

CHAPTER 2: The Birth and First Flourishing of Rock and Roll

MULTIPLE CHOICE

1. Which 1950s movie featured Bill Haley's "(We're Gonna) Rock around the Clock"?
- a. *Rebel without a Cause*
 - b. *Leave It to Beaver*
 - c. *Blackboard Jungle*
 - d. *The Wild One*

ANS: C PTS: 1 DIF: Easy REF: pp. 81–82
TOP: The First Wave of War Babies Reaches Adolescence (This Is Not Your Father's Pop Music)

2. Alan Freed began his career in:
- a. Cleveland
 - b. New York City
 - c. Memphis
 - d. New Orleans

ANS: A PTS: 1 DIF: Moderate REF: p. 82
TOP: The Rise of the Disc Jockey

3. *The Rock and Roll Party* was:
- a. a 1950s film displaying a rebellious youth culture
 - b. Dewey Phillips's regional radio show in Memphis
 - c. the first rock-and-roll song to become a pop hit
 - d. Alan Freed's radio show in New York

ANS: D PTS: 1 DIF: Moderate REF: p. 82
TOP: The Rise of the Disc Jockey

4. The practice of payola involved:
- a. independent labels creating manufacturing plants
 - b. white artists covering songs originally performed by black artists
 - c. creating business friendships with disc jockeys by offering gifts
 - d. selling artist contracts to major record labels

ANS: C PTS: 1 DIF: Moderate REF: p. 84
TOP: Aggressive Marketing by Independent Labels

5. The country and western chart was originally called:
- a. sepia
 - b. hillbilly
 - c. pop
 - d. southern

ANS: B PTS: 1 DIF: Easy REF: p. 86
TOP: Hit Records and the Charts

6. A crossover song is:
- a. a white artist covering a song originally recorded by a black artist
 - b. a song recorded by an artist who did not write the song
 - c. a song or record appearing on multiple music charts
 - d. an original song released by both independent and major record labels

ANS: C PTS: 1 DIF: Moderate REF: pp. 85–87
TOP: Hit Records and the Charts

7. All of the following are examples of crossover artists EXCEPT:
- a. Big Joe Turner
 - b. Fats Domino

ANS: B PTS: 1 DIF: Easy REF: pp. 97–98
TOP: The Big RCA Deal

15. Elvis is often thought of as a song stylist because he:
- wrote songs similar in style to rhythm and blues
 - was influenced by pop singers
 - did not write his own songs but chose which material he would record
 - recorded numerous versions of the same song

ANS: C PTS: 1 DIF: Difficult REF: p. 98
TOP: Covers in Elvis’s Early Career

16. Which song was the first million-selling single for Sun Records?
- “Folsom Prison Blues”
 - “Peggy Sue”
 - “High School Confidential”
 - “Blue Suede Shoes”

ANS: D PTS: 1 DIF: Easy REF: p. 101
TOP: Carl Perkins, Johnny Cash, and Jerry Lee Lewis at Sun

17. All of the following were artists with Sun Records EXCEPT:
- Johnny Cash
 - Carl Perkins
 - Buddy Holly
 - Jerry Lee Lewis

ANS: C PTS: 1 DIF: Easy REF: pp. 101–102
TOP: Carl Perkins, Johnny Cash, and Jerry Lee Lewis at Sun

18. Gene Vincent and Eddie Cochran were particularly popular with:
- other rockabilly artists
 - audiences in England
 - adult audiences
 - major record labels

ANS: B PTS: 1 DIF: Difficult REF: p. 102
TOP: Gene Vincent and Eddie Cochran

19. Which Sun Records singer was dubbed the “female Elvis”?
- Brenda Lee
 - Patti Page
 - Ruth Brown
 - Janis Martin

ANS: D PTS: 1 DIF: Moderate REF: p. 102
TOP: Rockabilly Ladies

20. “That’ll Be the Day” was the first hit for:
- Jerry Lee Lewis
 - Chuck Berry
 - Buddy Holly
 - Carl Perkins

ANS: C PTS: 1 DIF: Moderate REF: p. 103
TOP: Buddy Holly

21. All of the following events affected the first wave of rock and roll EXCEPT:
- Little Richard became an ordained minister
 - Elvis received his draft notice
 - Buddy Holly died in a plane crash
 - Pat Boone had his first rock-and-roll hit song

