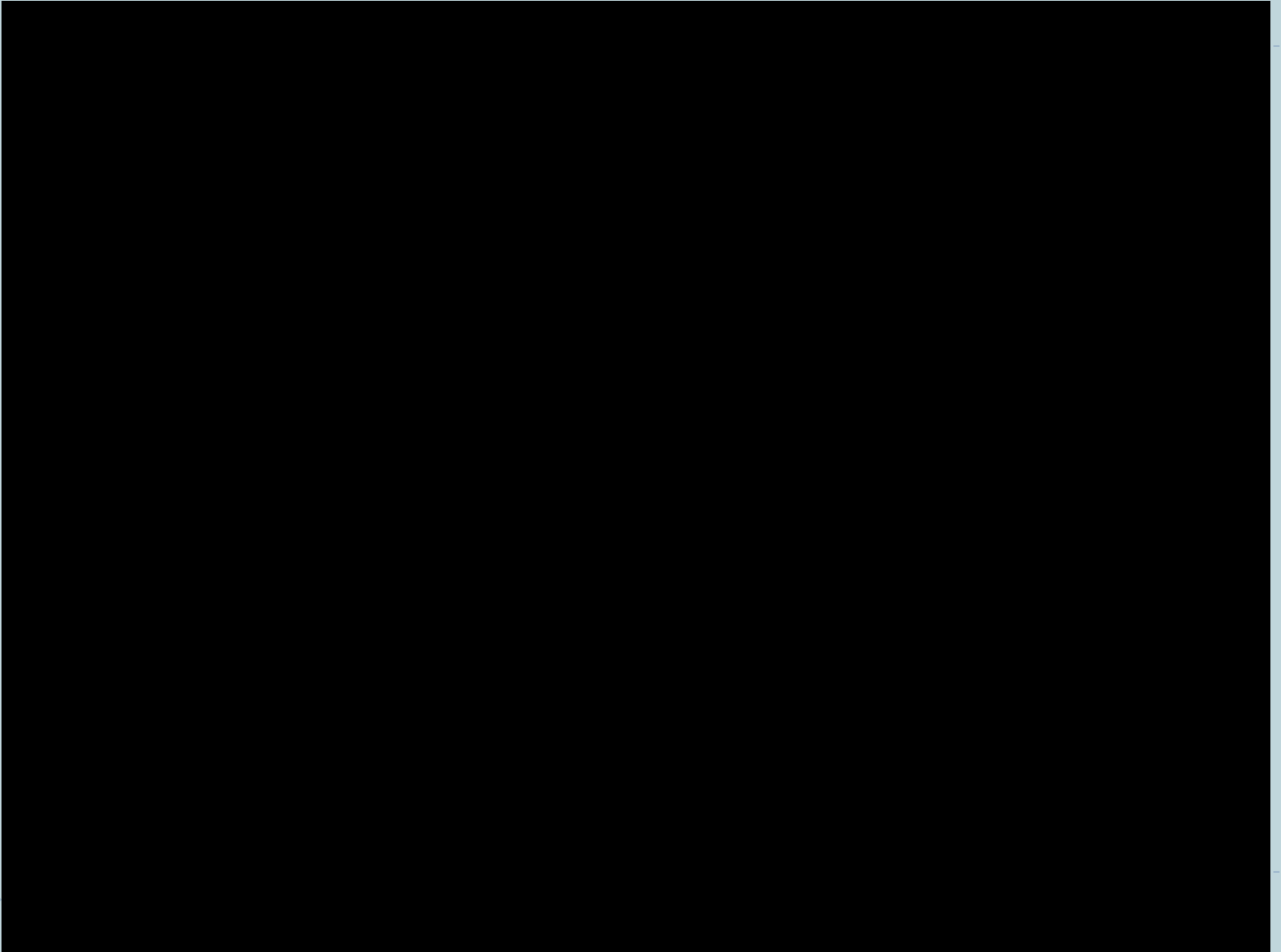


# History of Rock & Roll

1950s



# Music of the 1940s



# Music of the 1950s



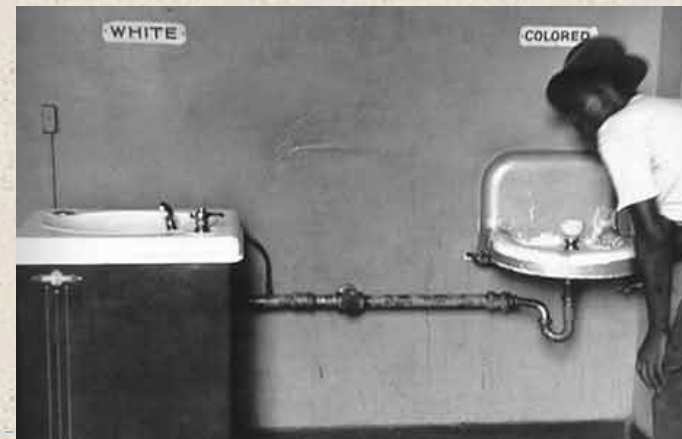
# Concerns about Rock & Roll



# The Roots of 1950s Rock & Roll

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- ▶ Rock & roll emerged as a new musical style in the **1950s**.
- ▶ Early rock & roll was heavily influenced by **African-American music**, in particular rhythm & blues (R&B)
  - ▶ Rock & roll was also influenced by blues, country, jazz, folk and gospel.
- ▶ **CONTEXT:** At the time, much of America was still **segregated**.
  - ▶ Music was no different. White Americans typically listened to music by white artists and black Americans listened to music by black artists.



# The Roots of Rock & Roll (cont.)



- ▶ African-Americans had been playing rock & roll for years but white audiences knew little about them because, like society, **radio stations also segregated music** (white stations played white artists, black stations played black artists.)
  - ▶ “Race records” were aimed at predominantly black audiences and rarely if ever played on white radio stations.



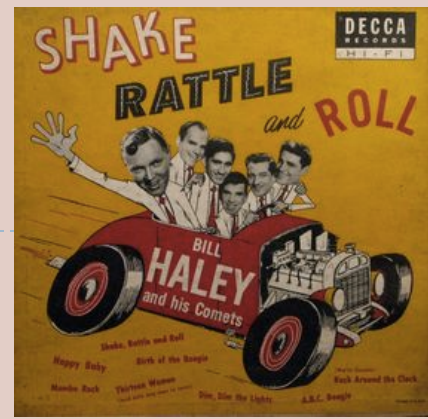
# What helped to popularize Rock & Roll?

---

- ▶ By the mid-1950s, rock & roll had become wildly popular with white and black audiences.
  
- ▶ WHY?
  1. White teens started to secretly listen to black radio stations to hear rock & roll.
  2. White artists began to make their own covers of black rock & roll songs.
  3. Radio stations (facing increased competition from TV) began to play new music (rock & roll) to attract new listeners.



# Bill Haley & the Comets



- ▶ Found early success making covers of earlier R&B songs
- ▶ Most well-known for the song “Rock Around the Clock.”





# The Role of Record Labels – making covers

---

- ▶ Major record labels made a practice of re-recording minor hits originally recorded by black artists with their own white artists.
- ▶ They turned them into smash hits by making them less daring & pitching them to white Americans by changing potentially offensive lyrics.



# Cover Songs



Big Joe Turner, "Shake, Rattle & Roll"



Bill Haley & the Comets, "Shake, Rattle & Roll"

## Revamping, *Shake, Rattle and Roll*:

Big Joe Turner's original lyrics: "Way you wear those dresses, the sun comes shinin' through; I can't believe my eyes, all that mess belongs to you."

