."*



Coach House Inn.
Courtesy of Architect Sheldon Segel.

Coach House Motor Inn

The news conference was held at the Coach House Motor Inn, where the band and its entourage were staying. Completed just a few years before The Beatles' visit, the seven-story hotel stood at 1926 W. Wisconsin Avenue, not far from the center of the city. Today it's a dormitory. Glendale, Wisconsin, architect Sheldon Segel, who received his training at the Illinois Institute of Technology, gave the structure a modern look.

Accommodations for The Beatles were centered around a suite on the seventh floor.²¹ "It was a large space across the Wisconsin Avenue front of the building," said Segel, "with two bedrooms—each with a double bed—and views to the east, south, and west."



Coach House Inn news conference; Lennon couldn't attend because of a sore throat.
Courtesy of Bob Barry.

Concert reviews

"On Friday night at the arena, The Beatles took the stage at 9:10 p.m.," wrote Gerald Kloss of *the Milwaukee Journal* in a review that was published on September 5.²² They opened with "I Saw Her Standing There."

Kloss referred to them as "bushy haired intruders from Liverpool" and continued, "So here they were at last, almost within falling dandruff distance and they looked even more cuddly than they had on the Ed Sullivan TV shows."²³

According to Kloss, they also performed "All My Loving," "A Hard Day's Night," "Long, Tall Sally," and "Can't Buy Me Love" although he incorrectly listed the song as "Don't Buy Me Love." Kloss noted, "They played and sang for 30 minutes and occasionally a zealous honk from the bass guitar or a snatch of vocal harmony would penetrate the din from the enraptured audience."²⁴

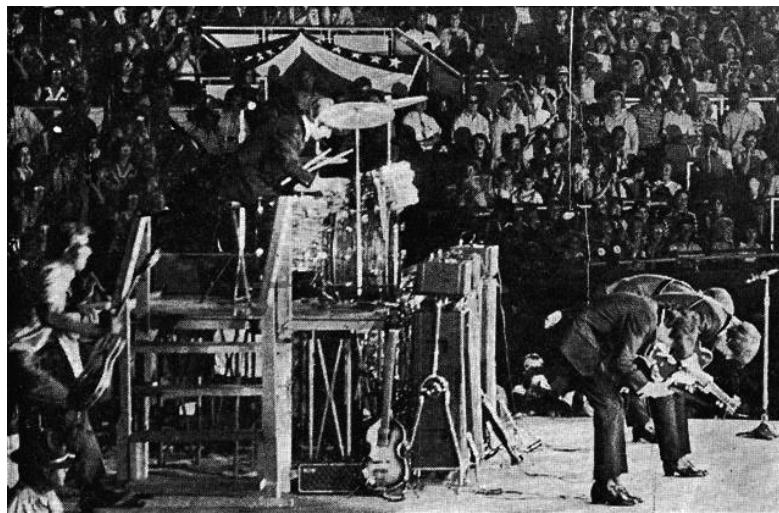
Milwaukee Sentinel reviewer Bernice Buresh also used the wrong contraction and listed "Don't Buy Me Love." Possibly both reviewers were working from an erroneous press release. More of her observations:²⁵

"Surely the Arena rafters trembled as the long haired singers moved through lines of police up to the stage. How loud can screams be and still not surpass the volume humans can tolerate?"

"Flashbulbs exploded from so many parts of the jammed Arena, it momentarily was brighter than daylight. The glare could be likened to that seen on films accompanying a nuclear explosion."

"McCartney Friday seemed to be telling the girls that they could clap...he could not be heard but he was understood."

"The girls got a little of everything. John Lennon threw in some hilariously funny gestures and certainly didn't look sick...George Harrison blinked his long eyelashes. Ringo Starr, perched behind his drums, got to sing, which delighted everyone."



The Beatles in Indianapolis the night before their Milwaukee appearance.
Photographer unknown.*



Collector Mike Mastauskas with a *Milwaukee Sentinel* front page from September 5, 1964.

On the road

Not reported by the press and little known at the time was that The Beatles were regular users of amphetamines. This was revealed by Beatles insider Peter Brown who was immortalized in the 1969 Lennon-McCartney composition "The Ballad of John and Yoko" ("Peter Brown called to say, you can make it okay...") and later wrote a book about his experiences titled *The Love You Make*.

Referring to the 1964 American tour, which began on August 19 and ended on September 20,²⁶ he disclosed:

"Speed of every strength and formula was now a necessity for the boys and Brian (Epstein, The Beatles' manager) to keep up with the rigorous schedule. A large supply of these pills was brought with them from England..."²⁷

During the stop in Indianapolis, the tour date just before Milwaukee, Brown wrote that Ringo Starr had been "up for three days without any sleep."²⁸

Beatles' Motorcade Is Kept Waiting; Very Sick Girl Gets a VIP Phone Call

By STEPHEN C. PELLETIERE
Of The Journal Staff

The motorcycle police were revving their machines in the driveway of the Coach House motor inn. The captain in charge of security was fuming in the corridor outside Beatle Paul McCartney's door. Everything was set to go.

But Paul had a call to make. It took precedence.

A doctor's wife, Mrs. Irvin Kuglitsch, had called The Milwaukee Journal. Her husband

had a patient, a little girl: Christine Cutler, 14, of S76-W12411 McShane dr., Franklin.

Doctor's Request

Christy, as she is called, was very ill in St. Francis hospital. She had had a ticket to the Beatles' concert. But she entered the hospital two weeks ago and missed the show. Going had been important to Christy. Now that she had missed the concert . . .

Could The Journal have the Beatles call?

Well, it was unusual. Was Christy's condition aggravated by not going? Yes, Dr. Kuglitsch said it was. What was wrong with Christy? The doctor wasn't certain: They were making tests.

The Journal put it to the Beatles. Paul thought . . . well, doctors are professionals. They don't make such requests unless they're serious. . . .

Paul would call.

The Journal sent a reporter to the hospital, to arrange for the phone in the room. He had instructions: Don't tell her he'll call. It might fall through.

The reporter sat with Christy. They talked. "She looked peaked," the reporter said later.

Nurses Knew

The reporter said he had just come to visit. They talked about hospital food, about Muskego high school, which Christy is to attend. She liked spelling and horseback riding. "I'm going to get a horse in the spring," she said.

At the Coach House another reporter was trying to put the call through for Paul. The fans had the switchboard jammed. No calls were getting out. Paul was supposed to call at 2:15 p.m.

He got through at 2:30.

The nurses at St. Francis all knew Paul was going to call. They were huddled at the end of Christy's hall.

When the phone rang, they scrambled down the corridor, burst into her room. "She



—Journal Photo
Christine Cutler as she talked with Beatle Paul McCartney over the phone Saturday.

Turn to page 2, col. 4

The Milwaukee Journal, September 6, 1964.

Courtesy of the Milwaukee Journal Sentinel. (Scan of a copy of the actual paper that Bruce has preserved since 1964.)

Beatles central

Barry visited the The Beatles on Saturday at the Coach House Inn, before they left for their next concert in Chicago, but wasn't sure which rooms they slept in—or if they slept. He was there to be photographed with the group:

"When I got to the seventh floor, the four of them were in one room. It had a single bed that was covered with food, clothes, etc., and it looked like they might have had a pillow fight. We were going to do the interview and take the pictures in that room until one of their entourage said we should move to another unoccupied room down the hall to take the pictures because their room was a mess."



Mitchell Field tarmac, September 5, 1964.
Courtesy of Kim S. Collis, photographer unknown.*

Morale boost

The Beatles swept out of town later that afternoon but only after McCartney phoned a 14-year-old girl named Christine Cutler,* who was a patient at St. Francis Hospital. She had a ticket to the show but at the last minute couldn't go because she became "very sick." One of her physicians called the *The Milwaukee Journal* in an attempt to arrange a contact from her favorite Beatle. McCartney agreed to make the call and reached her at 2:30 on Saturday afternoon. They chatted for several minutes and then he said, "Well, now, I've got to hang up, you see. But you will smile, though. That's the main thing, you know." Later *The Milwaukee Journal* reported the girl, "wanted to take the telephone home with her. And then the nurses cried."²⁹

Afterwards The Beatles and their entourage loaded into four black limousines and were escorted to Mitchell Field by 10 motorcycles.³⁰ Their visit to Milwaukee lasted about 24 hours.