ANS: D PTS: 1 DIF: Easy REF: p. 105
TOP: The Misfortunes of Many in Rock and Roll’s First Wave

22. Whom did ASCAP represent during the payola scandal?
- a. independent labels
 - b. traditional pop songwriters
 - c. major record labels
 - d. disc jockeys
- ANS: B PTS: 1 DIF: Moderate REF: p. 106
TOP: The Payola Investigations
23. What was the focus of the congressional hearings regarding the payola scandal?
- a. the influence of major record labels on the market
 - b. the American stereotypes about rhythm and blues music
 - c. the radio stations that played rock and roll
 - d. the gifts received by disc jockeys
- ANS: C PTS: 1 DIF: Moderate REF: pp. 105–106
TOP: The Payola Investigations
24. Two high-profile individuals associated with the payola scandal were:
- a. Jerry Leiber and Mike Stoller
 - b. Alan Freed and Dick Clark
 - c. Sam Phillips and Ike Turner
 - d. Dewey Phillips and Alan Freed
- ANS: B PTS: 1 DIF: Easy REF: p. 108
TOP: The Payola Investigations
25. As a result of the payola scandal, Alan Freed:
- a. started a new television show
 - b. returned all the gifts and cash he received
 - c. was run out of the music business
 - d. created a new independent label
- ANS: C PTS: 1 DIF: Moderate REF: p. 108
TOP: The Payola Investigations
26. The emergence of rock and roll in the 1950s can be attributed to the relationship between DJs and:
- a. major record labels
 - b. indie record labels
 - c. movies
 - d. Tin Pan Alley
- ANS: B PTS: 1 DIF: Difficult REF: p. 84
TOP: Aggressive Marketing by Independent Labels
27. All of the following are elements of Chuck Berry's music EXCEPT:
- a. country music
 - b. use of double stops
 - c. duck walk
 - d. songs geared toward adult black listeners
- ANS: D PTS: 1 DIF: Difficult REF: pp. 88–90
TOP: Chuck Berry
28. Which of the following was a trademark of Little Richard's music?
- a. crooning vocals
 - b. lightly playing on the piano
 - c. maniacal singing
 - d. relaxed driving beat in the rhythm section
- ANS: C PTS: 1 DIF: Moderate REF: pp. 90–92
TOP: Little Richard
29. Elvis's first single for RCA was:

- a. "That's All Right (Mama)" c. "Hound Dog"
b. "Heartbreak Hotel" d. "Love Me Tender"

ANS: B PTS: 1 DIF: Moderate REF: p. 98
TOP: The Big RCA Deal

30. Which of the following statements about Buddy Holly is FALSE:
a. he was a cover artist
b. he employed 12-bar blues in his songs
c. he had a country twang in his voice
d. he used vocal hiccups

ANS: A PTS: 1 DIF: Difficult REF: pp. 103–105
TOP: Buddy Holly

SHORT ANSWER

1. _____ was a regional radio show in Memphis hosted by Dewey Phillips.

ANS:
Red, Hot, and Blue

PTS: 1 DIF: Moderate REF: p. 83 TOP: The Rise of the Disc Jockey

2. Explain how payola was beneficial to indie record labels as well as independent radio stations.

ANS:
Payola helped labels fit into the recording industry and helped independent radio stations compete with local affiliates and national networks.

PTS: 1 DIF: Difficult REF: p. 84
TOP: Aggressive Marketing by Independent Labels

3. What is the purpose of music-industry periodicals such as *Cashbox* and *Billboard*?

ANS:
to help industry professionals track the music business and help predict trends in music sales

PTS: 1 DIF: Moderate REF: pp. 85–87 TOP: Hit Records and the Charts

4. _____ often performed a trademark "duckwalk" during guitar solos.

ANS:
Chuck Berry

PTS: 1 DIF: Easy REF: p. 88 TOP: Chuck Berry

5. Although he covered many rhythm and blues songs, _____ played a central role in establishing rock and roll in mainstream pop in the 1950s.

