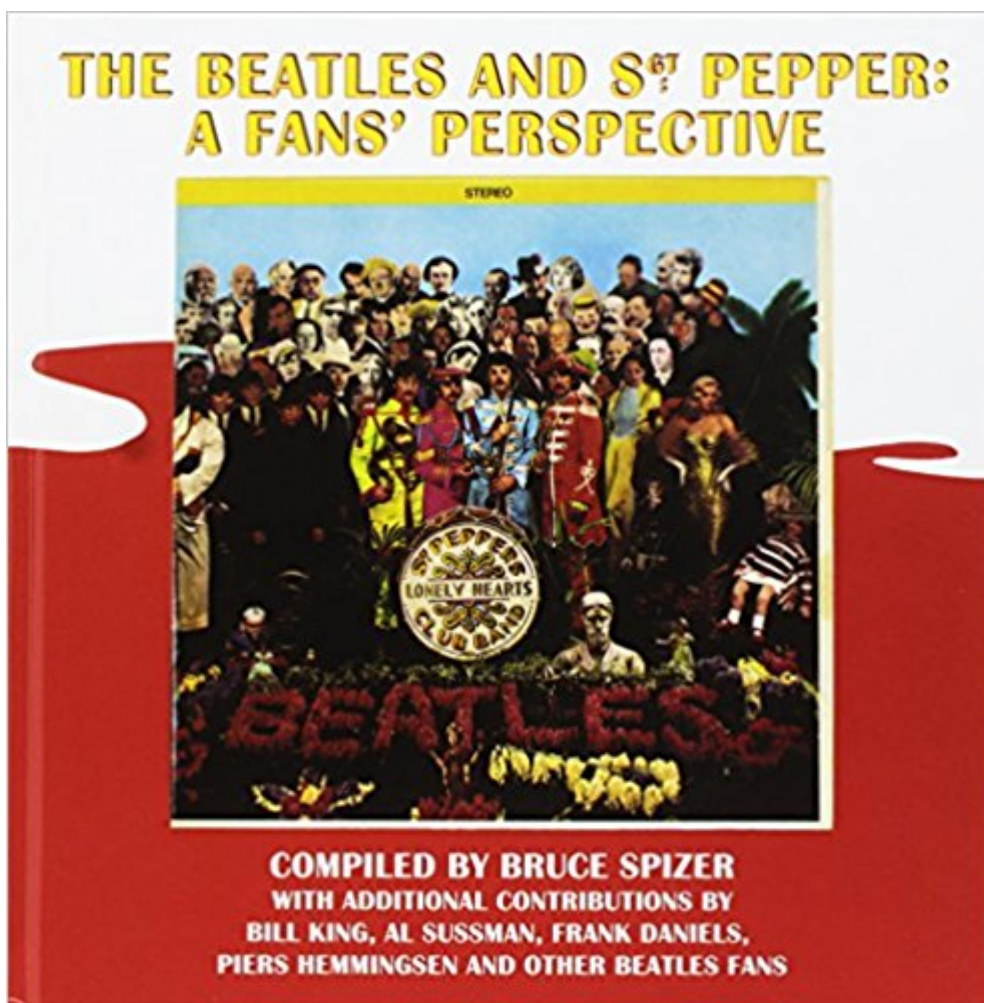


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The Beatles And Sgt. Pepper: A Fans' Perspective



Synopsis

Sgt. Pepper's Lonely Hearts Club Band is the most famous album by the most famous band in the history of rock & roll. It became the soundtrack for the Summer of Love (1967), with its music constantly flowing out of Hi-Fi systems, portable record players and radios throughout the world. That summer, people weren't just listening and dancing to Sgt. Pepper, they were discussing its music, its sounds, its lyrics and its remarkable cover. The attention to detail taken by The Beatles for every aspect of the album, from its recording down to the red and white psychedelic inner sleeve that held the vinyl disc, made Sgt. Pepper an all-encompassing and mind blowing experience collectively shared by millions. The Beatles and Sgt. Pepper: A Fans' Perspective is just that - a book about Sgt. Pepper, written by fans for fans, compiled by Bruce Spizer, acclaimed Beatles author/historian and life-long first generation Beatles fan. In addition to essays written by Spizer, Al Sussman, Frank Daniels, Piers Hemmingsen and Bill King, the book contains dozens of fan recollections that add a personal touch demonstrating the true impact of the act we've known for all these years, Sgt. Pepper's Lonely Hearts Club Band. (Bruce Spizer)