Boarding the plane at Mitchell Field.
Courtesy of Kim S. Collis, photographer unknown.*

Enduring impressions

Jackie was there as they left the Coach House Inn, managed to jump onto the trunk lid of the one of their limos, and pounded on the rear window. "Ringo looked back at me and just smiled and I fell off and hurt my leg," she said at the time to a reporter.³¹ Reminded of the story, she reflected, "Ah, to be young again! My life was so simple back then."

Shortly after the concert, Bill purchased a collarless, iridescent-blue Beatles coat at Johnny Walkers on Wisconsin Avenue. "I really don't know what happened with The Beatles," he mused, "what made them such a sensation. I guess in the wake of the Kennedy assassination, they were around to pick up the pieces and get us started again with a bright new sound and look."

Lenore reflected on The Beatles success, "Everything that was innocent was shattered with the death of Kennedy," she said, "and all of a sudden, The Beatles come along and made us happy again. It was fun music! When the concert was over, we were breathless!"

In the end, Bruce said he ranks seeing The Beatles in Milwaukee up there with watching the Green Bay Packers play under Vince Lombardi. *Stratospheric*.

Although The Beatles received just one penny per double-sided record sold under their original contract,³² by the time they appeared in Milwaukee, each was a millionaire many times over from concert income and merchandise tie-ins such as the Fab Four pins, sweatshirts, photos, and other collectibles that accompanied their rocket ride at the toppermost of the poppermost.



Taken September 5, 1964. Courtesy of Bob Barry.

"Like a million suns"

The Beatles would take pop music into unusual territory with each new album until the band's *official* breakup when McCartney released his first solo effort, *McCartney*, on April 10, 1970. Just prior to the record's debut, he called Lennon and reportedly said, "I'm doing what you and Yoko are doing and putting out an album. And I'm leaving the group, too."³³

Their popularity and profound affect on culture hardly missed a beat. Each launched a successful solo career and Beatles albums continued to sell well and sell well even now. The online version of *The LA Times* reported on April 8, 2009, that, "Since Nielsen SoundScan began tracking retail sales in 1991, more than 57 million Beatles albums have sold in the U.S. In 2008, 1.4 million copies were sold."³⁴

Each of the three *Anthology* albums released in the mid-1990s reached Number 1 on the Billboard 200 and the *Love* album, released in 2005, climbed to Number 4.³⁵

Lennon was murdered in 1980 and cancer took Harrison in 2001, but 45 years after the Milwaukee appearance, the bubble remains intact.

* * *

*Christine recovered and is living in Watonga, Oklahoma.

Note: If you attended The Beatles' Milwaukee show or have photos—especially candid, fan shots—or other memorabilia of The Beatles in Milwaukee, please send an [e-mail](#). I'd like to add more images and remembrances to the story.

Many thanks to the many individuals and organizations that are named in

the article and sidebars for their help in researching this unique Milwaukee event and securing permissions to use images.

And **thank you** Jim and Tom for your connection to Bob Barry, Karen for being married to Bill, Sandy for your introduction to Lenore, Fletcher for helping me find John, and *The Shepherd Express* for connections to Bruce, Mike, and others that resulted from a January 2009 classified ad.

Special thanks to Bob Barry who answered every question cheerfully.

*When a substantial search failed to identify who took a photograph that was in a private collection or bouncing around the Web, the image is labeled "photographer unknown." If you know the photographer, please [contact me](#), and I will seek permission and post the proper credit.

Endnotes

- ¹ *The Beatles*, Hunter Davies 1968 page 132.
- ² *The Beatles: 10 Years That Shook the World*. London: Dorling Kindersley. p. 123.
- ³ *Variety* 235, August 12, 1964.
- ⁴ *Can't Buy Me Love*, Jonathan Gould, Page 123.
- ⁵ *The Milwaukee Journal*, September 3, 1964.
- ⁶ <http://www.dollartimes.com/calculators/inflation.htm>
- ⁷ <http://www.45-rpm.org.uk/dirb/beatles.htm>.
- ⁸ *Journal Sentinel*, July 20, 2000.
- ⁹ <http://www.beatlesebooks.com/secret>.
- ¹⁰ *The Milwaukee Journal* September 5, 1964.
- ¹¹ <http://www.nonviolentworm.org/Milwaukee14Today/NickTopping>
- ¹² *Can't Buy Me Love*, Jonathan Gould, Page 196.
- ¹³ <http://www.jsonline.com/news/obituaries/29310144.html>
- ¹⁴ <http://www.uwm.edu/Libraries/arch/nhd2005/htm/vietnam.htm>
- ¹⁵ <http://www.jsonline.com/news/obituaries/29310144.html>
- ¹⁶ <http://www.rarebeatles.com/photopg7/mw9464.htm>
- ¹⁷ <http://www.triumphpc.com/mersey-beat/archives/beatles-philadelphia.shtml>
- ¹⁸ Recording of the press conference, Bob Barry.
- ¹⁹ Milwaukee Police Department Annual Report 1964.
- ²⁰ Recording of the press conference, Bob Barry.
- ²¹ *The Milwaukee Journal*, September 6, 1964.
- ²² *The Milwaukee Journal*, September 5, 1964.
- ²³ Ibid.
- ²⁴ Ibid.
- ²⁵ *The Milwaukee Sentinel*, September 5, 1964.
- ²⁶ <http://www.beatles.ws/1964.htm>
- ²⁷ *The Love You Make*, 1983 McGraw Hill New York page 153.

²⁸ Ibid.

²⁹ *The Milwaukee Journal*, September 6, 1964.

³⁰ *The Milwaukee Journal*, September 4, 1964.

³¹ Ibid.

³² *Can't Buy Me Love*, Page 123.

³³ *John Lennon, The Life*. Phillip Norman. 2008.

³⁴ <http://www.latimes.com/entertainment/la-et-beatles8-2009apr08,0,242705.story>

³⁵ http://www.billboard.com/bbcom/retrieve_chart_history.do?model.chartFormatGroupName=Albums&model.vnuArtistId=4057&model.vnuAlbumId=2258

Addendums

Leo Remembers

While researching promoter Nick Topping, I came upon a striking anecdote posted by former Milwaukeean Leo Sadorf, who now lives in Sierra Vista, Arizona, where he is a technology coordinator. It's a double anecdote in that Leo tells the tale of a tale Topping told him in 1978. His e-mail below explains how he came to hear about Topping's post-Milwaukee-concert interaction with John Lennon and a bottle of wine. Leo's story appears at Chris Newton's Pondering Pig Web site.

The e-mail is in reply to one I sent seeking permission to post a link to his remembrance. It contains other interesting notes, including one about the Dylan concert at the Oriental that is slightly different from Kathy's recollection.

Leo's E-mail

"No problem, Ted. Use away. My remembering is as good as anyone's. The story is 30 years old, more when you consider it was the early '60s Nick was recounting. It's about as accurate as they get, I guess. Just make sure when you link it, you add a line for the blog I wrote it for. My friend, Chris Newton, is a Haight-Ashbury original and has stories of his own that are great. Imagine banking with Janis Joplin or hanging around with Chet Helms...but I digress.

"Nick was a local where I was living downtown in the late '70s thru early '80s, when I was a photography student at MATC (Milwaukee Area Technical College). We used to go to his shop on 2nd Street and listen to stories. Later, we followed him to his re-located emporium on 3rd Street. It was a place to meet what seemed like underworld figures in dark glasses, which maybe they were. Anyways, it was a great place for stories. Nick told me too about setting up possibly the only free Dylan concert back then. Bob came in '64 and the PA didn't work. They refunded all the ticket cash and Bob played anyways, his first unplugged show by Nick's account. A few hundred stayed for the show.

"I met Nick through my father (a Milwaukee Public Schools teacher) who was very involved in the open housing movement in Milwaukee, as well as the anti-war movement. Mike Cullen, one of the Milwaukee 14, was close to our family and still is. He came out here to Arizona to visit and minister with my dad a few years back.

"My growing up was pretty involved with the Milwaukee political scene back then. My brother was baptized by Jim Groppi, a man I thought of as an uncle and miss dearly. My story is no different from many others who hung with those folks back then. It was about community and taking care of one another. They were wild but fulfilling times.

