



Turn Me On, Dead Man: The Complete Story of the Paul McCartney Death Hoax (Rock & Roll Remembrances)

By Andru J. Reeve

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"Ringo, Paul, George, and John Played a trick to turn us on They all hinted Paul was dead as nails and rocketed their record sales" For a few weeks in the fall of 1969 the McCartney death rumor became the bizarre focus of attention in countless broadcast studios and newsrooms worldwide.

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Editorial Review

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In the fall of 1969, a rumor that Paul McCartney had died three years earlier in a car crash swept America. Started by deejays, the hoax gained momentum when a college newspaper article postulated that the other Beatles had replaced him with the winner of a hastily arranged Paul look-alike contest. They also allegedly planted clues to the tragedy in their records; e.g., a passage in their titleless white album supposedly says--when played backwards--"turn me on, dead man." National news reports spread the story further, and McCartney finally consented to give formal press interviews to lay it to rest. It lives on as an entire generation's cultural memory and was spoofed by Paul himself in the title and on the cover of his recent concert album, *Paul Is Live*. Reeve traces the hoax's origins and spread in maniacal detail, to the point of providing transcripts of radio shows and listing 70 of the Beatles' "clues" that Paul was dead. The fact that the outlandish story was believed by so many in the 1960s is the strongest argument to date against recreational drug use. *Gordon Flagg*

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