

Title Information

Here's to My Sweet Satan

How the Occult Haunted Music, Movies and
Pop Culture, 1966–1980

by George Case

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Bibliography • Index

In 1966, secular rationality seemed so dominant that *Time* magazine ran a cover story that asked, "Is God dead?" No one could have anticipated that mysticism, the irrational and the Occult would rule American popular culture for the next 15 years.

Here's to My Sweet Satan is the first book to fully document the Occult craze of the 1960s and 1970s, when the Devil, demonic possession, and magic became the dominant themes of music, books, movies, and even Saturday morning cartoon shows.

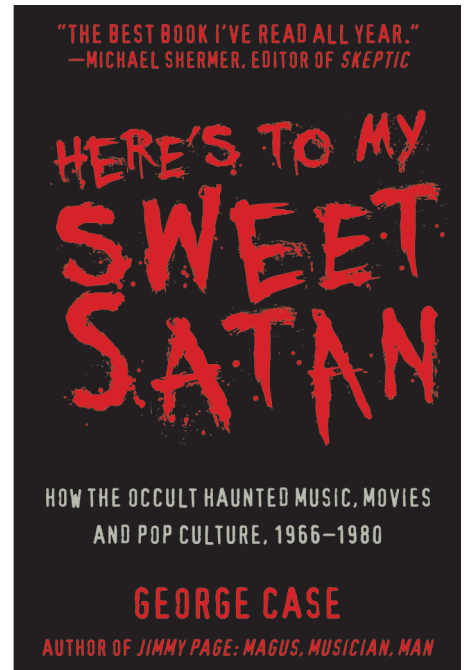
A sweeping and masterful cultural history, *Here's to My Sweet Satan* tells how the Occult conquered the American imagination, weaving together topics as diverse as the birth of heavy metal, *Rosemary's Baby*, *The Exorcist*, New Age cults, Bigfoot, *Scooby-Doo*, Count Chocula cereal, the serial killer Son of Sam, and more.

Here's to My Sweet Satan is both a fun, nostalgic look at some of the campier aspects of 60s/70s pop culture (remember *Dark Shadows*, pyramid power, *In Search Of...* and *Chariots of the Gods?*) and a serious inquiry into the origins of the dark, disturbing phenomena of the era, from the Manson Family murders to the Jonestown massacre. Cultural critic George Case gives a superb account of the crisscrossing artistic and cultural influences that intersected between the Occult, rock music, paperback fiction and pop culture of the period. (Case's account of how *Sgt. Pepper's Lonely Hearts Club Band* led to heavy metal is a must-read for all rock fans.)

Here's to My Sweet Satan ties the many manifestations of the Occult craze into a single cultural movement, a crucial turning point that permanently changed American society, creating the cultural framework for the political power of the religious right, false accusations of Satanic child abuse, and today's widespread rejection of science and rationality. An insightful blend of pop culture and social history, *Here's to My Sweet Satan* lucidly explains how the most technological society on earth became enthralled by the supernatural.

Audience: Cultural history readers, pop culture readers, rock music history readers and horror fans

About the Author: George Case is a writer on ideas and popular culture, and an acknowledged authority on the band Led Zeppelin. He is the author of *Led Zeppelin FAQ*, *Calling Dr. Strangelove* and several other books. Case has also contributed several articles to the social science journal *Skeptic*.