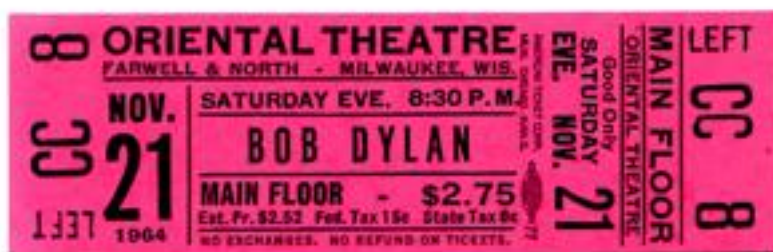
"I am sure there are some who have better stories than mine, but I have a few...burning draft cards on the altar at the old St. Boniface Church comes to mind. Meeting Dick Gregory and seeing MLK were almost earth-shattering. I was about seven, but those times were heady and unforgettable.

"Good luck with your writing, my friend. Any thoughts or questions, drop me a line." Leo

Kathy Remembers

Like the one from Leo Sadorf, this anecdote came to my attention while I was researching promoter Nick Topping. It's told by former Milwaukee resident Kathy Rippey, who saw Bob Dylan at Milwaukee's Oriental Theater on November 21, 1964. Her story was posted on Dylan's Web site by DJ Bob Reitman, who put me in touch with her.

Turns out she also attended The Beatles concert in Milwaukee and then saw them again (!) the following day in Chicago.



(Ticket scan courtesy of Darrel Pagel [samsrgreat@sbcglobal.net]. Many thanks! Note the admission price of \$2.75, which is about \$20.00 in 2012 dollars according to a calculator at <http://www.westegg.com/inflation/>.)

Music Business Connections

She had an inside track: her father owned a Waukesha, Wisconsin, store called Triangle Records from 1949 to 1970, and she began what became a career in the music business at 14. Currently she lives in California and does publicity for a group called the subdudes.

Kathy can't remember which songs Dylan performed or attempted to perform at the Oriental, and I haven't been able to find a playlist. However, I located a site that shows many of his 1964 performances and some associated playlists. It indicates Dylan sang the following at a November show in San Jose:

1. The Times They Are A-Changin'
2. Talking John Birch Paranoid Blues
3. To Ramona
4. Gates Of Eden
5. If You Gotta Go, Go Now
6. It's Alright, Ma (I'm Only Bleeding)
7. Mr. Tambourine Man
8. A Hard Rain's A-Gonna Fall
9. Talking World War III Blues
10. Don't Think Twice, It's All Right

It's likely some of these were scheduled for Milwaukee. However, Dylan didn't like the public address system and ultimately walked off, Kathy recalled. "I thought he sounded fine," she said, "but he was unhappy and kept talking to Nick Topping who was in the back stage area."

Her memory is not photographic, but she believes Dylan was dressed in slacks—not jeans—a plaid shirt, and boots. "His hair wasn't as spiky as it became and looked lighter than it did later in his career," she said. (A YouTube posting purportedly shows Dylan performing in 1964 on a BBC program called "Tonight Show." Another site indicates the show's date was May 12.)

Kathy also saw Little Richard, The Dave Clark Five, The Animals, The Rolling Stones, The Yardbirds, Jimi Hendrix, Cream, and The Mothers of Invention in the sixties. That's quite a lineup, but it's hard to top seeing The Beatles twice and sitting at Bob Dylan's feet, all in the fall of 1964.

The Next Night

From Milwaukee, the Beatles flew to Chicago and gave a concert on Saturday, September 5, at the International Amphitheater on the city's South Side. (The building was also the scene of the infamous 1968 Chicago Democratic Convention. Opened in the 1930s, it was demolished in 1990.)

Someone captured part of the appearance on film. Sound from another performance was added and the result uploaded to YouTube. The footage was at Beatles Chicago September 5, 1964. But, recently I noticed it was no longer available. Instead, clicking on the link produces the following: "This video contains content from EMI, who has blocked it on copyright grounds."

Too bad because it was the closest I've come to seeing what the Beatles looked and sounded like when they played Milwaukee the night before.

Harrison was shown with a guitar that had extra machine heads and a distinctive sunburst color, which indicates it probably was the 12-string Rickenbacker presented to him in February 1964 when the group was in New York for the Ed Sullivan appearances.

At "The Beatles and their Rickenbacker Guitars," Harrison describes how he came by the guitar. Look for the subhead, "An Historical Date (George Harrison's first 360/12)," about one-third down.

This guitar's ringing, two-octave twang colored the Beatles' sound during the mid-sixties and influenced bands ranging from the Byrds to Tom Petty and the Heartbreakers.

On the crest of a pop tidal wave

Bob Barry began working as a DJ in early 1963 at what was then Milwaukee's Top 40 powerhouse, WOKY 92-AM. He had a great voice, Dick Clark looks, loved pop music, and hadn't forgotten what it was like to be a teenager.

Barry was in the right place at the right time when The Beatles came to town near the end of summer in 1964. He MCed the concert and visited the band twice at the Coach House Inn, once to facilitate their news conference on Friday night prior to their show and again on Saturday afternoon for a photo shoot before they left for Chicago.

"Ringo made a lot of wisecracks, but Paul was the most talkative," said Barry. "Overall they were very intelligent, very hip and seemed older than their early 20s, which was about my age at the time." The group's witty, English humor made an impression. "We hadn't heard anything like that before."

Purloined recorder

The tape deck he used for the news conference and interviews disappeared after he parked it in the hallway during the photo shoot. "WOKY put out a major alert," he remembered, "and soon we got a call from the School Sisters of St. Francis on Layton Boulevard. Someone left the machine in the chapel."



Bob Barry 2009.
Courtesy of Bob Barry.

Barry continued working for WOKY until 1976, left for a three-year stay at WEMP, then returned to the station. He also worked at WISN and WZTR before retiring in 1992. He still does commercials and MCs charity events.

How were The Beatles live? "I was sitting right next to the stage and when the screams subsided momentarily, the music would cut through for 10 or 15 seconds and they sounded great! But being able to hear the group immediately reinvigorated the screamers and they'd drown them out again."

Nick Topping Remembered

BDR (she goes by Becca), a great niece of Nick Topping, sent the following e-mail:

"Hello. Was just researching some information on Nick Topping when I came across your site. Nick was my father's uncle, my great uncle.

"When I was a little girl, my parents would take me to his shop to buy feta. I would wander around his store amazed by all the things he had in there, imports such as chocolate-covered bumble bees, feta, and Greek olives. I was also fascinated by the stories my dad told me about him--that he brought The Beatles to Milwaukee, that he was a spy in the war."

She also sent a link to a tribute to Nick Topping that US Representative Gwen Moore entered into the Congressional Record—see next page.

I asked Becca if she had other recollections; she spoke with her father and replied: "My father, JD, remembers Nick spoke several languages. Dad and many of the guys he worked with would go and have Nick do their taxes every year. The men came from various ethnic groups: Spanish, Polish, and German, to name a few.

"Nick was able to talk to all of these men in their own languages. The Spanish men Dad worked with told him that Nick was even able to speak in the dialects of their various regions. Nick once said that he spoke over 20 languages, which my dad did not doubt in the least.

"Anytime my father went into Nick's store, no matter how busy it was, Nick took the time to bring a piece of bread and some feta to him. It was important to him to 'break bread' when family came in. That was probably true of close friends as well.

"Feel free to add this recollection to my previous email. It is wonderful to piece together the life of such an interesting man."

IN TRIBUTE TO NICK TOPPING

HON. GWEN MOORE

OF WISCONSIN

IN THE HOUSE OF REPRESENTATIVES

Tuesday, June 5, 2007

Ms. MOORE of Wisconsin. Madam Speaker, I rise to pay tribute to the life and work of Nick Topping, a highly respected, social justice activist, music impresario and business owner. Mr. Topping died on May 9, 2007, at the age of 89.

Mr. Topping earned a degree in history and communications from the University of Wisconsin—Madison. During World War II, he was drafted and served in Army intelligence. When he returned, he founded a store named Topping and Company International House that he ran for over 50 years. The store stocked Greek and Middle Eastern food, books, and records from all over the world.

Mr. Topping was one of nine children born to Greek immigrant parents who ran a grocery store at South 4th Street and West National Avenue. Mr. Topping was born Nick Topitzes and changed his name at the age of 18 because of the discrimination Greeks faced at that time.

Nick Topping spent much of his lifetime working for peace and social justice. He marched with Father James Groppi over the 16th Street Viaduct during Milwaukee's civil rights struggle and took his daughters along on the marches with him. He belonged to the NAACP and became an early local protestor against the Vietnam War. Mr. Topping was also active in the growing south side Latino community and in the Chicano rights movement.