Bill Haley's version: "Wearing those dresses, your hair's done up so nice; you look so warm, but your heart is as cold as ice."

# The Role of Record Labels – designing hits

---

- ▶ To guarantee hits, major record labels
  - ▶ Created & mass produced attractive male teen idols
    - ▶ Manufactured “rock and rollers” = white, good looking, teen idol types

- Frankie Avalon
- Fabian
- Bobby Rydell



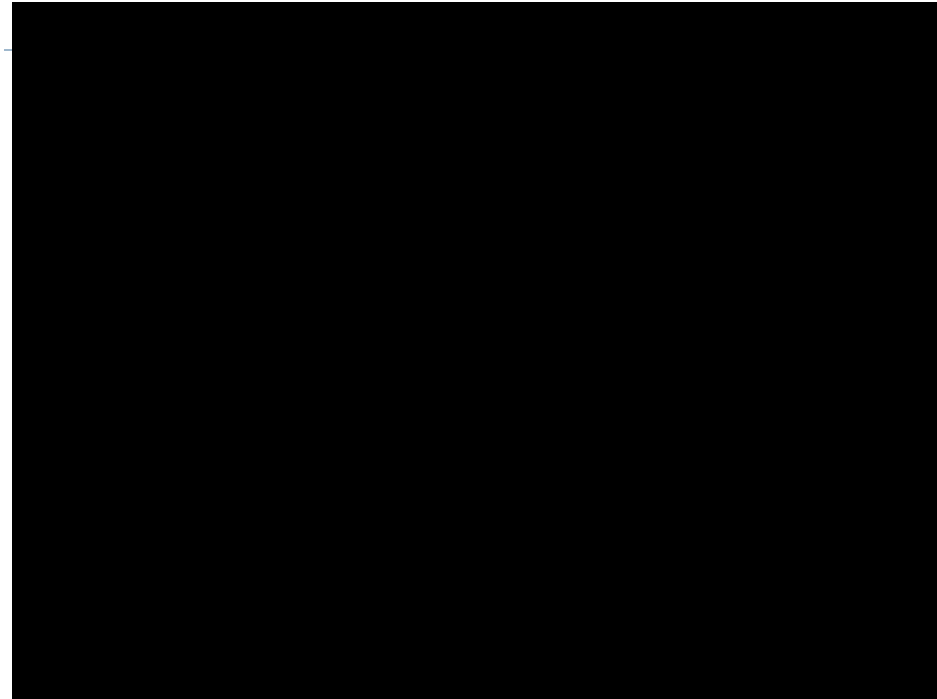
- ▶ Wrote & marketed songs for a mainstream white audience
    - ▶ Hired songwriters to write the perfect rock & roll songs that would speak to teen audiences. They wrote pop songs with teen themes (dating, first love, parties, etc.) with the new rock & roll sound.
- 



# Redesigned Hits



Little Richard, "Tutti Frutti"



Pat Boone, "Tutti Frutti"

## Revamping, *Tutti Frutti*:

Little Richard's original lyrics: "I got a gal, named Sue, she knows just what to do, she rock to the East, she rock to the West, she is the gal that I love best." ... "Got a gal, named Daisy, she almost drives me crazy, she knows how to love me, yes indeed, boy you don't know what she do to me."

Pat Boone's version: "I got a gal, her name's Sue, she knows just what to do. I've been to the East, I've been to the West, but she's the gal that I love best." ... "I got a gal, her name's Daisy, she almost drives me crazy, she's a real gone cookie, yes sir-ee, but pretty little Susie is the gal for me."

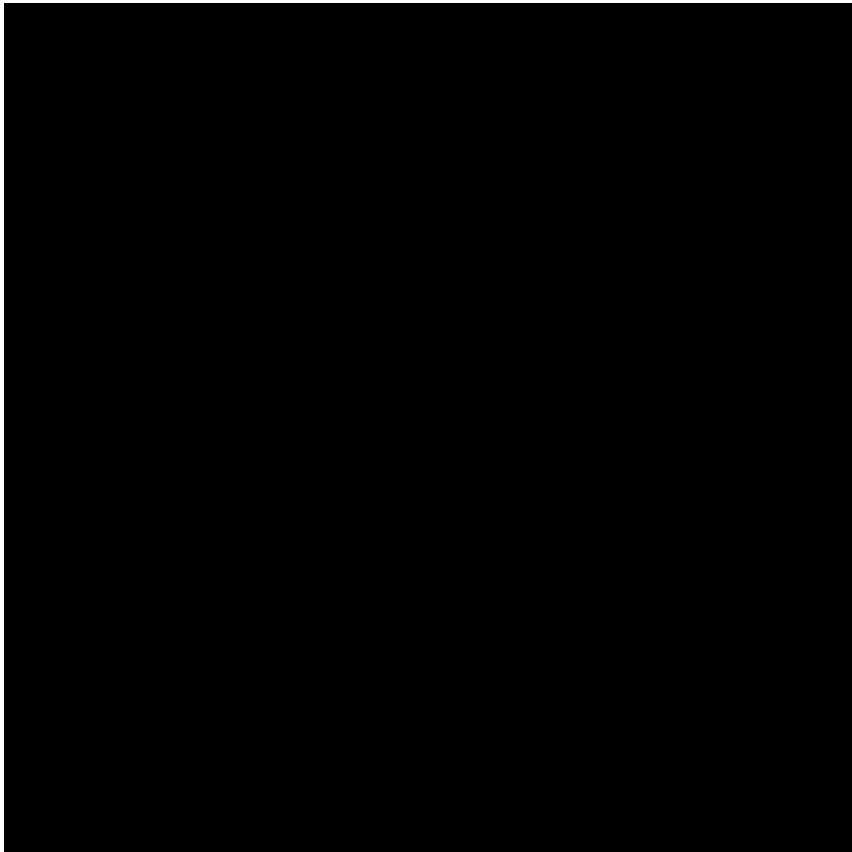
# The Quest for White Rock & Roll Stars

- ▶ Sam Phillips was a **disc jockey** who started the Sun Records Label in January 1950.
- ▶ From 1950-1954 he recorded a number of well-known black R&B artists. But he was worried that his black artists wouldn't be able to break through to the "white mainstream" market.
- ▶ He began searching for a white artist "who could play & sing in this same exciting, alive way."



# The Answer to His Quest: Elvis Presley

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Arthur Crudup, "That's Alright Momma"



Elvis Presley, "That's Alright Momma"

