

Beatlemania Celebrated With New Capsule Collection



Credit: Bernard Gotfryd

The Beatles and Capitol Records are celebrating their 60-year partnership and Beatlemania with an exclusive capsule collection from Online Ceramics. The collection comes alongside *The Beatles: 1964 U.S. Albums in Mono* vinyl box set and the *Beatles '64* documentary produced by Martin Scorsese and directed by David Tedeschi, which is streaming now exclusively on Disney+. On February 7, 1964, The Beatles arrived in the United States at John F. Kennedy International Airport to scores of screaming fans. Two nights later, they made their official American debut with a performance on the Ed Sullivan Show, which was seen by 73 million viewers and millions more in Canada. They returned later that year for a month-long tour of North America comprising 32 shows. Beatlemania had taken over their native U.K. and was spreading to the United States. Capitol Records released their debut album, *Meet The Beatles!* on January 20th in a deal with EMI. Serious fans know that the first Beatles album was the 1963 release *Please Please Me* released in the UK, but *Meet The Beatles!* was their first release via Capitol Records in America.

By the end of 1964, The Beatles had sold 15 million records in the United States, seven Top 40 singles, six number ones, six Top 10 albums, and had the blockbuster film *Hard Day's Night*. The capsule collection has incorporated original handwritten notes and tracklists from the original production master of *A Hard Day's Night* and promotional photos from their first North American Tour and Ed Sullivan Show appearance. Hoodies, T-shirts, the vinyl box set, and more are available from [The Beatles'](#) official store. Their US debut is not the only thing

celebrated, as the band has two Grammy nominations for *Now and Then*.





CAPITOL RECORDS
THE
BEATLES

A HARD DAY'S NIGHT
JULY 10 1964

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