Mr. Topping was a promoter of ethnic and folk music concerts in the 1950s and '60s including singers such as: Miriam Makeba, from South Africa; Pete Seeger; Josh White; Peter, Paul & Mary; Bob Dylan; and Greek composer, Mikis Theodorakis, music composer for the movie *Zorba the Greek*. Nick Topping secured his place in modern Milwaukee history by securing the Beatles for their one and only Milwaukee concert on September 4, 1964. The concert quickly sold out with the most expensive ticket selling for \$5.50.

Nick Topping is survived by his wife of 56 years, Harriet; two daughters, Adele Fatemi-Topping and Alexandra Topping; a brother, Agamemnon (Memo); and a sister, Sandra Topitzes Brown, all of Milwaukee.

Madam Speaker, Milwaukee has experienced a profound loss with the passing of Nick Topping. Today, I thank him and his family for their immeasurable achievements. I mourn his loss and I salute his legacy.

Coach House Inn Employee Mementos

Heidi, a fellow Brookfield resident, came across "A Day in the Center of Beatlemania" and contacted me. She attended the 1964 Milwaukee concert and later married a man whose father, Ted Sheldon, was a night manager at the Coach House Inn and had interactions with The Beatles. Her future sister-in-law, Diane, was admitted to the Inn by her father and, Heidi said, "...took this picture (below) of them either leaving or coming back to the Coach House...you can see Neil Aspinall in the front seat, and Ringo appears to be looking in her direction." Her future father-in-law also came into possession of a pharmacy prescription and dry cleaning receipt (below) that were left in the room.



I posted a cropped image—with The Beatles removed—of the photograph Heidi's sister-in-law took on a classiccar.com forum to determine the make and year of the limousine. Members thought it was an early 60s Cadillac but couldn't be more exact because the photograph doesn't show much of the car. I then reviewed Bob Barry's video of the band being driven around town and copied two frames (below). After comparing the limo holding The Beatles to images of early sixties Cadillacs posted online, I concluded it was a 1961 model. Fins are present—a vestige of 50s styling (appropriate given the band's roots!)—but much reduced from the heights reached on 1959 Caddies.

For comparison purposes, I requested and was given permission to post color shots (below) of the nose and tail of a 1961 Cadillac.



Front of limousine that transported The Beatles around Milwaukee. Courtesy of Bob Barry.



Rear of Beatles-Milwaukee limousine--wide view (left) and close up (right). Note the distinctive pair of round tail lights held in an oval under the right fin.

Courtesy of Bob Barry.



1961 Cadillac grill.
Courtesy of volocars.com



1961 Cadillac tail.
Courtesy of motorera.com

Heidi scanned mementos that were found in the Coach House after The Beatles checked out, e-mailed the scans to me, and described the originals as, "...a receipt for pressing their suits...and a prescription written by a local doctor to John for his sore throat. Unfortunately, his name (John's) is not on it or the date, but it was a known fact that a doctor was called for his throat problems...My sister-in-law says he didn't fill it because he didn't trust the drugs in this country. What a laugh, hey?!" It was widely reported that Lennon skipped The Beatles' Milwaukee news conference on Friday before the concert due to a sore throat.

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Hydrocortisone oint 1/2 oz
& please hydrocortisone oint 1/2 oz

I took a copy of the prescription to Walgreen's and showed it to two pharmacists. Neither could identify what it called for other than the "hydrocortisone oint" listed in the penultimate line which they said was an anti-itch preparation.

Next I contacted the Pharmacy Society of Wisconsin, located in Madison. My e-mailed inquiry and image of the prescription were forwarded to Sarah Sorum, PharmD, vice president, Professional and Educational Services who replied: "Several of us around the office took a shot and no one came up with a definitive answer. Here's what I can make out—'hydrocortisone oint' equals hydrocortisone ointment (a steroid ointment usually used for itching that is available over the counter). The 'c' with the line above it that appears after hydrocortisone oint stands for 'with,' but I can't make out the word that starts with D that follows; it does seem to be signed by the physician 'B.L. Chapman.'

"It really doesn't look like a valid prescription to me, but I'm not used to reading prescriptions from the 60s. I almost wonder if it served as scratch paper and the real prescription was turned in to be filled at a pharmacy. Another place you could reach out to is the American Institute of the History of Pharmacy which happens to be located at the UW School of Pharmacy in Madison. Greg Higby is my contact there."

Soon I was on the phone with Gregory J. Higby, Ph.D., R.Ph., executive director, AIHP.² He reviewed the prescription and replied: "Well, this is a

pretty bad Rx and pretty typical of the day. Yes, near the bottom that is definitely hydrocortisone ointment with something. As Sarah said, this product then—as now—was for an itch. A couple of the items near the top are probably Bicillin (a penicillin antibiotic), Terramycin (oxytetracycline, another antimicrobial drug). What is between the Terramycin and the hydrocortisone ointment is a mystery to me as well! :-) So, from what I can decipher, the patient probably had a bad cold or something similar (sinus infection). The ointment was for some other problem leading to an itch. What you really need is a 70-year-old pharmacist, preferably of the corner drugstore variety. Oddly enough, if you can find one of the guys who worked near Dr. Chapman's practice, he might be able to read the Rx without much trouble."

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Heidi said her father-in-law also found,
 "...a receipt for pressing—\$8.00 for eight suits."
 Not to forget Wisconsin's then 3% sales tax.

Fan Recollections

Madison-Area Resident Was There

The lead story

John, a former TV newsman who now lives in Verona and works as an independent contractor, attended The Beatles concert when he lived on Milwaukee's Northwest side and was a sophomore at Dominican High School in Whitefish Bay. "The Beatles were the lead story in 1964," he said. "They consumed our lives. It was all Beatles all the time."

When John heard WOKY DJ Bob Barry talk about the upcoming concert on the radio, he asked his dad to go downtown and get tickets for him, his sister, Joan, and friends Bill, Brigitte, and Fred. "I told him he'd have to get there early, so he took the bus and was fifth in line at 4:30 a.m. the day they went on sale."

Saintly dad

For his superlative effort, the saintly dad got five tickets about "50 feet from McCartney on the left side of the theater," John said. "He could have gotten front row seats but he was worried about us getting crushed by the crowd. The tickets were \$5.50 each times five, and my dad was also concerned about getting reimbursed—that was grocery money for a couple of weeks back then! But we paid him."

Although not certain, John believes The Beatles show was his first concert. It was some introduction. "There were a lot of police in the Arena, and Red Cross workers circulated with smelling salts because people were passing out. The excitement was amazing. When The Beatles came on we all got goose bumps."

Like most attendees, he only heard a few notes. "The screaming was deafening." As loud as it was, however, John said every time McCartney "wiggled his head" the decibels would increase.

The ultimate

"When the concert ended, we were hoarse from yelling and jumping up and down," he continued, "but we kept saying, holy cow! We just saw The Beatles live! We were in the same room with them!"

John remained a Beatles fan, bought every one of their albums, and still listens to them today. "They are the ultimate, past or present. I don't think there will ever be a bigger or better musical act. That's why the world's love for them continues."

John S. Remembers

(From an e-mail he sent after reading the story.)

Fab Friday night

"I was at the show on September 4th. It was a Friday night, and I was a 7th grader.

"The Beatles were everything to me, and I attended with my cousin Bobby. We sat in the lower parquet, four rows from the floor, about 2/3 back from the stage. It was of course amazing!

"Waiting through the opening acts was tough until Jackie De Shannon's set. She was great, and I remember her covering 'Needles and Pins.' The crowd loved it. Then Bob Barry came out for the big intro. He wore a Tux and stated all the rules to be observed if we wanted the show to go on. I talked to Nick Topping about 12 years ago, and he made it clear that they were worried about security and injuries to fans.

Eruption of sound

"When The Beatles hit the stage it was an immediate eruption of sound. Most of the time I put my fingers in my ears, which muted the screaming and allowed me to hear the music. They sounded perfect, just like the records!

"We all tried to stand on the back of the seats, but the ushers were continually scolding us. They did let you stand on the seats though.

"It was over too fast! It was my first concert. The next one was at the Arena, too, The McCoys, The Beau Brummels, and Freddy and the Dreamers. Not quite the same.

"This Saturday we are entertaining some folks (older than me). Her first concert was Elvis in a southern movie theater, another great story."

