"YESTERDAY"



Fab Four serenades Atlanta onto the world's stage

It was 1965, Atlanta was striding onto the world's stage, and the Beatles played our walk-on music.

They were heady times for a small Southern town with big talk and even bigger aspirations.

Downtown sprouted with skyscrapers and hotels. Martin Luther King Jr. had just been awarded the Nobel Peace Prize the previous year, and the city's leaders, black and white, turned out to celebrate.

More excitement was in the works. During his 1961 campaign, Ivan Allen had promised to bring a stadium and big league sports to Atlanta. In April, 1965, Mayor Allen delivered the first half of the deal, and Atlanta Stadium materialized on Capitol

Avenue like the spare tire of some colossal Buick.
The only problem was a nasty lawsuit by the city of Milwaukee

that kept the Braves in the frozen north for one more season. To help fill those empty seats, in between games by the Atlanta

Crackers, the stadium sought attractions. It caught a juggernaut. In a young town, shaking off its dusty antebellum associations, the four British mop-tops were the perfect act to play for a coming-out party.

"Atlanta was becoming fair-haired child, and in 1965 it was right on the cusp," said Cliff Kuhn, associate professor of history at Georgia State University. Soon the city would have Major League Baseball and an NFL team. And right there, in the middle of August, it had the Beatles. "It is kind of a coming of age in Atlanta," said Kuhn. "We've

been aspiring and striving to become a national city and here we've arrived."

MORE INSIDE

Fun facts and the 1965 tour's set list. Page 2



Test your Beatles trivia knowledge and look over some memorabilia for sale, Page 3



Pages from the Constitution and Journal for the days before and after the 1965 concert, **Pages 4-10**

BEATLES EXTRA A LOOK BACK AT THE FAB FOUR'S 1965 VISIT TO ATLANTA



In 1965, **Beatles christen** new stadium with a bang

By Bo Emerson bemerson@ajc.com

- bemerson(Balcoom

 When the Beatles played Atlanta Stadium on
 August 18, 1965, they were the biggest thing to
 hit town since "Gone With the Wind."

 By Beatles either 10-hour visit to Atlanta was
 spent inside the stadium, and in limes riding to and
 from the airport. Rumors were rife that they would
 arrive in a helicopter. They didn't. The stadium
 authority didn't want aircraft messing up the grass
 in the outfield.

 By Tickets were 54-50 for the cheap seats, \$5.50
 for the good ones. Though the stadium (later
 renamed Atlanta-Fution County Stadium') held
 \$50,000, only 34,000 seats were
 sold.



- The sound system in Atlanta included an innovation unknown elsewhere: monitors. These allowed the Beatles, for the first time, to hear themselves over the screams of their fans. Beatles manager Brian Esstein sent the renjineers at Baker Audio a thank you note saying the sound was "Excellent. Without question proved the most effective of all during our U.S. tour 1965.

 U.S. tour 1965.

 U.S. tour 1965.

 In the standard was built with the promise Braves up north until the end of the 1965 season. In their absence the Atlanta Cackers played in the standard seeing only small crowds. The Beatles performance in August drew international attention to Atlanta's new downtown jewel, and inaugurated the standard with a barg. In a standard the standard with a barg. The standard seeing only small convolved in a standard the standard the standard the standard the standard that there were to stow of wooden as swhorses on the field between the audience and the performers, and these were enough to slow down overexcited female fans who climbed the fence and tried to rush the stage. "Wed count how many they could get over before they were stopped... I don't think any got over more than the standard that the show the news was saturated with stories about the Fab Four. Coverage of the show Useffelicited four pages of pictures and stories in The Atlanta Journal of show were four four Standard show were four four the Balass conditions and skipages in The Atlanta Journal of the Standard was show were four four for possed \$138,000, the biggest show were four promoter Standard with bigs. We the standard was show were four promoter Standard show, but the bigs.
- and six pages in 1 ne Atlanta Journal.