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Customer Reviews

Bruce Spizer has written eight critically acclaimed Beatles books, including The Beatles Records on Vee-Jay, The Beatles' Story on Capitol Records, The Beatles on Apple Records, Beatles for Sale on Parlophone Records and The Beatles Are Coming! The Birth of

Beatlemania in America. He has appeared on several national television programs (ABC's Good Morning America and Nightline, CBS's Early Show, CNN and Fox National News) and radio programs (NPR, ABC, BBC) as a Beatles expert and has given presentations at the Grammy Museum, the Rock 'N' Roll Hall of Fame and Museum, the American Film Institute, the Paley Center for Media, the Newseum, New York's Lincoln Center and Beatles conventions throughout the United States and in Liverpool, England. Bruce serves as a consultant for Universal Music Group, Capitol records and Apple Corps, Ltd. on Beatles projects.

"Remember Sgt. Peppers Lonely Hearts Club Band is The Beatles." Ad in New Musical Express, June, 1967. "Sgt Pepper contains words and ideas which are far above anything anyone else is capable of creating." Fan comment. "The title song is the only one I really like. It's The Beatles we used to know before they went stark raving mad and started to write rubbish." Fan comment. Inextricably tied to the Summer of Love, I still remember hearing the "Sgt. Pepper's..." album coming out of windows as I walked through my neighborhood as a teenager. This book is a good summation of the album's impact on people, brought to light by incorporating fan's perspectives and quite a few photos (some you've seen, others not) and other ephemera (like a full page repro of the newspaper New Musical Express with the quote above) from that era. Of the Beatles/Sgt. Pepper's books recently published I've read, Spizer's gets closest to that whole "Beatles/Sgt. Pepper's experience" through combining facts about the album and the personal remembrances of fans. Plus his usual good selection of period reproductions (like the Asia Edition of Life Magazine from June, 1967, the Sizzle Sheet from Capitol Records, "Artifacts From the Summer of Love, etc.) which are as important as the text in getting a better picture of "back then". The book is laid out in logical sections, like influences on and of "Sgt. Pepper's...", an American perspective (written by Spizer), the Canadian reaction to the album, how pop music came to a crossroads in '67 (originally published in Beatlefan in 1997) which is a good overview of music in that period, plus sections on how the album was heard in Italy, Belgium, Germany, and behind the Iron Curtain ("...the discs were smuggled into the country."/ "Just like a dream, I was holding a Beatles disc for the first time ever."). There's a chapter full of fan's quotations, each a paragraph or two long. Plus there's a reprint from Beatlefan, June '67 on the effect of the album as seen by fan Bill King which is also about other music/bands/hippies from the period. And when you include a section on the album packaging, a chapter titled "Recording History: Who Did What?" which looks at each track in some detail, plus a chapter incorporating bands making music at that time like the Airplane, Monkees, the Mothers of Invention, Yes, and other groups that help put "Sgt. Pepper's..."

in perspective, this is a pretty well rounded look at this album. Plus, a piece on the identity of the army soldier pictured in the insert artwork--with photos of proof. The text, like Spizer's other Beatles books, is both interesting and informative. The reproductions are nicely done--clean and bright. There's a number of books on the Beatles/"Sgt. Pepper's...", some that also incorporate life in 1967. But Spizer has taken a different tack and included many fan's reminiscences about the impact the album had on them and their friends. Great writing by Spizer and others, and some personal fan remembrances, and packed with a good cross section of photos, ads, album covers, record charts, and other ephemera, this book will either take you back to those times or give you some idea of what it was like in 1967.

Bruce Spizer is where the buck stops when it comes to The Beatles. "The Beatles And Sgt. Pepper: A Fans Perspective" is an amazing book that will have you lighting incense and playing your vinyl copy of Sgt. Pepper. I just got back from the book signing for this book in New Orleans and had the pleasure of meeting Bruce. If I could, I would sit down with Bruce and all of my original records and just let him tell me everything about them. This book takes you back to that colorful summer in 1967 when anything was possible and a splendid time was guaranteed for all! GET THIS BOOK!