Kay C. Remembers

(From an e-mail she sent after reading the story.)

Binocs on her knees

"I attended, sat in the third row from the very top, and spent the entire time balancing my elbows on my knees, holding my dad's binocs.

"Could barely survive through the opening acts, especially Jackie DeShannon.

"I went alone because none of my friends loved the 'boys' like I did. Got my ticket second-hand through WOKY radio because another fan was unable to go and the station announced some tickets available after-market. Mine cost a whole \$5.00.

"In addition to the live show, my vivid memories revolve around waiting in line at the Uptown Theater for ticket sales to A Hard Days Night and striking up a friendship with one of the nieces of Nick Topping.

Collarless suit

"I, too, had a collarless suit which I sewed myself out of iridescent blue/black, just like the band had.

"My bedroom had an entire wall papered with magazine photos, but it had to be the one you entered through so they weren't visible outside the room.

"My parents were all in favor of my infatuation with first Ringo and then George because they wouldn't be able to 'hurt' me.

"Still a fan, still love the oldies, especially the Sgt. Pepper album. Will never forget those years."

Margie B. Remembers

(From an e-mail she sent after reading the story.)

"I was at the concert in Milwaukee. I was 16 and crazy about The Beatles, especially Paul—I wanted to marry him.

"My girlfriend and I had seats in the 'nosebleed' section, until we decided to move down to the ground level during intermission.

"We ended up sitting together in one vacant seat in approximately the 10th row just before The Beatles came on.

I could not hear the concert because there was so much screaming.

"Even my girlfriend went nuts; she was jumping and screaming, and at one point took apart her baloney sandwich and threw the contents towards the stage. I just sat there in awe of seeing The Beatles in person, right there in front of me. We also stood watch across the street from their hotel, in anticipation of a glimpse of them, in case they peeked over the balcony. I remember one head momentarily did show, and everyone screamed—although we could not know if it was one of them or someone else with them.

"I was such a fan, I drew their pictures and made a scrapbook, and dreamed about hanging out with them. My prized possessions are several photos I took with my Brownie camera at the Milwaukee concert. I want to get them copyrighted, however, before I do anything with them."

Shelly Remembers

(From an e-mail she sent after reading
A Day In The Center Of Beatlemania.)

"I am the girl in the photo today in the Journal (Schaar note: The Milwaukee Journal's Jim Stingl wrote a story that mentioned my story on the concert's 45th anniversary, September 4, 2009, and included Shelley's photo).

"Jim Stingl did an interview with me back in 2000, as they ran my picture on the cover of the Wisconsin State Historical magazine and asked if anyone knew who I was. The funny thing is, they ran my picture every time they did a story on The Beatles, but no one ever asked who I was.

"I never volunteered the information, because I figured if they wanted to know they would ask. Anyway, when they ran the story, many people that I had not heard from in years wrote in, and now I am in contact on a regular basis with friends from junior high! Isn't that great? I was 14 when the picture was taken.



Shelley at The Beatles concert. Photo Taken by
a Milwaukee Journal Photographer.

Fab Mom

"That will always be to me the most exciting night of my life! My mom was a single mom, raising us with the help of my grandparents, and there really was not much extra money for anything. She bought us four tickets (my cousin Linda Keene Henegar is standing next to me), and it was very hard for her financially. It is something I will never forget...that she sacrificed to send us to that concert.

"They ran that picture so many times, I lost count and at age 51 I had my 15 minutes of fame that Andy Warhol always talked about when I was on the cover of the Wisconsin State Historical magazine. That is what started the whole thing."

Tom G. Remembers

"I was there and tried to take some pictures with my mother's Zeiss Contaflex equipped with a monocular telephoto lens. If I recall correctly, I used Kodak tungsten balanced slide film, but the results were dark and blurred."

"I also recall that my ticket cost \$3.50."

"The concert was just before I began my freshman year, and the previous February, I had attended the Winter Olympics in Innsbruck with my parents."

"While passing through Germany I bought two Beatles 45s on the Odeon label, one was, of course, The Beatles' recordings in German of 'Sie Lieb Dich' and 'Komm, Gib mir deine hand.' I still have them, and they are playable."



David S. Remembers

(From e-mails he sent after visiting fab4milwaukee.com.)

©Ted Schaar 2010

"I was 13, and when the show was over, I was out front waiting for my dad to pick me up and this huge limo was passing in front of the Arena. Everyone thought the Beatles were in it and rushed the limo. But a policeman shouted

through a microphone, 'The Beatles have left the Arena...The Beatles have left the Arena.'

"Also, there was a ring of police sitting around the stage and sometimes people threw stuff onto the stage. At one point, a wadded-up paper ball landed close to Lennon. He picked it up and threw it towards Paul, and Paul threw it back at John. Very funny.

"I sat in the upper section and the girls were screaming the whole time, you really could barely hear the music. I remember seeing one other band before The Beatles and it had a female singer. Nobody wanted to see anyone else. I might have gotten there too late to see the other opening acts."

Fueling the fire

"The Beatles only played for a half hour; ten songs and they included two of my favorites, 'All My Loving' and 'You Can't Do That.'

"Whenever they would do the wooos or if Paul did the high wooo on 'All My Loving,' the scream volume of the girls went up so much you couldn't hear The Beatles on that one part. Everyone knew when those parts were coming, because we all had been listening to their music every day on the radio and on their albums that we played every day."

Radio connection

"My Mom worked at WOKY, the top 40 radio station in Milwaukee at the time and used to give me records from the station before they were actually released. So I could amaze my friends at school by having 'Do You Want to Know a Secret?' a full week before it came out.

"I actually lost my ticket the week before the concert, and my mom was able to call up and arrange a will-call ticket for me. I had gotten *Meet The Beatles* for Christmas when I was only 12 and the show was the following September and they already had three more albums out.

"Just some extra stuff I remember, and go ahead and use it for your site. I'm glad to be able to contribute."

Heidi S. Recollections and Scrapbook Artifacts

(From e-mails she sent.)

The coolest night

"I just happened to come across your website in researching the old Coach House. Unfortunately, I didn't see Jim Stingl's article in 2009 about your collecting reminiscences from people who were at The Beatles concert at the Arena—I wish I would have.

"I was there when I was 13. Got my ticket the night before the concert, sat in the last row in the house, on the south wall. Couldn't have been any further away from the stage. Couldn't have been more thrilled.

"We came to town from East Troy (Wisconsin) in a van full of teenagers driven by two fathers, both donning Beatle wigs. It was hilarious.

"My future father-in-law (now deceased) was the night manager of the Coach House at the time, and somewhere I have a picture my sister-in-law took of them (The Beatles) in their limo coming back, I think, to the hotel from the concert. Ringo had a towel around his neck. My father-in-law also managed to scarf up a prescription written by a local doctor for John's sore throat that was left behind in their room. I have not been able to wrest this away from my sister-in-law but have seen it. Someday I'll get it away from her.

"It was the coolest night, being there. The main thing I remember is not being able to hear a thing and seeing only specks on the stage. We were all so impatient for the opening acts to get off and The Beatles to come on. I felt really sorry for Jackie DeShannon and the Righteous Brothers.

"The girl I sat next to was from Sheboygan. I'm pretty sure she was well under 16 and she told me she got on a bus and came without telling her parents. I was fairly shocked. For 1964, that was pretty gutsy. Today, there would have been an Amber Alert out on her! I sat alone as my sister and her friends had tickets on the side of the Arena about half way from the stage.

"A neighbor of mine who was older was there and was pictured in *The Milwaukee Journal* the next day at the concert, dressed in a skirt, Beatle jacket, tie, and Lennon hat, taking a picture of the stage. She later became a controversial person in Milwaukee named Miriam Ben-Shalom (Candy Barnes, actually!). I thought it was really cool of her at the time to get in the paper."

Beatlemaniac

"This past summer, I was fortunate enough to be standing in front of Paul's house in London. I've seen every one of his concerts in Chicago and Milwaukee since he left The Beatles. I am a Beatlemaniac...

"I met Peter Brown (The Beatles' kind-of manager after Brian Epstein) at a broadcast of *Good Morning, Chicago* when he was there talking about his book, *The Love You Make*, a tell-all about the group and got his autograph. That's my closest brush with fame. I also had a girlfriend get me Jane Asher's autograph in London a few years back, when she went to visit Asher's bakery. So I have those two autographs.