 The concert grossed \$138,000, the biggest show ever for promoter Raiph Bridges, but the band took \$88,000 of that and expenses ate up much of the rest.
- In a concert grosses a 13,00,001, the Biggses show ever for promoter Rapin bridges, but the band took \$80,000 of that and expenses ale up much of the base of the base of the base of the base half the base of the base half team, and aggressively courted the Beatles as part of his commitment to keep the stadium busy. Cecil left a dozen baseballs for the rockers to autograph, which he handed out to other members of the Braves organization. He discovered later on that some functionary actually did the autographing.

 Paul Drey, Ol a radio station WQ, W, was the band to the audience, as 65 sulfivan had done at Shae Stadium. Sower laborities great paper of a rehearsal, which are correct that he hid under his seat on the second row.

 Mayor Ivan Allen attended the concert and awarded John, Paul, George and Ringo the key to the city. He command the concert to the premisers of "Goom With the Wind," and said "They're excellent beys. The only improvement 1d make... I'd cut their har all title bit."

The Beatles 1965 U.S. tour playlist



The typical set list for the shows was as follows (with lead singers noted):

- 1. "Twist and Shout" (excerpt) (John Lennon) (probably not played at Minneapolis and at least one Portland show, due to problems with John Lennon's voice)
- 2. "She's a Woman" (Paul McCartney)
- 3. "I Feel Fine" (John Lennon) 4. "Dizzy Miss Lizzy" (John Lennon)
- 5. "Ticket to Ride" (John Lennon) 6. "Everybody's Trying to Be My
- Baby" (George Harrison) 7. "Can't Buy Me Love" (Paul McCartney) 8. "Baby's in Black" (John Lennon
- and Paul McCartney)
 9. "I Wanna Be Your Man" (Ringo Starr) ("Act Naturally," also sung by Starr, played at Shea Stadium and possibly Maple Leaf Gardens shows) 10. "A Hard Day's Night" (John Lennon, with Paul McCartney)
- 11. "Help!" (John Lennon) 12. "I'm Down" (Paul McCartney)

SOURCE: "THE BEATLES FOREVER"



BEATLES EXTRA

A LOOK BACK AT THE FAB FOUR'S 1965 VISIT TO ATLANTA

"EVERY LITTLE THING"

How well do you know the 1965 Beatles?

By Bill King bking@ajc.com

Beatlemania was at its height in 1965, when the Fab Four performed at Atlanta Stadium. During that calendar year, The Beatles topped the Billboard Hot 100 with five singles, hit No. 1 on the ablums chart with three different releases, starred in their second feature film and played a landmark show at New York's Shea Stadium. Here's a quiz to test your knowledge of what was going on with John, Paul, George and Ringo during 1965.

OUESTIONS

- QUESTIONS

 1. The Beathes had five No. 1 hit singles from 1965, including "Eight Days a Week," Ticket to Ride," Helpt' and "Vesterday," What was their other chart-topper that year?

 2. Which U.S. Beatles albums nit No. 1 during 1965?

 3. On Aug. 14, 1965, The Beatles taped their last in-person appearance on "The Ed Sullivan Show." That appearance, shown in September, included the U.S. debut of what song?





5. On Sept. 4. The Beaties"Help!"took the No. 1 spot on Billboard's singles chart a head of 6to by Jam's "tike a Rolling Stores" After three weeks at the top. "Help!"gawe way towhat song?
6. The "Help!" move sound track replaced the Rolling Stones"Out of Our Heads" as the No. 1 album on Sept. 11. After nine weeks at the top, the Beatles album was replaced by what?
7. The American" help!" sound track album opened with an uncredited 15-second variation of what popular movie them?
8. What was the original working title of The Beatles" Help!" movie? (The working title was actually listed on the label of the "Ticket to Ride" single issued in advance of the film.)

actually listed on the label of the "Ticket to Ride" singli issued in advance of the film. 9. What actor do the longtime PBS TV series "Rumpole of the Balley" and The Beatles" Help" movie have in common? 10. Richard Lester directed The Beatles' first two film; A Hard Day's Night" and "Help" in 1984, what homorary title was Lestie given by MTV?

Longtime AJC staff editor and blogger Bill King also publishes Beatlefan magazine.

