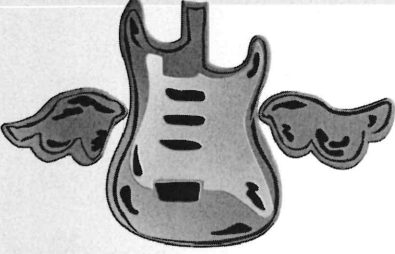



The History of Rock 'N' Roll




Music of the 40's

- As the 40's came to an end, many teenagers were still influenced by the music of their parents.
- One of the biggest hits of the time was from the McGuire Sisters' called, "Sincerely".




http://www.youtube.com/watch?v=-FFUcGB_Bho

Kenowa Hills Sweet Heart Swirl





- Now imagine going to the Kenowa Hills Sweet Heart Swirl. You want to get up and dance to the biggest dance craze sweeping the school called, "The Tango".
- The song that is played to the Tango is called "Cherry Pink and Apple Blossom White" by Les Baxter.



<http://www.youtube.com/watch?v=hbnD1m4PwJ0>

The lights go down low....

- After doing the Tango, the lights go down low at the Swirl and you start to "Lip Lock" on the dance floor to, "Unchained Melody".


<http://www.youtube.com/watch?v=t-idDb1Gvw>

The Roots of Rock...

- The battle for equality in America was just beginning for many blacks.
- Black America possessed a priceless musical heritage.
- It included the church gospel-singing tradition that had grown out of complex rhythms and call-and-response vocal ritual brought from Africa.
- Another part of that tradition was the "Blues", blending work chants with the joys and sorrows of southern life.

.....continued

- 20th century Jazz lead by Duke Ellington and Lionel Hampton.
- <http://www.youtube.com/watch?v=qDQpZT3GhDg>
- All three elements came together in the 40's and 50's to form "Rhythm and Blues". With a pulsating beat, the foundation was provided for Rock 'N' Roll.



Early Rhythm and Blues Artists

- Rhythm and blues was transported from the south to northern cities with the Great Migration north during the Civil War period.
- Cities like Chicago and St. Louis became famous for their "Blues".



R & B continued.....

- Guitar players like Muddy Waters from Mississippi.
- Singer and saxophonist Louis Jordan from Arkansas played a peppy form of music called "jump music", with sassy lyrics and a boogie-woogie beat.



<http://www.youtube.com/watch?v=qROFI0sbrio>

The Name Rock 'N' Roll

- In 1951 a Cleveland disc jockey named Alan Freed had a conversation with drinking buddy, Leo Mintz.
- Leo Mintz owned a record store that catered mainly to the city's black population and he called Alan Freed and told him about all of the white young teenagers buying Rhythm and Blues music.



Race Music.....

- During the 50's, R & B was known as race music and it was uncommon for whites to buy this type of music.
- Mintz had an idea. If he could convince Freed to play R & B on the air, Mintz would buy advertising space on the radio.
- Many white stations did not dare to play black R & B music during the 50's.
- The top song of the period was Patti Page's "Tennessee Waltz"



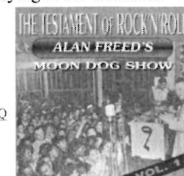
http://www.youtube.com/watch?v=_EK3eCbfp0

Finally R & B Music.....

- With the boss's permission, Freed was able to play R & B at the end of his show, after Bach and Beethoven.
- <http://www.youtube.com/watch?v=W2qW6fOtAMY>
- Requests came pouring in from thousands of teenagers: white and black.
- Soon, a show was devoted at night strictly to R & B.

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- Freed got into the excitement by calling himself Moondog- a creature of the night baying in the darkness.
- Early hits of the time were, "I've got a Woman" by Ray Charles,



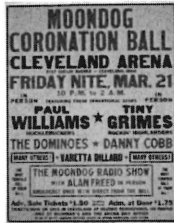
<http://www.youtube.com/watch?v=DKsT9FHeKqQ>

"Bo Diddley" by Bo Diddley.