"If you do anything to commemorate the 50th anniversary of September 4, 1964, when it rolls around, I'd love to hear about it."

—Update October, 2014—

Near the 49th anniversary of The Beatles' Milwaukee performance, in September, 2013, I was contacted by Milwaukee radio station WTMJ-AM 620. On-air personalities were aware of "A Day In The Center of Beatlemania" and asked if I knew anyone who attended the concert and would be willing to do an on-air interview. Heidi agreed and enjoyed the experience.

Later that year, in December, completely out of the blue, I received e-mailed scans of the prescription and dry cleaner bill her future father-in-law had found in The Beatles' hotel room after they departed. I wrote a subpage about these and a photograph her future sister-in-law took of band members when they arrived back at the hotel in a Cadillac limousine.

Scrapbook

Heidi contacted me again about the time of the Milwaukee concert's 50th anniversary; she had found a scrapbook of Beatles-related artifacts in storage and was willing to let me have a look and scan her mementos for inclusion here. Many of the items date to the time of the concert.

Directly below is a scan of page 1 of the essay she wrote about the concert for her 8th grade English class. It deserved an A for the title alone.

English-8

The Crush

I think there will always be one experience in my life that I will never forget. That was the day the Beatles came to Milwaukee, ^{Aren}. It was the day before the performance and I didn't have a ticket. But that night I found a girl who was willing to sell one. So I bought it. The next day I got ready to go and I waited till Jane, my sister, got home from work. We went over to our friend's house who was taking us and a bunch of other girls in. We got into Milwaukee which was in absolute chaos. There were platoons of police marching down the sidewalks, and hords of girls completely surrounding ~~in~~ the Arena. We quickly jumped out of the car and ran into the Arena. It seemed like everyone was screaming. We found our seats and

1.



Heidi, 1964, about time she attended The Beatles concert. She's wearing her East Troy, Wisconsin, cheerleading outfit.



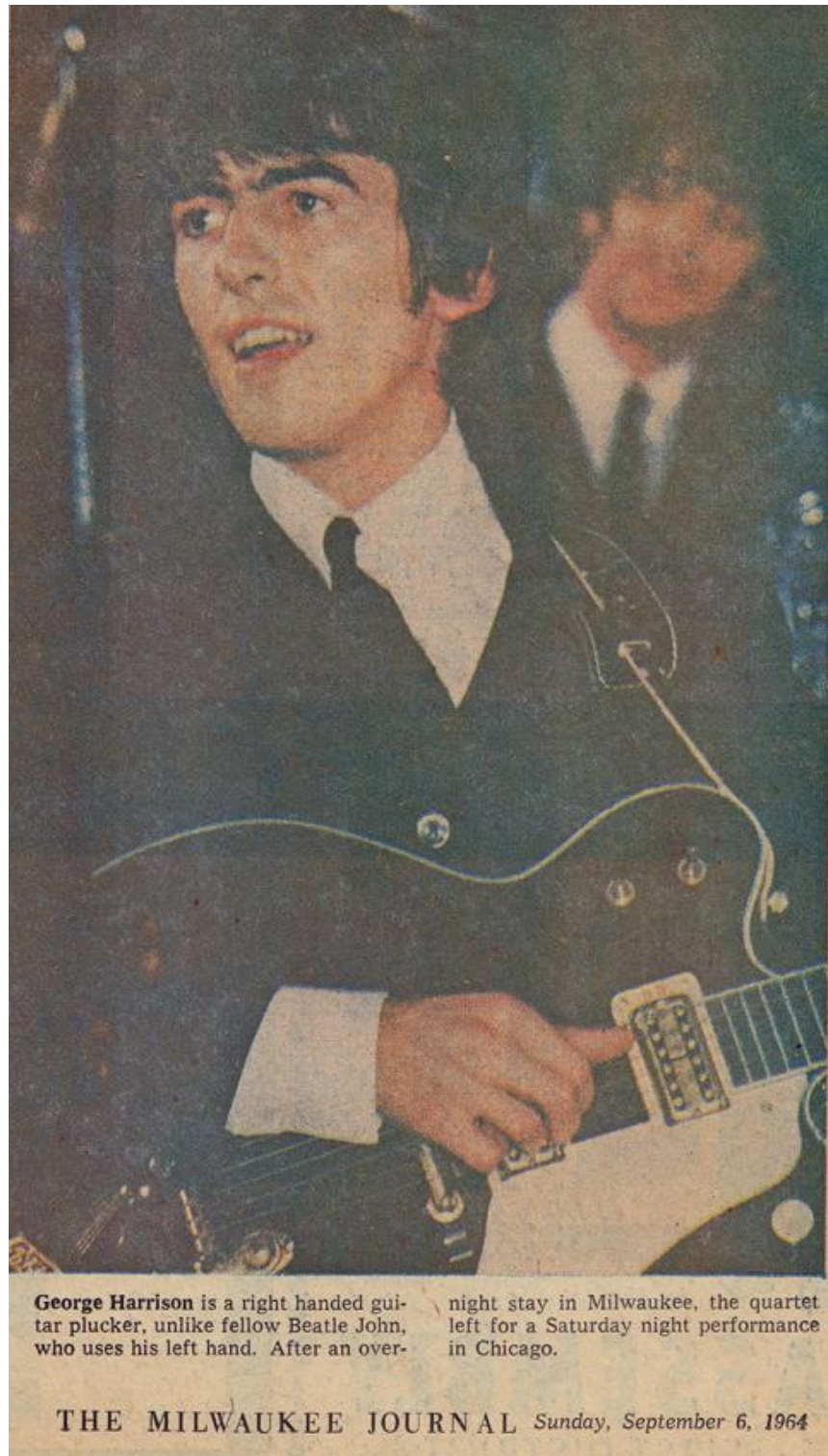


Buttons Heidi purchased during Beatlemania—it's been a half century and she can't remember where she bought them.