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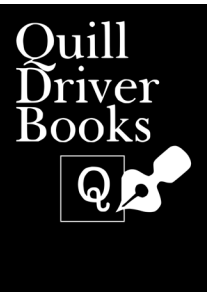
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New pop culture history *Here's to My Sweet Satan* tells a sweeping, interwoven story of how America fell in love with the Occult

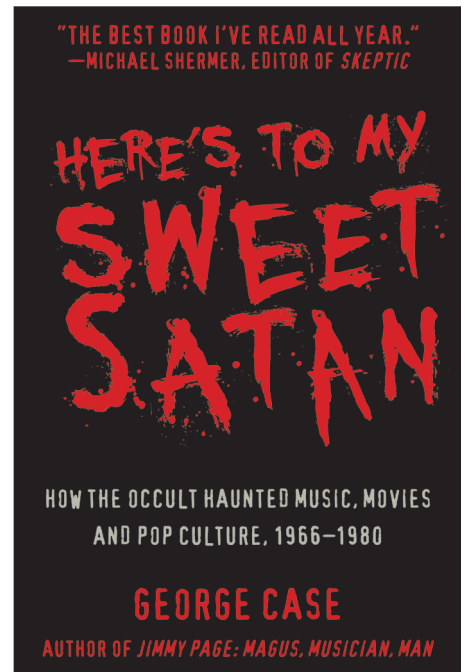
“George Case documents this period in exquisite detail and compelling prose — the best book I’ve read all year.”
—Michael Shermer, author of *Why People Believe Weird Things*

In 1966, secular rationality seemed so dominant that *Time* magazine ran a cover story that asked, “Is God dead?” No one could have anticipated that mysticism, the irrational and the Occult would dominate American popular culture for the next 15 years. But by 1980, millions of Americans were fascinated by astrology, demonic possession, alternative religion and the supernatural.

The secret history of the Occult craze of the 1960s and 1970s that permanently changed America is fully documented for the first time in the new cultural history *Here's to My Sweet Satan: How the Occult Haunted Music, Movies and Pop Culture, 1966–1980* (Quill Driver Books, March 2016) by George Case.

A sweeping and masterful cultural history, *Here's to My Sweet Satan* tells how the Occult conquered the American imagination, weaving together topics as diverse as the birth of heavy metal, *Rosemary's Baby*, *The Exorcist*, the New Age movement, Bigfoot, *Scooby-Doo*, Count Chocula cereal, the serial killer Son of Sam, and more.

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Jonestown massacre.

Here's to My Sweet Satan is not a book for true believers in the Occult, but a sharp and critical investigation into how Occult themes developed in popular culture and affected how ordinary people felt and thought throughout American society. Cultural critic George Case gives a superb account of the crisscrossing artistic and cultural influences that intersected between the Occult, rock music, paperback fiction and pop culture of the period. (Case's account of how *Sgt. Pepper's Lonely Hearts Club Band* led to heavy metal is a must-read for all rock fans.)

Here's to My Sweet Satan unearths the secret connections between a huge variety of cultural moments: the Beatles and the Rolling Stones introducing mystical and Satanic elements into rock 'n' roll that bloomed into the heavy metal of Black Sabbath, Led Zeppelin, Alice Cooper and Kiss; *Rosemary's Baby* going from an unexpected bestseller to hit movie to the foundation of a new genre in horror; skepticism of scientific rationality transforming into credulous belief in UFOs, Tarot, psychic powers Sasquatch and the Loch Ness monster; Anton LaVey making the Devil a profitable business with his media-savvy Church of Satan; Charles Manson and David Berkowitz taking the Occult far too seriously; and much, much more.

Here's to My Sweet Satan ties all the many manifestations of the Occult craze into a single cultural movement, a crucial turning point that permanently changed American society, creating the cultural framework for the political power of the religious right, false accusations of Satanic child abuse, and today's widespread rejection of science and rationality.

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About George Case

Author of *Here's to My Sweet Satan*



George Case is a writer on ideas and popular culture who has written seven previous books and numerous articles for major newspapers and magazines.

A recognized authority on Led Zeppelin, Case has written three books on classic rock music and social trends of the 1970s: *Jimmy Page: Magus, Musician, Man* (2007), winner of a Certificate of Merit from the Association of Recorded Sound Collections; *Out of Our Heads: Rock 'n' Roll Before the Drugs Wore Off* (2010); and *Led Zeppelin FAQ* (2011).