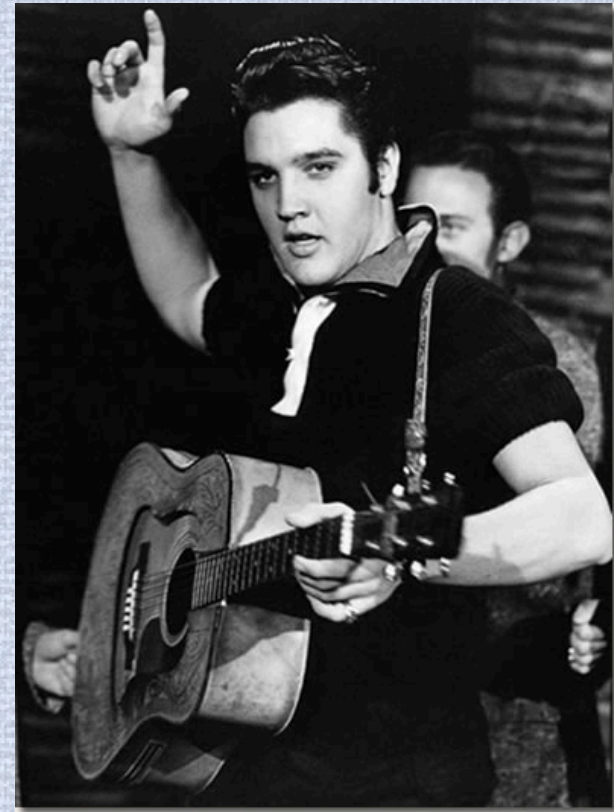




# Elvis conquers the music charts

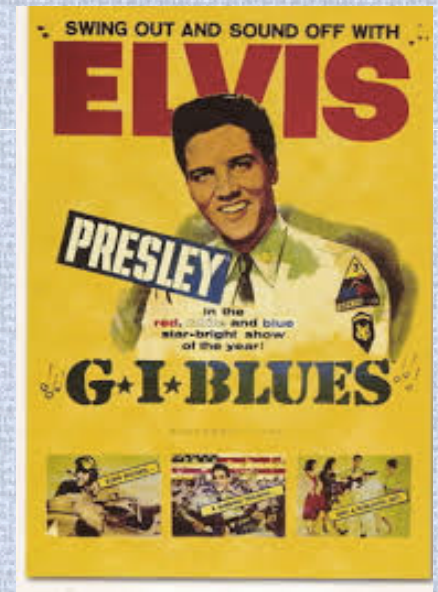
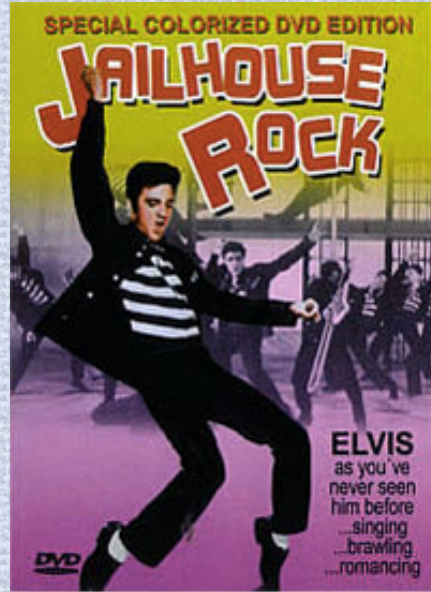
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- ▶ In 1956, Elvis had the
  - ▶ #1 country single (“I Forgot to Remember to Forget”)
  - ▶ #1 R&B single (“Heartbreak Hotel”)
  - ▶ #1 Pop single (“I Want You, I Need You, I Love You”)
- ▶ In 1957, he released 6 hit singles:  
“Hound Dog,” “Don’t Be Cruel,”  
“Love Me Tender,” Jailhouse Rock,” “All  
Shook Up,” and “Teddy Bear.”





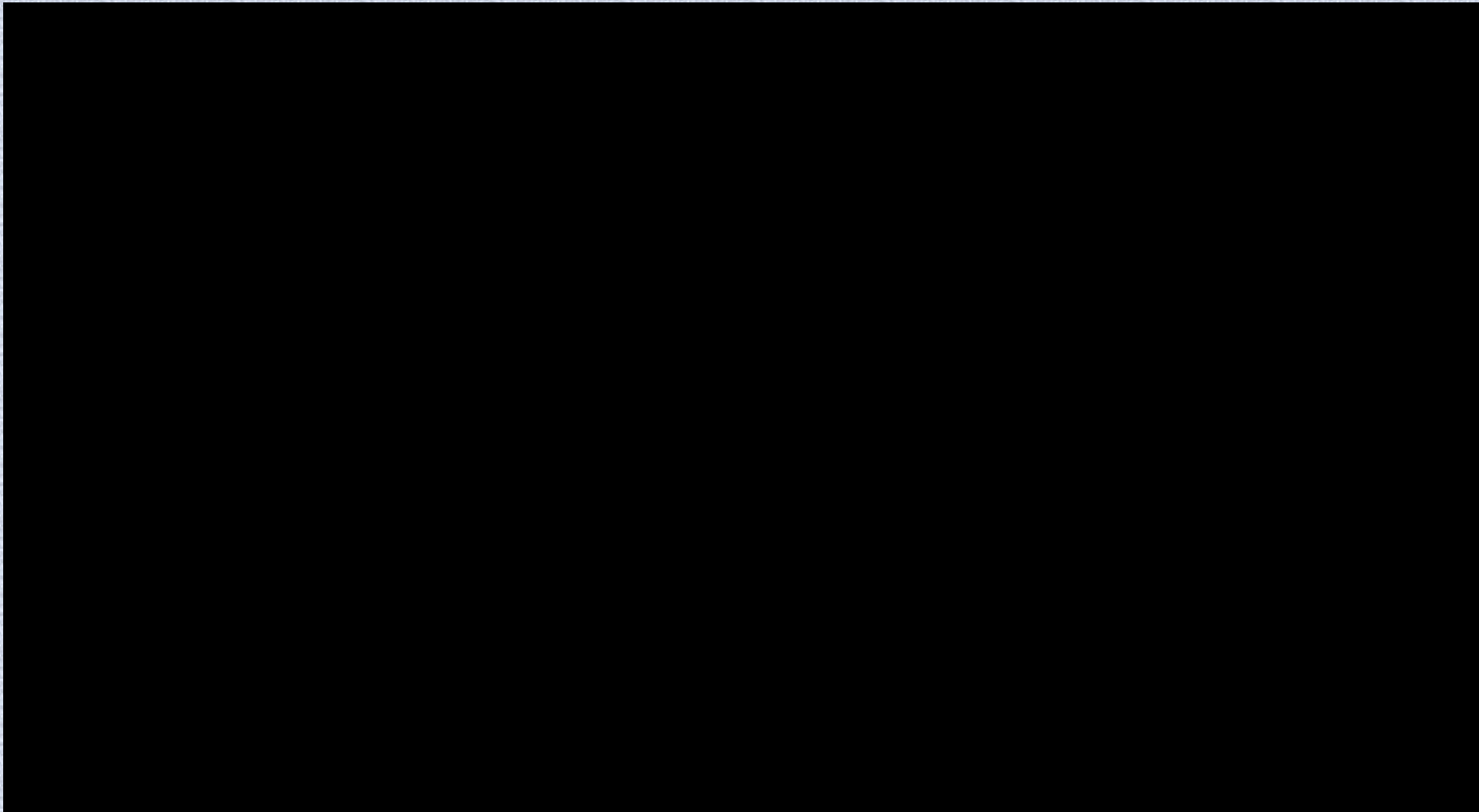
# Elvis conquers Hollywood



- ▶ Elvis made 31 films, including *Love Me Tender* (1956), *Loving You*, *Jailhouse Rock* (1957), *King Creole* (1958), *Flaming Star* (1960), *Blue Hawaii* (1961), *Viva Las Vegas* (1964.)

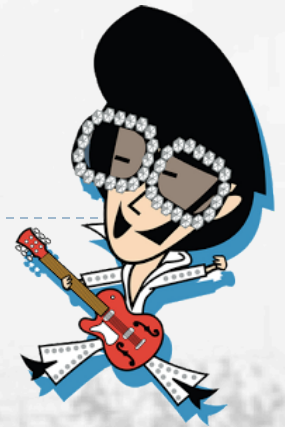
# “Jailhouse Rock” trailer

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# Elvis' Influence

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## ▶ Critics:

- ▶ Became successful by singing the music that countless uncredited black artists sang before him. (Including recording covers of songs originally sung by black artists.)

