Rock and Roll

- **Changing R&B Market**
  - Transforming the Blues
  - Blanching of Rock

- **Rockabilly**
  - Sun Records
  - Presley-mania
  - Lost Idols

- **Dick Clark and American Bandstand (Do Wop)**
  - The Teen Market
  - Payola Investigation
  - Don Kirshner
  - Do Wop Dreams

- **To Come:**
  - Surf Rock
  - Bob Dylan and the New Frontier
  - Motown
  - The British Invasion
  - Folk Rock
    - Dylan’s Disenchantment
  - Psychedelic Rock
  - Heavy Metal
  - The ‘70s
  - ‘80s – Era of Excess
  - Punk Rock
  - Mtv – the ‘90s and Beyond
I. Origins of Rock and Roll

A. The Changing R & B Market
A. The *Changing* R & B Market

1. expanding market for new sounds
   - a. African American migration
     - move into northern and western urban centers
   - b. extra cash for leisure/entertainment
     - from WWII-effort occupations [factory, shipyards, etc…]
   - c. existing obstacles
     - “white-only” radio [disk jockeys wouldn’t play “race” records]
     - segregation of establishments based on race
A. The *Changing* R & B Market

- **1. expanding market for new sounds**
  - **d. solution**
    - **1. go out**
    - - the Roosevelt in Pittsburg, Lincoln in Los Angeles, the Royal in Baltimore, Chicago’s Regal, the Howard in Washington D.C., and the Apollo in New York City

- **2. buy a 78-rpm and throw your own party**
  - purchased at pharmacies, shoeshine stands, furniture stores and other local businesses

- **e. most preferred “electrified R & B”**
  - many looked down upon country blues
  - instead, they wanted something “citified”
A. The *Changing* R & B Market

2. a growing white audience
   a. “Race” record sales are traditionally low
      i. approximately 400,000 copies
      ii. in localized markets; no radio or white listeners
   b. by early 1950s, more whites began to listen
      i. Southern states and California (especially Berkeley)
      ii. ’52 Dolphin Records store in Los Angeles reported 40% of R&B record sales to white audience

   “Rhythm and blues are riding high…This rock and roll began among the Negro people, was first recorded by Negro performers, and had its following among Negros in the Southland also Negro areas of the North…suddenly, millions of white teenagers who buy most of the ‘pop’ records in America have latched onto rhythm and blues! — Mitch Miller, head of Columbia Records in April of 1955
Tracks Played

- “Rocket 88” Jackie Brenston / Ike Turner
- “Sixty-Minute Man” Billy Ward & His Dominoes