ANSWERS

1,1Fe4 Fno*
12. Seales 15. Seales 17. Seales

"CAN'T BUY ME LOVE"

Did you keep your 'Ticket to Ride?'

Who doesn't remember their first concert? Or favorite album? Many of us only have the memories, because concert programs, ticket stubs and t-shirts are long gone. There are a few who have a hank to hang on to those precious pieces of the past. And many of those collectors will part with them for a price. The AJC looked around websites and social media sites to see who had kept mementos of the Beat les only concert in Atlanta.





CLOCKWISE FROM TOP LEFT: This album featuring the Beatles live at Atlanta Stadium in 1965 was on sale at an online site for \$29. A in 1965 was on sail at an online site for \$29. A backstage pass to the 1965 Beatles concert for \$29. A backstage pass to the 1965 Beatles concert and Atlanta Stadium was on sale for \$12.49 on an online Atlanta Stadium was on sale for \$12.49 on an online and the sail of the sail of the sail of the sail of the parking spaces, concertspors were encouraged to ride a shuttle. Notice the Beatles way on the driver! The Beatles U.S.A. Live Anthology Vol. 3, is the final of the three volumes covering concerts in the U.S. It also included interviews and songs from the 1965 Hollywood Bowl concerts. This tout book from the Beatles 1965 U.S. tour was listed along with a ticket stub for sale on an online site for \$500 or best offer. An advertisement for the Beatles Atlanta concert; as ticket stub for the Beatles Atlanta concert was for sale at an online site for \$464.99.

TLANTA TRANSIT SYSTEM

Ist Beatle Fans
Arrive at 4 A.M.

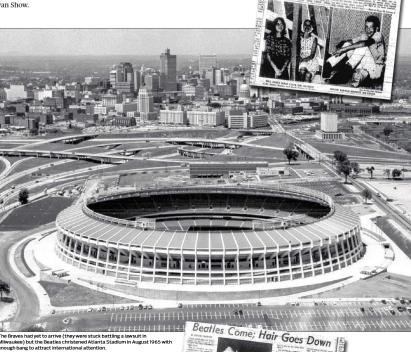
BEATLES EXTRA

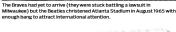
A LOOK BACK AT THE FAB FOUR'S 1965 VISIT TO ATLANTA



Headliners

The Beatles captured plenty of headlines and drew fans from surrounding states when they played Atlanta Stadium, later known as Atlanta-Fulton County Stadium, the year after their groundbreaking appearance on The Ed Sullivan Show.









Aug. 17, 1965 Atlanta Constitution

Plane with 30 Dives in Lake at Chicago

Explosion Lights Up Night Sky

THE ATLANTA CONSTITUTION



Inside Today...

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Spontaneous Combustion

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**General Au

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Snipers in Los Angeles Firing on Police Cars; Death Toll Rises to 34

Viet Blast Blamed on Insurgents

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Chimps Get Tipsy-

Strike Into Suburbs



Aug. 18, 1965 Atlanta Constitution

THE ATLANTA CONSTITUTION

-8152,825 BUYS IT ALL AT GEORGIA AUCTION-

A Town Is Going, Going-Gone!

Los Angeles Lifts Curfew

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City Board Meets, Faces Confusion

Those Screams? It's B-Day Here



Orders City

Aug. 18, 1965 Atlanta Journal



City's Books Reopened For No Cost Qualifying

Court's Decree Affects
Alderman, School Races

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Police Fire Into Mosque;

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Board to Seek Court Review

Board to Seek Court Review

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8 Negroes Hurt in Scuffle

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Aug. 19, 1965 Atlanta Constitution

THE ATLANTA CONSTITUTION

For July 1965

For 98 Years the South's Standard Newspaper ATLANTA, GA., 30302, THURSDAY, AUGUST 19, 1965

Inside Today ...

—IT'S A SCREAM — That Uproar? What It Was Was Beatles



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Aug. 19, 1965 Atlanta Journal



University to Get \$3 Million Grant

BEATLES TAKE STADIUM BY STORM

THE SCREAM—One Gigantic Shriek

From the Journal and Constitution

