

CHAPTER 3

## “Friends across the Sea”

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### Motown, the Beatles, and Sites and Sounds of Crossover

*When I think about the Sixties, I think of two things: I think of Motown, and I think of the Beatles. Those are the major influences . . . we all really influenced each other. That's really what it's all about.*

—Stevie Wonder, 1987

TO EXAMINE THE RUN of *Billboard* magazine, that frenetic weathervane of the American music industry, from late 1963 into the middle of the 1960s is to behold two stories unfolding simultaneously: one dramatically, the other less perceptibly. The first of these is the North American breakthrough of the Beatles, a happening that remapped the commercial, artistic, and geographic landscape of popular music. In early November of 1963 there was a small item in the well-buried “Britain”