Case's memoir, *Arcadia Borealis: Childhood and Youth in Northern Ontario* (2008), recounts Case's long fascination with the links between the Occult and pop culture — he first read *The Exorcist* at age eight.

Case is also the author of *Silence Descends: The End of the Information Age, 2000–2500* (1997), a work of imaginative nonfiction; *Dumbing Down Dissent: Fads and Fallacies in Political Discourse* (2011); and *Calling Dr. Strangelove: The Anatomy and Influence of the Kubrick Masterpiece* (2014).

Case's short nonfiction have been published in *Skeptic*, the *Vancouver Sun*, the *Vancouver Review* and in numerous anthologies. Case has been featured in interviews and profiles broadcast on CBC television and radio, Fox News, and classic radio stations in Canada, the United States and Great Britain. Case blogs at georgecaseblog.wordpress.com.

Case lives in Ottawa, Ontario, with his family.



For more information on *Here's to My Sweet Satan* (Quill Driver Books, March 2016) or to arrange an interview with author **George Case**, please contact Jaguar Bennett at Quill Driver Books, (800) 345-4447, Publicity@QuillDriverBooks.com.

Advance praise for *Here's to My Sweet Satan*

“If you think belief in the occult and supernatural faded in the late seventeenth century after the murderous Salem Witch Trials, think again. America went through a second wave of paranormal beliefs in the late twentieth century, resulting in disastrous moral panics over Satanic cults and recovered memories of sexual abuse. Beliefs have consequences and George Case has documented this period in exquisite detail and compelling prose, the best book I’ve read all year.”

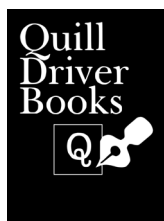
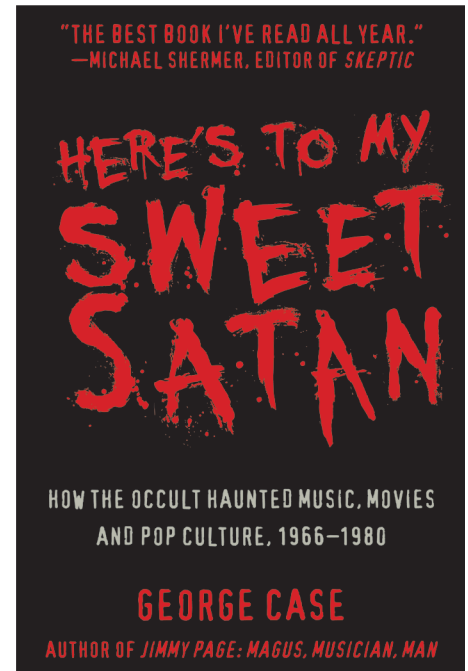
—**Michael Shermer**, publisher of *Skeptic* magazine, monthly columnist for *Scientific American*, and author of *Why People Believe Weird Things* and *The Moral Arc*

“George Case has assembled, contextualized and made clear more disparate occult references and examples across multiple disciplines than has been proposed in any other book on the subject thus far. What’s more, he brings back to the modern world the press reactions of the day, making for a lively read that takes us right back to the sixties and seventies. *Here's to My Sweet Satan* is a swift-moving read that re-conjures dozens of key story lines linking pop culture to the Satanic, that you thought you knew, but now realize you never knew this richly.”

—**Martin Popoff**, author of *Who Invented Heavy Metal* and *The Big Book of Hair Metal*

“Horns in the air! Case takes us to a veritable witches’ sabbat of obsession with satanic themes in late twentieth century culture. His well-researched work encompasses everything from the growth of modern nihilistic philosophy to the “horror gimmicks” of 1970s toys. Get ready to break out your Black Sabbath album, rewatch *Rosemary’s Baby* and see contemporary culture in its darkest hues. You’re in for a hell of a ride.”

—**W. Scott Poole**, historian and author of *Satan in America* and *Vampira: Dark Goddess of Horror*



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