<http://www.youtube.com/watch?v=YVlrIHqK5w&feature=fvst>

Moondog Coronation Ball

- Freed began to promote R & B outside of the studio. He held the Moondog Coronation Ball in Cleveland in 1952.
- The stadium held 10,000 people. More than double showed up and tried to crash the gate. A riot soon broke out and the event had to be cancelled.



A New Name Because of Racism.....

- Freed came up with a special name for the music he was spinning on his radio station.
- Perhaps to mask the fact that R & B was so closely identified with the black community and to make it more acceptable to white listeners, he started calling it rock and roll.



Rock 'N' Roll Evolves

- As Rock and Roll evolved its own special sound-of both white and black traditions-it came to serve as a rallying cry for a new generation of young Americans.
- Adolescence for the first time became a separate subculture; teens declared independence from their parents and adopted their own clothing, entertainment, idols, and even slang.



<http://www.youtube.com/watch?v=cAlzg0SS1GY>

The Hillbilly Factor

- From the beginning of Rock 'N' Roll, the music received a powerful injection from another southern music tradition.
- So-called "hillbilly music", or "country and western" in industry talk, evolved from early folk music played and sung by rural whites in the south.

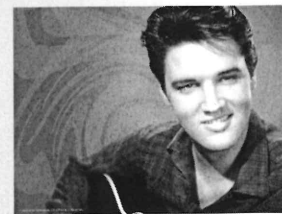
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- Like R & B, it was considered fringe music.
- Like blacks of that time in the south, poor southern whites-lived on the margin of society.
- Hillbilly owes a great deal to the likes of Hank Williams
- <http://www.youtube.com/watch?v=xnKOVXhinE>



ELVIS

<http://www.youtube.com/watch?v=SbiWRS7MRnA>



Elvis Presley

- Often referred to as the "King of Rock and Roll" or "the King".
- Born in Tupelo, Mississippi.
- Working with Sun Records owner Sam Phillips, wanted to bring the sound of African-American music to a wider audience. (meaning white)
- Popularized rockabilly, an up-tempo, backbeat-driven fusion of country and rhythm and blues.
- His energized interpretations of songs, many from African-American sources, and his uninhibited performance style made him enormously popular—and controversial.
- Drafted into military service in 1958.
- Made several famous movies.
- Died at the age of 42 - Prescription drug abuse

Elvis Highlights

- 1st song was for his mother.
- 1st hit was "That's All Right"
- His contract was bought out for \$35,000
- Ed Sullivan ordered the cameraman not to show Elvis from the hips down to protect the nation's moral fiber.
- 1956 – 82.6% of the national TV audience saw his debut.
- 1956 – Elvis was selling \$75,000 worth of records a day for RCA.
- Elvis bought Graceland for \$102,000



Elvis Highlights

Jail House Rock

http://www.youtube.com/watch?v=tpzV_0l5ILI

Hound dog

<http://www.youtube.com/watch?v=2MnmIVBSZYM>

Is it Rock N Roll or Racism?

- Pat Boone - Ain't that a shame
- <http://www.youtube.com/watch?v=Z8dx0oE--VI>
- Fats Domino – Ain't that a shame
- <http://www.youtube.com/watch?v=KNNiBcU3BR4>
- Pat Boone Tutti Frutti
- <http://www.youtube.com/watch?v=dEicC9w7nf0&feature=fvst>
- Little Richard Tutti Frutti
- <http://www.youtube.com/watch?v=QFq5O2kabQo&feature=related>

The Adults Fight Back

- FBI director J. Edgar Hoover labeled Rock and Roll "a corrupting influence"
- Music Journal, "menace to morals"
- White citizens' council in Alabama noting that it fostered integration, saw a "plot to mongrelize America"
- Time likened Rock and Roll concerts to "Hitler mass meetings"
- The city of Boston banned rock concerts.