## ▶ Fans:

- ▶ **Helped to popularize rock & roll**
- ▶ **Opened the door for black artists** in a way
- ▶ Appealed to diverse musical styles & audiences

*“Elvis was the only man from Northeast Mississippi who could shake his hips and still be loved by rednecks, cops, and hippies.” -- Jimmy Buffett*

- ▶ Brought country & R&B music into rock & roll
-

# Buddy Holly (1936-1959)



- ▶ Born in TX
  - ▶ Worked as back-up band for Bill Haley
  - ▶ Modelled himself after Elvis after meeting him at gigs
- ▶ “That’ll Be The Day” was a hit in 1957 and was followed by a rapid string of 7 hit records with his band, The Crickets.
- ▶ Killed in plane crash in 1959 - “The Day The Music Died”

# Jerry Lee Lewis (1935- )

---



- ▶ Started playing piano at age 9 and performed at church as a kid.
- ▶ Recorded “Whole Lotta Shakin’ Goin’ On” in 1957. Went wild kicking out the piano stool on the *Steve Allen Show*.
- ▶ Nicknamed “The Killer” for his outrageous on-and-off-stage antics



# Great Balls of Fire!

---

- ▶ Jerry Lee was known for his:
  - ▶ Frantic performing style (i.e., lighting his piano on fire while playing!)
  - ▶ Blatantly sexual lyrics
  - ▶ Scandal: In December 1957, he married his 13-year old second cousin, Myra Gale Brown, (while still married to his 2<sup>nd</sup> wife – he was 22 at the time) starting a scandal that hurt his career.
    - ▶ His tour was cancelled, his music was blacklisted from the radio, & his live performance fees fell from \$10,000/night to \$250, & he faced boycotts at his shows.



# Little Richard (1932-)



- ▶ Born Richard Wayne Penniman in Georgia.
  - ▶ Driven out the house at a young age by his father (who rejected his son's homosexuality)
  - ▶ Influenced heavily by the church/gospel music (uncles, grandfathers were preachers)
- ▶ Little Richard recorded the hits "Tutti Frutti," "Long Tail Sally" and "Good Golly Miss Molly."

# Chuck Berry (1926-2017)

The “father of rock ‘n’ roll”



Berry doing the “duck walk.”

- ▶ In 1955, he was discovered at a small blues club in Chicago and met Leonard and Cliff Chess of Chess Records.
- ▶ Hits included “Maybelline,” “Roll Over, Beethoven,” “School Days,” “Johnny B. Goode,” and “Sweet Little Sixteen.”
- ▶ Influenced numerous guitarists including Jimi Hendrix and Keith Richards.





MOVIECLIPS.COM





# Berry's legal troubles

---

## **Indian Girl Talks, Convicts Singer Chuck Berry**

Charged with transporting a 14-year-old Indian girl across a state line for immoral purposes, rock and roll star Chuck Berry was found guilty of violating the Mann Act by a St. Louis Federal Court jury. Berry was convicted and held without bond after the mature-looking girl testified the entertainer hired her in El Paso, Texas, as a hat check girl for his St. Louis night club, then was intimate with her nightly after she got off from work. Later, the singer was sentenced to five years in prison and \$5,000 fine.

- ▶ Had legal troubles in 1960 and never regained his popularity.
  - ▶ Arrested under the Mann Act after questionable allegations that he'd had sex with a 14-year old waitress who he had then transported across state lines to work as a hat check girl at his club. Berry appealed his initial 5-year sentence, which was then reduced to 3 years.
- ▶ When he was released, he continued to perform and tour but never with the same success as in the '50s.



# Role of Teens/Youth Culture

- ▶ By the mid-1950s there were **16.5 million** teenagers in the U.S.!
- ▶ 1950s teens had more money than ever before. How do we know this?
  - ▶ Teens on average made more than entire families had a decade earlier & were more willing to spend \$ than adults.
  - ▶ Many teens had their own credit cards and bank accounts.
  - ▶ Teens were using their money to shop
    - ▶ By the mid-'50s, teens were buying 43% of all records, 39% of all radios, 53% of movie tickets
- ▶ Teens were eager to develop their own culture, separate from their parents.



# Why did teens embrace Rock & Roll?



# Rock & Roll Music and Dance

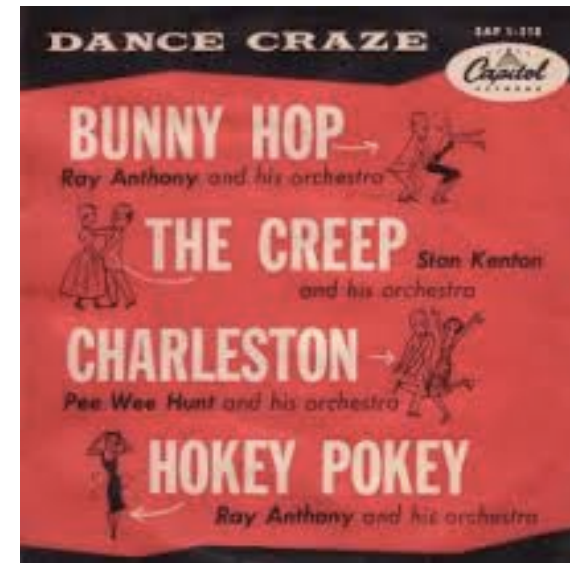
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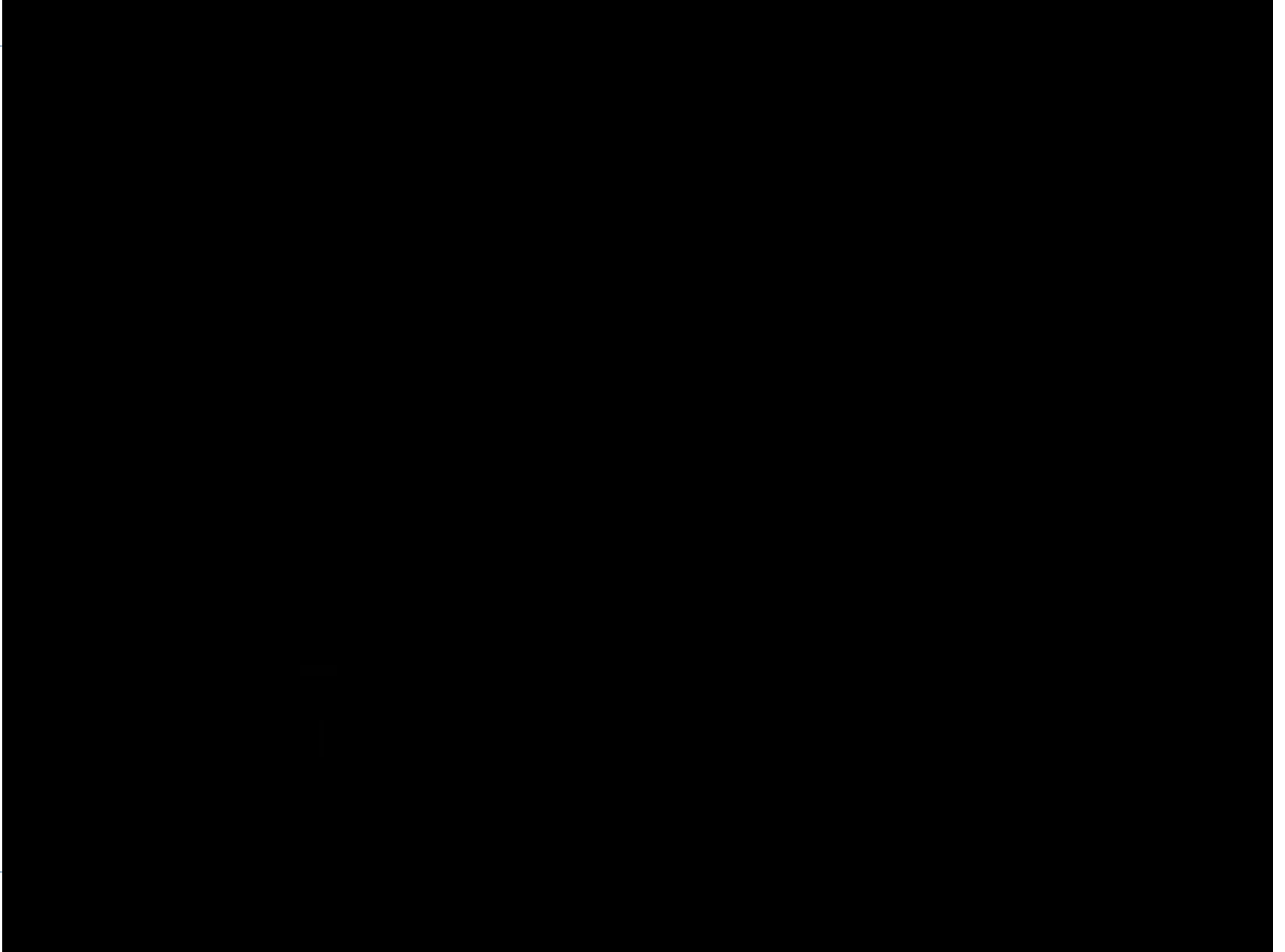
# Dance crazes