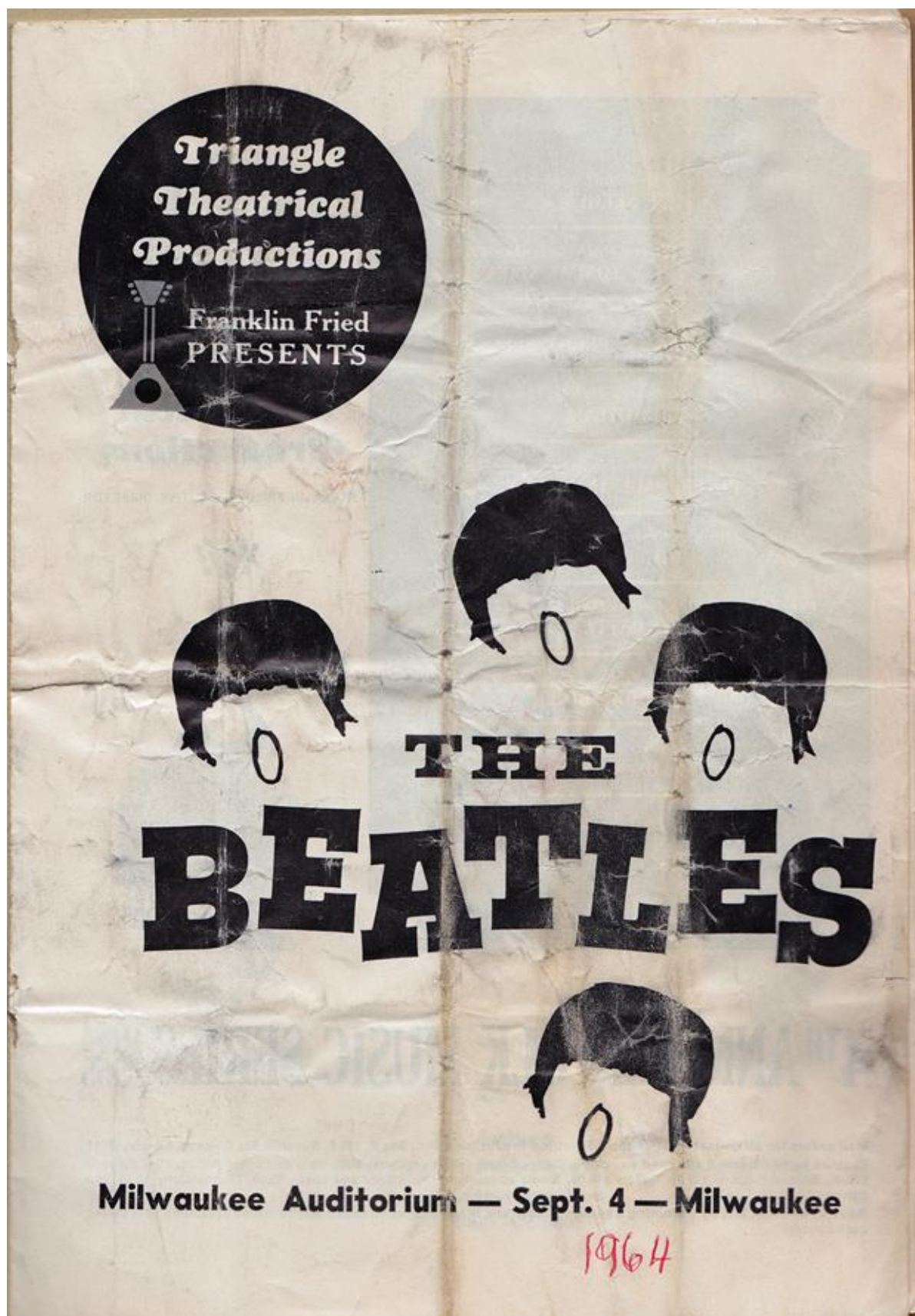


Many who attended the Milwaukee Beatles concert recalled that the Arena was lighted by continual photo flashes, but this image from Heidi's scrap-book is the only snapshot of the show I've seen.

Left-handed Paul appears to be on the left; I'm guessing George is in the center and John on the right. Ringo is barely visible behind his drum kit on a riser. Heidi thinks the photo was given to her by a friend but she's not sure which one.



There are indications of the newness of The Beatles to "grownup" reporters and pop music itself in this article published two days after the Milwaukee concert. "Plucker" is used to describe a guitarist when "picker" is more appropriate; it is also implied that John was left-handed when the opposite was true.



Front cover of Heidi's original program for the Milwaukee Beatles concert.

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PETE SEEGER

October 16 • Orchestra Hall • \$5—\$4—\$3—\$2
CLANCY BROS. & TOMMY MAKEM

October 30 • Orchestra Hall • \$5—\$4—\$3—\$2
EWAN MacCOLL & PEGGY SEEGER

November 20 • Orchestra Hall • \$5—\$4—\$3—\$2
BOB DYLAN

December 4 • Arie Crown Theatre • \$5—\$4—\$3—\$2
PETER, PAUL AND MARY

January 22 • Orchestra Hall • \$5—\$4—\$3—\$2
JUDY COLLINS

February 19 • Orchestra Hall • \$5—\$4—\$3—\$2
ODETTA

March 6 • Opera House • \$5—\$4—\$3—\$2
THEODORE BIKEL

March 19 • Orchestra Hall • \$5—\$4—\$3—\$2
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Page 1 with a major mistake recognized by far fewer then than now.



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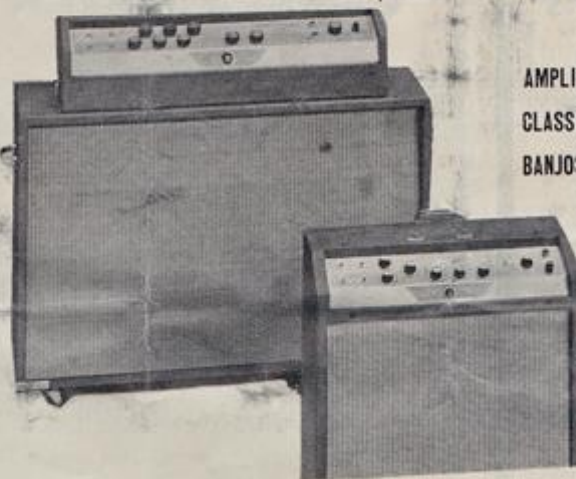
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NOVEMBER 25

RETURNING TO MILWAUKEE

PETER, PAUL & MARY

WEDNESDAY 8:30

BRUCE HALL, MILWAUKEE

\$4.75, \$3.75, \$2.75, \$1.75

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 MILWAUKEE CONCERT
THE DAVE CLARK FIVE
DECEMBER 15
 TUESDAY 8:30 P.M.
 MILWAUKEE AUDITORIUM
 TICKETS: \$4.75, \$3.75, \$2.75, \$1.75
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Your friends will be amazed to see YOU share the spotlight with world famous BEATLES at their LONDON PALLADIUM COMMAND PERFORMANCE. HUGE SHOW POSTER MEASURES 20"x 28". GREAT FOR WALL DISPLAY. Has PERSONAL AUTOGRAPHS of RINGO, PAUL, JOHN and GEORGE. A real COLLECTORS TREASURE! SEND FOR YOURS TODAY.

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THE BEATLES WITH JOHNNY JONES AT THE LONDON PALLADIUM
 ...ROYAL COMMAND PERFORMANCE 1963

The photo on the lower half of the inside back cover (above) places names with the right faces, but clearly this wasn't apprehended by the layout artist who did page 1.

To learn more about the advertised Dave Clark Five concert, I reviewed The *Milwaukee Journal* and *Sentinel's* December 16, 1964, editions (they were

separate papers at the time). December 15, 1964, happened to be Clark's 22nd birthday which makes him 71 as I type this.

Michael H. Drew wrote the Journal recap titled "Fewer Fans Greet Dave Clark", which references an earlier DC5 show at Devine's Million Dollar Ballroom (now The Rave and Eagle's Club) at 2401 Wisconsin Avenue. Drew writes that "about 11,000 fans staged a near riot" at the June 7, 1964, concert, indicating the headline "Appearing in their first Milwaukee Concert" in the ad is wrong.

Not one word written by Drew, ever the jazz snob, compliments the performers or says anything positive about their fans. He refers to "drummer Clark's two-fisted whacking," and concludes: "Every now and then, a bit of lyric, would penetrate the din."

The *Sentinel's* take "Dave Clark Birthday Fete", written by Bernice Buresh, is friendlier than the *Journal's*, but she tends to couple positives with negatives: "The quintet members are neater, more articulate, and musically more enjoyable than most rock 'n' roll types who are scrambling to get to the top of the hit parade."

Probably she could identify with the concluding sentiment. Successful reporters—like just about anyone aspiring to make it in a hard-knocks world—do plenty of scrambling, too.

Fewer Fans Greet Dave Clark

By MICHAEL H. DREW,
Of The Journal Staff

MILWAUKEE teen agers apparently don't love Britain's Dave Clark Five in December as they did in June. Only about 1,900 fans showed up at the Auditorium Tuesday night to help rock 'n' roller Clark celebrate his 22nd birthday.

It was the group's first Milwaukee visit since the afternoon of June 7 when about 11,000 fans staged a near riot at Devine's Million Dollar ball-

room. Tuesday's wintry weather probably chilled some fans' ardor. And apparently there are still some mothers who won't let their daughters go downtown on school nights.

The teen agers who were on hand did their utmost to make up, in enthusiasm, for those

collared shirts to glow in the dark.

The band played its two current hits, "Any Way You Want It" and "Everybody Knows" and old favorites like "Bits and Pieces" and "Glad All Over." All were driven along at a rocket pace by drummer Clark's two fisted whacking. Every now and then, a bit of lyric would penetrate the din.



—Journal Photo

Dave Clark

who were absent. They pelted the stage with marshmallows, flash bulbs, combs and lipsticks. Their screams soared to H above high C—or even higher than the singers' falsettos.

The group played 10 tunes. One, believe it or not, was the old Ray Bauduc-Bob Crosby jazz classic, "Big Noise From Winnetka," on which Clark contributed the tom-tom tour de force. A second selection was "Theme From Peter Gunn," performed in an ultraviolet light which caused the boys' high

Dave Clark Birthday Fete

By BERNICE BURESH

The biggest birthday celebration in town was staged Tuesday in the Auditorium for Dave Clark, leader of an internationally popular rock 'n' roll group.

When an idol of the younger set celebrates a birthday, it is customary for his fans to give a party. Usually, however, the guest of honor is a couple of thousand miles away.

Milwaukee's teen agers were luckier Tuesday. Coincidentally, Clark, who heads the Dave Clark Five, turned 22 on the day of the group's performance

Pictures on page 1, part 2.

here and the kids were beside themselves with glee.