ANS:
Pat Boone

PTS: 1 DIF: Moderate REF: p. 94

TOP: The “Whitening” of Rhythm and Blues

6. The song _____ helped launch Elvis Presley’s career at Sun Records.

ANS:

“That’s All Right (Mama)”

PTS: 1

DIF: Easy

REF: p. 96

TOP: Elvis at Sun

7. The “slapback echo” was a rockabilly feature pioneered by _____.

ANS:

Sam Phillips

PTS: 1

DIF: Difficult

REF: p. 100

TOP: Covers in Elvis’s Early Career

8. How was Elvis’s image and music used to appeal to a wider audience?

ANS:

Elvis’s image as a patriotic soldier and his recording of a broader range of musical styles were used to appeal to a wider audience.

PTS: 1

DIF: Moderate

REF: pp. 100–101

TOP: Presley's Move to RCA for Broader Appeal

9. How was Buddy Holly influential as a songwriter?

ANS:

Buddy Holly wrote in multiple song forms (12-bar blues, AABA, verse-chorus) and had a broader stylistic range than other rock-and-roll songwriters.

PTS: 1

DIF: Moderate

REF: pp. 103–105

TOP: Buddy Holly

10. Explain why the act of payola was NOT deemed an illegal activity.

ANS:

FCC rules require that gifts must be acknowledged on air and any money received must be claimed on income tax forms, but these rules do not restrict the exchange of money and gifts for airtime.

PTS: 1

DIF: Difficult

REF: p. 108

TOP: The Payola Investigations

11. Why did Sam Phillips sell Elvis’s contract?

ANS:

He needed money to keep Sun Records afloat.

PTS: 1

DIF: Moderate

REF: pp. 97–98

TOP: The Big RCA Deal

12. _____ was probably the most flamboyant performer in the early years of rock and roll.

ANS:

Little Richard

PTS: 1 DIF: Easy REF: p. 90 TOP: Little Richard

13. Why did rhythm and blues artists often opt for a flat fee for their recordings?

ANS:

Due to the nature of how much they traveled to perform and how financially fragile the record companies were that recorded them.

PTS: 1 DIF: Difficult REF: p. 94
TOP: The Controversy over Cover Versions

14. Whom did BMI represent during the payola scandal?

ANS:

rock and roll and other songwriters rejected by ASCAP

PTS: 1 DIF: Moderate REF: p. 106 TOP: The Payola Investigations

15. Who took control of American popular music as the first wave of rock and roll ended?

ANS:

big record companies and music publishers

PTS: 1 DIF: Moderate REF: p. 109 TOP: The Payola Investigations

MATCHING

Match the item to the description below.

- a. crossover success for Jerry Lee Lewis
 - b. radio show hosted by Alan Freed
 - c. received coauthor credit for the song "Maybellene"
 - d. the American Society of Composers, Artists, and Performers
 - e. Chuck Berry's first hit on Chess Records
 - f. Elvis Presley's manager
 - g. trademark of Buddy Holly
 - h. original marketing term for rhythm and blues
 - i. female rockabilly singer
 - j. song originally performed by Big Joe Turner
-
1. *The Moondog Show*
 2. "race" records
 3. "Maybellene"
 4. "Shake, Rattle, and Roll"
 5. Colonel Tom Parker
 6. "Whole Lotta Shakin' Goin' On"
 7. Brenda Lee
 8. vocal hiccup
 9. ASCAP
 10. Alan Freed

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|-----|--|--------|---------------|-------------|
| 1. | ANS: B | PTS: 1 | DIF: Moderate | REF: p. 82 |
| | TOP: The Rise of the Disc Jockey | | | |
| 2. | ANS: H | PTS: 1 | DIF: Moderate | REF: p. 86 |
| | TOP: Hit Records and the Charts | | | |
| 3. | ANS: E | PTS: 1 | DIF: Easy | REF: p. 88 |
| | TOP: Chuck Berry | | | |
| 4. | ANS: J | PTS: 1 | DIF: Easy | REF: p. 92 |
| | TOP: The “Whitening” of Rhythm and Blues | | | |
| 5. | ANS: F | PTS: 1 | DIF: Easy | REF: p. 97 |
| | TOP: The Big RCA Deal | | | |
| 6. | ANS: A | PTS: 1 | DIF: Easy | REF: p. 102 |
| | TOP: Carl Perkins, Johnny Cash, and Jerry Lee Lewis at Sun | | | |
| 7. | ANS: I | PTS: 1 | DIF: Moderate | REF: p. 102 |
| | TOP: Rockabilly Ladies | | | |
| 8. | ANS: G | PTS: 1 | DIF: Moderate | REF: p. 104 |
| | TOP: Buddy Holly | | | |
| 9. | ANS: D | PTS: 1 | DIF: Easy | REF: p. 106 |
| | TOP: The Payola Investigations | | | |
| 10. | ANS: C | PTS: 1 | DIF: Moderate | REF: p. 108 |
| | TOP: The Payola Investigations | | | |