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- ▶ Rock & roll music was easy to dance to because it had a steady, straight forward beat.
- ▶ Teen dances in the '50s fell into two categories: slow & fast.
  - ▶ Slow dances: couples held each other close and moved slowly around the dance floor in a type of box step.
  - ▶ Fast dances: mostly swing dancing (like the Jitterbug.) Couples held hands and danced a variety of fast steps that could include considerable gymnastics.
- ▶ Record labels often came up with dances to accompany new songs as a way to help **promote the song.**



# The Bunny Hop





# The Mashed Potato

# The Madison

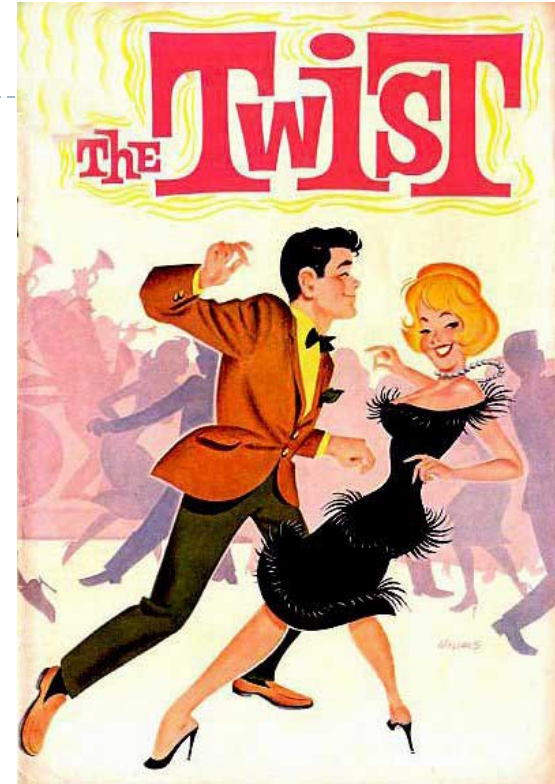
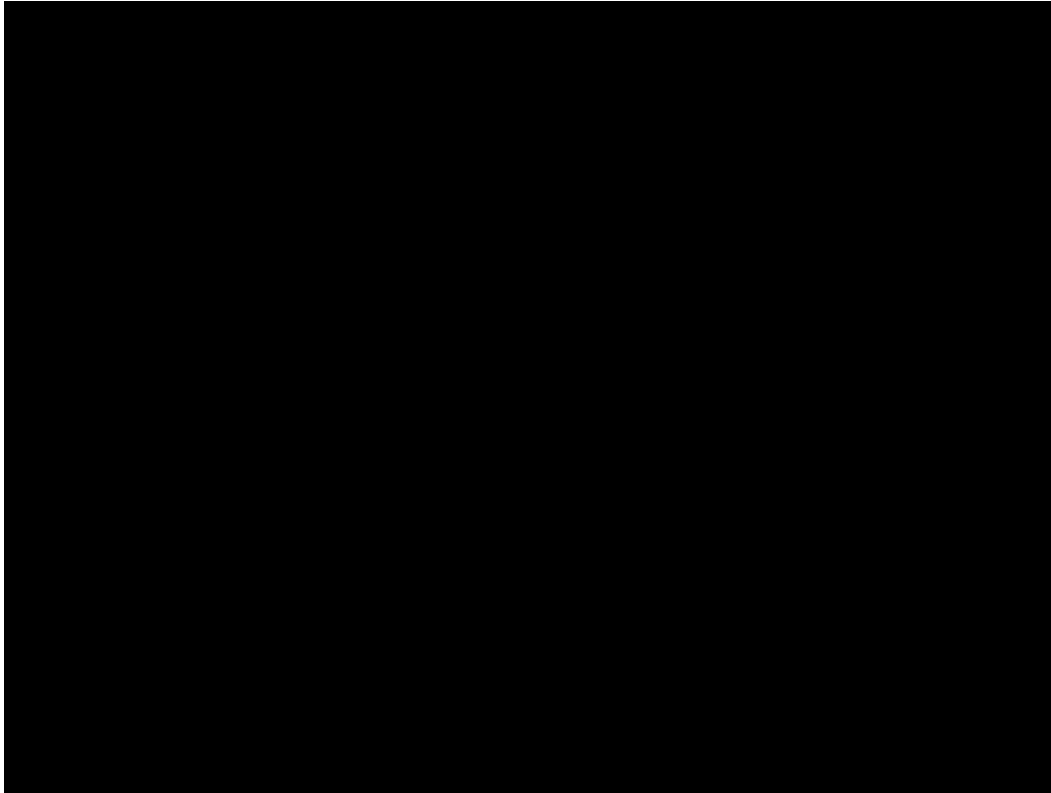


# The Hand Jive



# The Twist

➤ “The Twist” was a hit song that led to one of the biggest dance crazes of the 1960s.



Why do you think this dance became so popular?

- The popularity of the Twist led to other popular Twist-themed songs, including “Let’s Twist Again” and “Twist & Shout.”
- Movie star Ginger Rogers called the Twist “ungraceful, vulgar, and exhibitionism personified.”
- She said, “I think it’s terrible. I think it’s a scandal. It is the most obscene dance I’ve ever seen, worse than the shimmy ever was. If people realized how bad they looked while doing the twist, they would not do it.”

# American Bandstand (TV show)



- ▶ Began broadcasting nationwide in 1957 (aired until 1989!)
- ▶ Featured local white teens dancing to the new rock 'n' roll music.
- ▶ Projected clean-cut, safe, mostly white image of rock and roll to appeal to sponsors and adults.
- ▶ The show helped launch the careers of teen idols and musicians & helped to create & promote dance crazes





# The Mitch Thomas Show (TV show)

- Debuted in 1955. **It was one of the first televised dance shows for black teens.** It was hosted by Mitch Thomas, a local black radio DJ, and featured a studio audience of all black teens.
- Many of the dance moves debuted by black teens on the show were later copied and introduced to a broader national, white audience on *American Bandstand*.
- During its three-year run, Mitch Thomas brought black rock & roll stars like Little Richard, Frankie Lymon & the Teenagers, and Ray Charles to television.

