George Martin (1926-2016)
-the “Fifth Beatle”
-learned piano by ear
- 1947, Martin entered Guildhall School of Music
  - studied for three years (piano and oboe)
- free-lanced for pit orchestras and bands
- 1950, assistant A&R man (Artist and Repertoire) for Parlophone, division of EMI
  - still recording on wax
  - Parlophone produced about 10 records/month: 2 classical, 2 jazz, 2 dance, 2 male vocal, 2 female vocal
  - Martin began bringing in comedy to the studio
    - this was successful
- thought Beatles might be a good back-up band
- October 4, 1962 first single released
  - first airplay on Radio Luxembourg
  - got to 27 on the charts and stayed there

Hamburg trip number 4 (November 1-14, 1962) and no. 5 (December 18-31, 1962)

November 26, 1962 second single “Please Please Me” (A side) “Ask Me Why” (B side)
recorded in London
  - released January 12, 1963; went to no. 1 February 16
  - Martin wanted them to record “How Do You Do It” but they refused
    - Martin gave it to Gerry and the Pacemakers (also represented by Brian Epstein) and it went to no. 1

February 1963:
  - first National tour, with Helen Shapiro, who was the headliner
  - no no. 1 record yet, but the promoter, Arthur Howes, liked them

March 1963:
  - now a no. 1 hit and they get another tour, third on the bills
  - asked to write for others, including Helen Shapiro

April 1963:
  - third single “From Me to You” (A side) and “Thank You Girl” (B side)
    - went to no. 1

May 1963:
  - toured with Roy Orbison
    - only tour not arranged by Howes

August 23, 1963:
  - last appearance of the Beatles at the Cavern Club

Summer 1963:
  - stage one of fan frenzy, (see p. 177 of Davies book)
  - they were becoming known nationally
  - third single (“She Loves You” / “I’ll Get You”)