About 1,900 youngsters stood in the Auditorium screaming a rendition of "Happy Birthday to You." They thrust homemade and bakery cakes into the hands of anyone who appeared to be going backstage, and it's a sure bet several weeks' allowances went for the trinkets that lined a table there.

The quintet members are neater, more articulate and musically more enjoyable than most rock 'n' roll types who are scrambling to get to the top of the hit parade.

In spite of these major drawbacks, they have sold over eight million records, Clark said earlier in a press conference, in their seven months of being professional entertainers.

They appeared on stage wearing cream colored trousers, dark blue coats, the customary boots with elevated heels and hairstyles, although somewhat longer than the average male's, a far cry from the shoulder length tresses of other English groups.

Bathed in the white glare of flashbulbs that went off incessantly, the group did some of

its best selling numbers like "Because," "Do You Love Me," "Glad All Over" and "Anyway You Want It."

In normal fashion, the girls did more screaming than listening, and a police line guarded the stage to keep the more zealous young women from vaulting onto it.

Drummer Dave Clark is quite versatile by present popular music standards, and produces a catchy beat when he stands at his downstage set of drums.

The others in the group are Mike Smith, 21, on the organ; Rick Huxley, 22, bass guitar; Lenny Davidson, 21, lead guitar, and Denis Payton, 21, saxophone.

The quintet is finishing an eight week United States tour on Tuesday to return to England where the members will appear in a motion picture. "It will be a drama," Clark said.

They arrived about 2:45 p.m. Tuesday at Gen. Mitchell field and were staying at the Coach House Motor inn. They were expected to depart about noon Wednesday.

This was the group's second appearance here. In June, the quintet performed in Devine's Million Dollar Ballroom to a packed house of about 11,000.

MILWAUKEE SENTINEL

PAGE 1, PART 2

WEDNESDAY, DEC. 16, 1964



BOSS AND DRUMMER DAVE CLARK—HE WAS IN ACTION, TOO



ARMS WAVED, GIRLS SCREAMED, CAMERAS CLICKED—THE DAVE CLARK FIVE WAS ON STAGE

—Sentinel Photos by Raymond Lustig, Jr.

Nancy K. Remembers

(From an e-mail she sent after reading the story and her responses to e-mailed questions.)

"THERE"

"I have never written up a 'story' for you. There really isn't much to add. We had seats on the opposite end of the Arena from The Beatles, but just the fact that we were THERE and breathing the same air as The Beatles was all that we cared about."

Helpful dad

"My dad went out on his lunch hour and purchased the tickets. We couldn't afford \$5.50, so we had to get the \$3.50 tickets."

"I lived on the northwest side of Milwaukee. My neighbor friend, Mary, who was a year older than me, and I took a city bus downtown. Her younger sister, 11, couldn't go because she was too young. I can only imagine her anguish!

"We went early enough (so we could) go out to eat first and then walk to the Arena. My dad picked us up afterward. He worked at City Hall and was able to park there.

"We could only hear the first few chords of each song, enough to know what song it was, then all the screaming became too loud to hear much of anything else."

Lifelong fan

"The license plate on my car is BEATLFN, and I just saw Paul for the 5th time, 17th row, center, right in line with Paul's mike at Miller Park 7-16-13. I have some great pictures on Flickr and videos on YouTube. WisconsinMom is my name. (To view Nancy's videos, visit youtube.com and search for 'Paul McCartney Miller Park 2013 WisconsinMom'; her photos are at <http://www.flickr.com/photos/wisconsinmom/sets/72157634736006675/>) Paul's shows are always fantastic. He's such a perfectionist.

"I also saw Ringo in the 90s but never saw John or George solo."

Mementos

Nancy saved the items below and sent scans. In the fall of 2014, they will be 50 years old.



September 4th, 1964

* Songs the Beatles sang at the Milwaukee performance

all A Hard Day's Night - A Hard Day's Night

all Can't Buy Me Love - A Hard Day's Night

John You Can't Do That - Beatles 2nd Album

Paul I Saw Her Standing There - Meet the Beatles + Introducing the Beatles

Paul Long Tall Sally - Beatles 2nd Album

George Tell Over Beethoven - Beatles 2nd Album

George Boys - Introducing the Beatles

Paul Things We Said Today - Something New

John If I Fell - A Hard Day's Night

Paul All my Loving - Meet the Beatles

J+P. She Loves You - Beatles 2nd album

"I honestly don't remember when I wrote the above song titles down, but I think after the concert. Although I have vague recollections of writing them down at the concert, we had MUCH better memories in those days!"

SUNNY
Sunny forecast: Saturday
Spring warmer by 2 to 4,
light, sunny to sunny.
Rain and fog on page 2.
51 PAGES—3 PARTS

MILWAUKEE SENTINEL
***** FINAL *****
SATURDAY MORNING, SEPTEMBER 9, 1964

TODAY'S CHUCKLE
They say political jokes
provide insulation. But to
some they may get into the
same old kind of hole.
TEN CENTS

Thousands Sob, Yell at Arena BEATLES CONQUER CITY!

TODAY
... In the News

THE CITY
THE BEATLES conquered Milwaukee as thousands of yelling and sobbing teen-agers jammed the Arena for their 20 minute appearance. Outside the Arena the fans were held back by police barricades as they tried to get to the quartet's motorcade.

County Supervisor Richard C. Nowakowski, in a letter printed in county stationery, supported the candidacy of one of Gov. Reynolds in the 1st district assembly primary ball. He urged south side constituents to vote for Robert P. Kordas.

Later, Reynolds observed first hand the traffic on Wisconsin highways over the 1964 Labor day weekend by taking a two hour flight from Timesmen field to Oshkosh and back. Two fatalities were reported Friday.

GOV. REYNOLDS said at a press conference that he didn't know "whether Republicans will be outgrowing themselves by crossing over" to vote for his Democratic primary opponent, Atty. Dominic Priasi of Wauwatosa.

A "full crew" ordinance governing railroads operating in the city was presented to the common council by Aldermen Robert J. Dwyer and Stephen A. Galligan.

City budget allowances for the civil defense system and Johnson municipal hospital were objects of attack by Ald. Charles J. Schmidt. He said he was "about ready" to support elimination of the entire civil defense budget.

THE STATE
A FORECAST was made that an all-time high of 700,000 Wisconsin voters will turn out for Tuesday's primary election. Most of the attention in the primary seems to be centered on the Democratic contest for nomination for governor between Gov. Reynolds and Atty. Dominic Priasi.

Limousine Mobbed by Eager Fans
The Beatles came, sang and conquered Milwaukee Friday. Their visit to the city was highlighted by:
• Teen-agers yelling and sobbing in their hearts' content during the quartet's 20 minute appearance at the Arena Friday night.
• Fans mobbing the limousine as the Beatles departed from the rear of the Arena at N. 4th and W. State sts.
• A throng rushing toward a hapless motorist who had driven on in front of the Arena in his drunk intent.
• A number of injuries—some serious. The Red Cross treated 10 teen-age girls for fainting and hysteria at the first aid station in the Arena.
• Hundreds of fans who waited at Gov. Mitchell field and who were disappointed when the Beatles' plane touched down at 4:30 p.m. in a little used area of the airport and were whisked away.
• Fans were injured both at the airport before their arrival and at the Arena during the performance.
• At the Red Cross first aid station in the Arena, 17 girls were treated. Ten had fainted and suffered hysteria and hysterics.



Beatling Is Hard Work but the Salary Is Good

Paul McCartney, right, and John Lennon, left, were the first to perform at the Milwaukee Arena Friday night. McCartney (right) appeared to be in top shape as he jittered about the stage.





There were varying reactions by the young fans to the performance, but most audible were the screams, which continued throughout the Beatles' appearance on the stage. It was nearly impossible to hear the music, but the girls seemed not to mind.



Janice S. Remembers

(From an e-mail she sent after visiting
"A Day In The Center Of Beatlemania.")

"Sheer overwhelming emotion"

"I attended the concert on September 4, 1964. My father knew someone at Topping and we got four tickets. My older sister and her friend got the \$5.50 seats and my friend and I got the \$4.50 seats. We couldn't hear any music because the screaming continued for the entire concert. My friend, Susie and I cried the whole time out of sheer overwhelming emotion. I can't possibly explain the feeling of seeing them. We were 13. I think that I have the ticket stub somewhere and a button. I live in New York now and no one believes that I actually saw The Beatles in concert."

* * *