Ray Charles on Mitch Thomas Show



Teens Dancing on Mitch Thomas Show



# Rock & Roll's Critics

about. Furthermore, the Pentagon is in no way interested in tall tales about visitations from outer space." When this reporter attempted to confirm the quote, Mr. Brambillo

the ongoing group continues that much information of this sort is being suppressed and that the American public has a right to know.

**Pentagon Claims Ignorance**

## Around the Theatrical World

# Does Rock and Roll Cause Delinquency?

Eight more arrests were made Sunday during a rock-and-roll show at the State Theater as the management was forced to hire 10 off-duty policemen to maintain order.

Ted Harris, operator of the theater, hired 10 extra policemen for the Sunday shows after the four men he had hired Saturday night were snowed under with trouble.

Saturday night three persons were

Saturday night a riot call went out when members of the audience resisted two policemen on private duty at the theater. Patrol capt. John J. Stages, in charge of Squad B, took personal command of the situation. No further arrests were made after Stages and eight additional men arrived to quiet the crowd.

Arrested during the Sunday performances were Patrick Mum-

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# Rock & Roll's Critics (cont.)

- ▶ Critics felt that rock & roll was...
  - ▶ Not wholesome
  - ▶ Obscene
  - ▶ Morally corrupting the nation's youth
  - ▶ Dangerously encouraging racial integration

*It's a "primitive quasi-music that can be traced back to prehistoric cultures."*

*"Any adult who has watched the animated bodies of bobby-soxers at a rock 'n' roll record "hop" cannot help wondering if their minds are being twisted like their torsos."*

*"The rock & roll fad is conducive to the lower nature of man and therefore can have an influence on the average teenager to perform certain actions classified as wrong or sinful."*

**NOTICE!**

**STOP**

Help Save The Youth of America  
DONT BUY NEGRO RECORDS

(If you don't want to serve negroes in your place of business, then do not have negro records on your juke box or listen to negro records on the radio.)

The screaming, idiotic words, and savage music of these records are undermining the morals of our white youth in America.

Call the advertisers of the radio stations that play this type of music and complain to them!

Don't Let Your Children Buy, or Listen  
To These Negro Records

For additional copies of this circular, write  
CITIZENS' COUNCIL OF GREATER NEW ORLEANS, INC.  
807 Delta Building New Orleans Louisiana 70112

Permission is granted to re-print this circular

Edition ★★★★★

**Toronto Star**

Tuesday, June 3, 1968  
20 cents  
METRO WEATHER  
Mostly sunny tomorrow.  
High 22C. Low tonight 12C. Details, A2.

**SUMMER**  
In the city

A complete guide  
Section E

**Ontario Place riot  
may spark rock ban**

By Don Dutton and  
John Spears Toronto Star

Ontario Place might cancel further rock concerts in the wake of a four-hour riot last night, manager Bruce Longhurst says.

Longhurst held an emergency meeting with some of his senior staff after 400 rock fans rioted last night — the second outbreak of violence in a week by Ontario Place rock crowds.

The fans, kicked out of the water-front park because of over-zealous crowds, wrecked a police cruiser and pulled police with hooks and tridents.

Some of the 400 rioters lobbed 20-pound rocks over a high gate as to the cruiser's roof and windshield, smashing the glass and crushing body panels.

An Ontario Provincial Police spokesman at the scene said six OPP officers received cuts and bruises. Four Metro policemen also suffered minor injuries and one fat broke an ankle when he jumped from a 19-foot fence he had scaled to get inside.

**30 arrests**

Metro police and Toronto Harbor Police each sent two boats to Ontario Place, where they patrolled the 16-boats to try to keep fans from wandering across to the concert. At least one teenager was fished out of the water by a Harbor Police boat.

A Harbor Police spokesman said the boats were patrolled with hooks, adding: "We took more broken glass out of the boats than I could believe."

Police charged 18 persons with offences ranging from obstructing police to possession of dangerous weap-

ons, bottles, rocks and knives and from drunkenness to causing a disturbance and reaching to private property.

Ontario Place officials closed the gates about 7:30 p.m., with about 1,500 people to get in. The crowd, made to hear Earthquake Band, T. S. Monk, was estimated at about 12,000. That is considered more than a full house for the Forum and the surrounding group bands where many act to watch performances.

A Metro police spokesman at 14 Division said this morning that many

# DAUGHTER WANTS TO SEE ELVIS?

## 'Kick Her in the Teeth!'

By MAC REYNOLDS  
Sun Staff Reporter

SPOKANE, Wash.—It's hardly original, but if any daughter of mine broke out of the woodshed tonight to see Elvis Presley in Empire Stadium, I'd kick her teeth in.

On his Friday night show here, he didn't say a dirty word. He didn't sing a dirty song. His bumps and grinds, although odious coming from a man, were in themselves no more erotic than half-witted scribbles on a fence.

Yet from his tawdry green stage on the 50-yard line of Spokane's Memorial Stadium, an obscenity penetrated the

crowd, like an electric spark jumping a gap.

When he shook one pant leg, they screamed like jets, these fresh-faced girls of this pleasant wheatland city.

When he shook both pant legs, they screamed, and quivered, and shut their eyes.

And when he did the most grotesque and imbecilic things with his body, they screamed, and quivered, and shut their eyes, and reached out their hands to him as for salvation.

It is a frightening thing for a man to watch his women debase themselves, yet there could be no doubt that in this capital of Washington's blue-skied In-

land Empire, Elvis Presley was a howling success.

The press conference was held in a locker room of the stadium during the first half of the two-hour show, which meant that most of us missed the warm-up.

Elvis wore a great, heavy-nap black jacket, a black sports shirt open deeply at the neck, black dress suit pants, black socks with white clocks, shiny black slipper shoes with an ornamental bow. A huge gold and silver medallion was strung around his neck and there were knuckle-duster rings on his fingers.

It was said by somebody recently that he is a dead ringer

for Apollo and Hermes, those Grecian gods of another decadent age, and with his sultry eyes, his pouting girlish mouth, his classic nose and round jaw, that's not too far wrong.

He is also quite swarthy and his complexion is so baby-smooth that one wonders whether he shaves.

There wasn't much meat in the press conference.

Of his many cars, mostly Cadillacs: he never drives them and they just sort of set around and their tires get flat. The medallion around his neck.

*Please Turn to Page Two  
See: "Presley"*

- What does the writer find most offensive about Elvis Presley?
  - Why would fathers be concerned about their daughters if they “screamed, and quivered, and shut their eyes” when they heard
- 
- ▶ Rock and Roll?

# Adults' Fear: Wild Youth!



- ▶ *Look* magazine reported in 1958 that “many parents are in a state of confusion or despair about their teenagers. And they don’t exactly know what to do about it.”



# Rock & Roll's influence on youth

- ▶ How are the performers dressed? What kind of image are they trying to present?
- ▶ What is the message of the song?

- Alan Freed had a prime-time show in 1957 called *The Big Beat*. It was canceled after 4 episodes because the show broadcast footage of singer Frankie Lymon dancing with a white girl from the studio audience. This incident offended network affiliates in Southern states.
  - As late as 1955, laws existed in more than half of the states that outlawed marriage between blacks & whites. Rock & Roll directly challenge the system of segregation as it encouraged white middle-class teenagers to dance, mix with & listen to the music of other races.