Once again Mr. Spizer has served up a timely and thoroughly enjoyable treat with this new book about the Beatles classic and crowning jewel Sgt. Pepper album. And as is his usual style, he doesn't settle for the norm or the standard offering of recycled accolades heaped upon this great album over the years. Although all the praise is well deserved no doubt. With this book, a good portion of the material covered here are actually new insights into many interesting aspects of the album including its inception, development and ultimate reception around the world. The images provided are first rate. Aided by guest articles from several noted Beatles historians such as Al Sussman, Piers Hemmingsen, Frank Daniels and others, the book is entertaining and revealing from cover to cover. And the many quotes and reflections from fans around the world sharing their memories is a most enjoyable bonus. You'll find Pepper stories told by Mark Lewisohn, Peter Tork, Wings drummer Denny Seiwell and Billy Joel. Needless to say, I highly recommend this book to anyone and everyone!

There are many new books out concerning the 50th Anniversary of SGT. PEPPER'S LONELY HEARTS CLUB BAND, but if you can only afford or have room for just one book, this one is for you. Bruce Spizer has produced another winner, which examines SGT. PEPPER from not only his

perspective, but that of other Beatles fans as well. It is a perfect companion to the new *Sgt. Pepper's Lonely Hearts Club Band* [4 CD/DVD/Blu-ray Combo][Super Deluxe Edition] box set; listen to the set while you read the book. Compare its price to Bruce's Web site price, and see which one is right for you. In the book, Bruce reveals a tidbit that I (and I bet most Beatle fans) did not know about. Capitol Records planned to issue a single from SGT. PEPPER - the title track, "Sgt. Pepper's Lonely Hearts Club Band," coupled with "Lucy In The Sky With Diamonds" as the B-side. They actually assigned a catalog number (Capitol 5927) to the proposed single, and even printed labels and picture sleeves for it. But the single never appeared, probably because of The Beatles' objections. The first "real" single from SGT. PEPPER did not appear until 1978, with a medley of the album's opening two tracks, "Sgt. Pepper's Lonely Hearts Club Band" / "With A Little Help From My Friends," on the A-side, coupled with "A Day In The Life" as the B-side (Capitol 4612 and Parlophone R 6022). This single, which did poorly in the charts (most fans opted to purchase, or re-purchase, the entire album), was designed to promote a newly remastered edition of the LP, including two picture-disc versions (Capitol SEAX-11840 and Parlophone PHO 7027), and was used to counter-market the overhyped and disappointing Robert Stigwood *Sgt. Pepper's Lonely Hearts Club Band* film and original motion picture soundtrack album. I saw the movie at the old Pikesville (Maryland) Mini-Flick, not long after its release; it was terrible. The best song to come out of the picture's soundtrack was Earth, Wind, And Fire's terrific version of "Got To Get You Into My Life," which, while not a PEPPER song, is one of the best, if not the best, Beatle cover versions. EW&F paid homage to the original version, yet simultaneously made it their own. Produced by the group's leader and drummer, the late Maurice White, it was the only song on the soundtrack not produced or co-produced by George Martin. Despite Martin's heavy involvement, the rest of the soundtrack was disappointing. Even The Bee Gees' contributions left a lot to be desired. If someone other than Martin had been the producer, the results might have been even worse. One advantage to buying the book directly from Bruce, as I did, is that he offers a limited collector's edition, which includes a poster, bookmark, and an electronic edition of the book. I was so impressed with the e-book that I ordered the revised and updated electronic editions of Bruce's first three books, *Songs, Pictures And Stories Of The Fabulous Beatles Records On Vee-Jay*, and *The Beatles Story On Capitol Records, Parts One And Two (Slipcase Edition)*. The original hardcover editions of the latter three books have been out of print for many years, and as you can see from the prices if you click on the links, are VERY expensive. So, if you don't care that much about the "extras" with the new book, buy that one here, and then go to Bruce's Web site and order the three e-books. They are interactive and have lots of new stuff not found in the hardcover

editions. All of Bruce's ten books - from the Vee-Jay book to *Beatles For Sale On Parlophone Records* - are wonderfully written and are an essential purchase for any Beatles fan. In my opinion, he and Mark Lewisohn are the two best Beatles authors (though I wish Mark wasn't taking until 2028 to finish his three-part Beatles biography). Five stars for Bruce's book.

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