ESSAY

1. Taking into consideration the conservative social and cultural context of the United States in the 1950s, discuss how rock and roll developed as a musical style within this climate. How did musical styles change during this time? How did radio and television affect the way people consumed and reacted to the growth of rock and roll?

ANS:
answers vary

PTS: 1 DIF: Difficult

2. How did the music industry cope with the sudden growth of rock and roll in the 1950s? What steps were taken by both independent and major labels to ensure they remained viable in the changing musical climate?

ANS:
answers vary

PTS: 1 DIF: Difficult

3. Compare and contrast the musical output of the following musicians: Bill Haley, Chuck Berry, Elvis Presley, and Buddy Holly. How were their approaches to rock and roll similar and/or different? In your answer, consider their role in 1950s rock and roll, their musical and performance style, and their influence on later musicians.

ANS:
answers vary

PTS: 1 DIF: Difficult

4. The year 1955 is pinpointed in the text as the year in which rock and roll became a viable music genre in the United States. Why is this date important in rock-and-roll history? Why is it difficult to name a particular year when rock and roll began?

ANS:
answers vary

PTS: 1 DIF: Difficult

5. Discuss the primary factors that led to the demise of rock's first wave. How had rock music changed by 1960? Who were the individuals out of the music business and why? Include, in your discussion, the ways in which payola contributed to rock's downfall.

ANS:
answers vary

PTS: 1 DIF: Moderate

TRUE/FALSE

1. Most of rock's originators and many of the independent labels they worked for were out of the music business by 1960.

ANS: T PTS: 1 DIF: Easy REF: p. 80
TOP: The Birth and First Flourishing of Rock and Roll

2. Both independent and major record labels used payola.

ANS: T PTS: 1 DIF: Moderate REF: p. 84
TOP: Aggressive Marketing by Independent Labels

3. Cover versions of rhythm and blues by white artists very rarely performed better on the pop charts than the rhythm and blues originals.

ANS: F PTS: 1 DIF: Easy REF: p. 85
TOP: Hit Records and the Charts

4. Fats Domino, Chuck Berry, and Little Richard were all artists recorded on independent labels.

ANS: T PTS: 1 DIF: Moderate REF: pp. 88–92
TOP: Fats Domino | Chuck Berry | Little Richard

5. White artists covering Little Richard's music left out much of the sexual innuendos in his lyrics.

ANS: T PTS: 1 DIF: Moderate REF: p. 92
TOP: Little Richard

6. It was a common practice for major record labels to watch the country and western charts for hits and then cover those songs for the pop market.

ANS: F PTS: 1 DIF: Moderate REF: p. 94
TOP: The Controversy over Cover Versions

7. Before Elvis signed a major record deal, major labels were not interested in rock and roll.

ANS: T PTS: 1 DIF: Easy REF: p. 98
TOP: The Big RCA Deal

8. Elvis is best thought of as a master songwriter who wrote in a variety of pop genres.

ANS: F PTS: 1 DIF: Moderate REF: p. 98
TOP: Covers in Elvis's Early Career

9. Both Buddy Holly and Chuck Berry wrote music that was intended for a pop audience with influences of country and western and rhythm and blues.

ANS: T PTS: 1 DIF: Moderate REF: p. 103
TOP: Buddy Holly

10. Along with Buddy Holly, Ritchie Valens and Little Richard were killed in the same plane crash.

ANS: F PTS: 1 DIF: Easy REF: p. 105
TOP: The Misfortunes of Many in Rock and Roll's First Wave