# Rock & roll and juvenile delinquency

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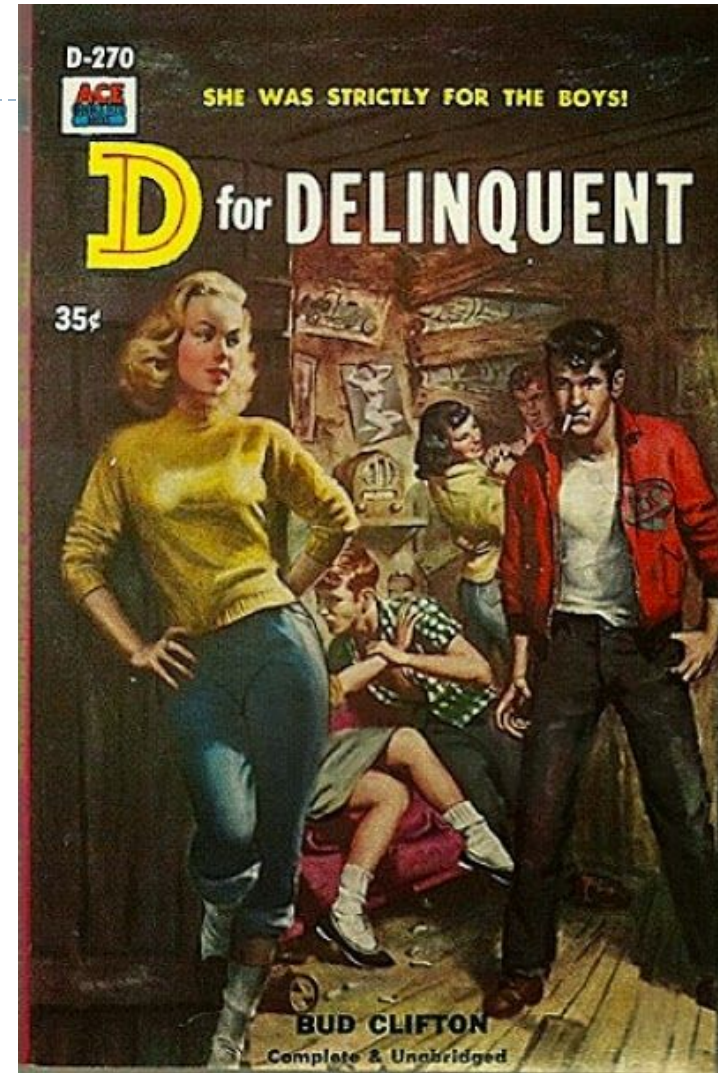


- ▶ What does the term “juvenile delinquent” mean?
    - ▶ Meriam-Webster’s definition is “a *violation of the law committed by a juvenile or conduct by a juvenile characterized by antisocial behavior that is beyond parental control.*”
- 



# ▶ Juvenile delinquency by the numbers:

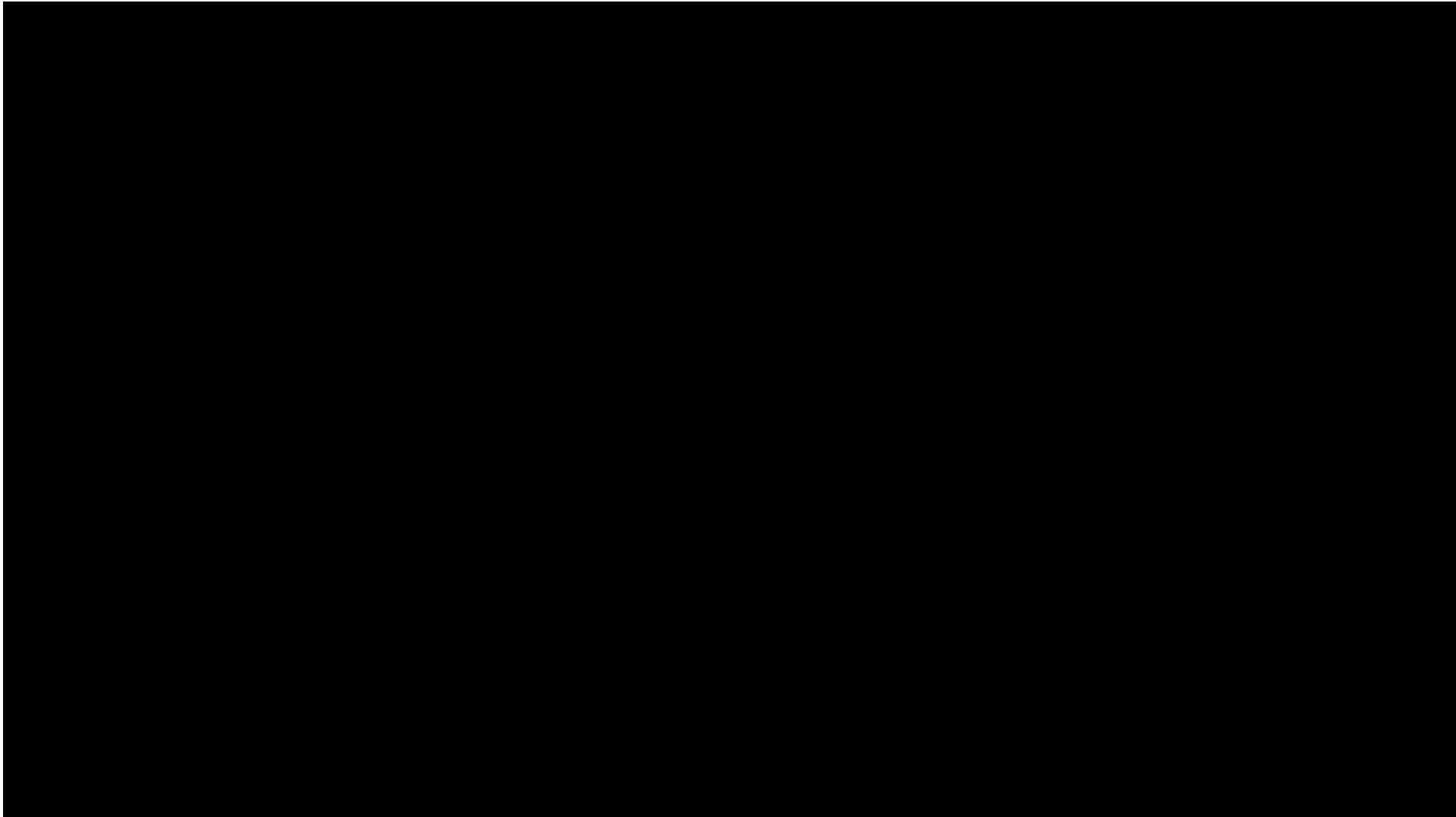
- ▶ From 1950–1955 crimes committed by teenagers jumped by 45% (Saturday Evening Post, 1955)
- ▶ In a public opinion poll in 1960, juvenile delinquency ranked behind only national defense and world peace as the American public's top three greatest concerns.
- ▶ Juvenile arrests more than tripled in New York City between 1950-1959, while juvenile court cases more than doubled nationally between 1948–1957 (Robert M. McIver, *The Prevention and Control of Delinquency*, 1966)



# The Teenage Menace in Film

---

NOTE: How do they describe teens in the clip below? What words do they use?



# Rebel Without A Cause





...what must a good girl say to "belong"?

# HIGH SCHOOL HELLCATS

THE FACTS ABOUT THE TABOO SORORITIES THAT GIVE THEM WHAT THEY WANT!

starring **YVONNE LIME · BRET HALSEY · JANA LUND**

Produced by **CHARLES BUDDY ROGERS · EDWARD BERNDS · MARK & JAN LOWEL**  
Directed by **CHARLES BUDDY ROGERS**  
Story and Screenplay by **CHARLES BUDDY ROGERS · EDWARD BERNDS · MARK & JAN LOWEL**  
A **JAMES H. NICHOLSON & SAMUEL Z. ARKOFF** Production • An **AMERICAN-INTERNATIONAL** Picture.



## THRILL-CRAZED SPACE KIDS BLASTING THE FLESH OFF HUMANS!



# "TEENAGERS FROM OUTER SPACE"



Before—a beautiful girl. One moment later—a skeleton!

STARRING **DAVID LOVE · DAWN ANDERSON · HARVEY B. DUNN · BRYAN GRANT · TOM LOCKYEAR**  
WRITTEN, PRODUCED AND DIRECTED BY **TOM GRAEFF** DISTRIBUTED BY **WARNER BROS.**



**IT'S REAL...IT'S TIMELY!** A Shock Story  
of Today's High School  
Hoodlums!

"I'm a teacher—  
my pupils  
are the  
kind you  
don't turn  
your back  
on, even  
in class!"



*Video  
Always  
More  
Fun*

# Blackboard Jungle

starring **GLENN FORD**  
**Anne FRANCIS • Louis CALHERN**  
with **Margaret HAYES**



Screen Play by **RICHARD BROOKS** • Based on the Novel by **EVAN HUNTER** • Directed by **RICHARD BROOKS** • Produced by **PANDRO S. BERMAN**

**THE HOODS OF TOMORROW!**  
**THE GUN-MOLLS**  
**OF THE FUTURE!**

The  
"Baby-  
faces"  
who  
have  
just  
taken  
their  
first  
stumbling  
step  
down  
Sin  
Street,  
U.S.A.!



# "The Delinquents"

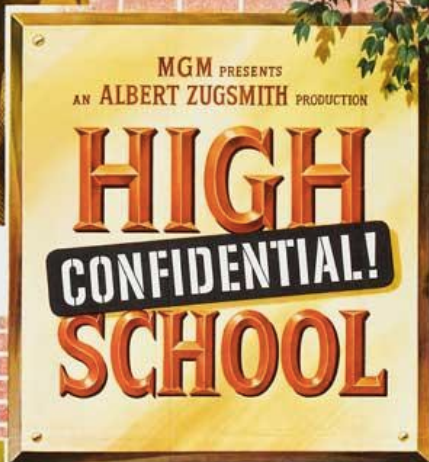
with **TOMMY LAUGHLIN**  
**PETER MILLER • DICK BAKALYAN**  
Written and Directed by **ROBERT ALTMAN** • An Imperial  
Production, Inc. Presentation • Released thru UNITED ARTISTS



Behind these "nice" school walls...

**A TEACHERS' NIGHTMARE!...**

**A TEEN-AGE JUNGLE!!**



STARRING

**RUSS TAMBLYN · JAN STERLING · JOHN DREW BARRYMORE**

and GUEST STARS

**MAMIE VAN DOREN · JERRY LEE LEWIS · RAY ANTHONY**

**JACKIE COOGAN · CHARLES CHAPLIN, JR. and DIANE JERGENS** AS JOAN STAPLES

SCREEN PLAY BY LEWIS MELTZER and ROBERT BLEES · SCREEN STORY BY ROBERT BLEES · DIRECTED BY JACK ARNOLD

IN **CINEMASCOPE**

**YOUTHFUL REBELS!**

...trying to crowd a lifetime of thrills into one night...

**EVERY NIGHT!**



Metro-Goldwyn-Mayer Presents  
AN ALBERT ZUGSMITH PRODUCTION

**GIRLS TOWN**

LAST STOP ON THE ROAD TO NOWHERE!



Starring **MAMIE VAN DOREN · MEL TORME**  
**RAY ANTHONY · MAGGIE HAYES**

and featuring **PAUL ANKA**

Heads into line "Sandy Day"  
"A Time To Die"  
and the rocking title song

Outstanding Girl Stars

**CATHY CROSBY · GIGI PERREAU**  
**ELINOR DONAHUE · GLORIA TALBOTT**

and **SHEILAH GRAHAM · JIM MITCHUM · DICK CONTINO**

**HAROLD LLOYD, JR. · CHARLES CHAPLIN, JR. and THE PLATTERS**



Screen Play by **ROBERT SMITH** · Story by **ROBERT SMITH** · Directed by **CHARLES HAAS**

**A GIRL  
DELINQUENT  
...A JET  
PROPELLED  
GANG...  
OUT FOR  
FAST KICKS!**



# JUVENILE JUNGLE

in **NATURAMA**

STARRING

**COREY ALLEN · REBECCA WELLES  
RICHARD BAKALYAN  
ANNE WHITFIELD · JOE DI REDA**

with JOE CONLEY · WALTER COY · TAGGART CASEY

Produced by **SIDNEY PICKER** · Directed by **WILLIAM WITNEY** · Written by **ARTHUR T. HORMAN**  
REPUBLIC PICTURES Presents A **CORONADO** Production

**YOUTH TURNED 'ROCK-N-ROLL' WILD  
AND THE 'PUNISHMENT' FARM THAT  
MAKES THEM WILDER !**

Kids gone wrong  
--and the 'Farm's'  
disgraceful  
penal abuse!



They 'Colped'! They 'Rock'!  
No yards in the 'Recreation' club  
but these dogs sure 'Jolt'!



Funny--only a kid  
but one guard  
didn't think so!

Turns a searing spotlight on teen-age  
'cons' in a House of Correction!

# "UNTAMED YOUTH"



STARRING THE  
BIG  
LITTLE  
LITTLE  
PERFORMING  
**MAMIE VAN DOREN  
LORI NELSON**  
with **JOHN RUSSELL · DON BURNETT**

WARNER BROS. PRESENTS A WARNER BROS. PRODUCTION  
DISTRIBUTED BY WARNER BROS. PICTURES  
PRODUCED BY **MURRAY SCHERER** DIRECTED BY **HOWARD V. HUCK** WARNER BROS.

WHAT

MADE

THEM

THIS

WAY!



# "SO YOUNG, SO BAD"



STARRING  
**PAUL HENREID**

WITH CATHERINE McLEOD - GRACE COPPIN - CECIL CLOVELLY

and ANNE FRANCES - BESSIE MERED - ANNE JACKSON - ERIC PULVER

Produced by EDWARD J. DANZIGER and HARRY LEE DANZIGER

Directed by BERNARD VORONAU

Story and Screenplay by Sam Rosenthal and Bernard Vornau  
Released by LAMAR ARTISTS



# Lasting Influence of '50s Rock & Roll

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- ▶ At a time of widespread racial segregation, rock & roll broke the color line in music.
- ▶ Teens played a major role in adopting & popularizing a new musical style in the '50s.
  - ▶ This involvement continued and expanded in the '60s and beyond.
- ▶ While '50s style rock & roll ran into some problems towards the end of the decade, rock & roll continued and blossomed into many different styles of rock in the '60s and beyond.



# Decline of '50s Rock & Roll

- ▶ **Many major artists left the music business:**
  - ▶ Little Richard gave up singing and became a preacher.
  - ▶ Chuck Berry was arrested
  - ▶ Elvis Presley was drafted into the army.
  - ▶ Buddy Holly, Big Bopper, and Richie Valens all died in a plane crash.



After a gig at the Surf Ballroom, Clear Lake, IA, Holly chartered a plane to Fargo, ND. The plane crashed shortly after takeoff killing the pilot, Holly, Richardson, and Valens. Deaths were immortalized in Don McClean's 1971 anthem, "American Pie."