

All the Way

Label 60

Mono

W-1538

Black label with color band. Logo at left. Spires extend up and down from the Capitol logo.

First appearance in *Cash Box*: March 13, 1961



Stereo

SW-1538

Black label with color band. Logo at left. Spires extend up and down from the Capitol logo.



The back cover to the first pressing, which continued to be used (perhaps) as late as 1964, shows nine Sinatra albums in color. The photograph of Frank has a natural background.

Label 62

Mono

W-1538

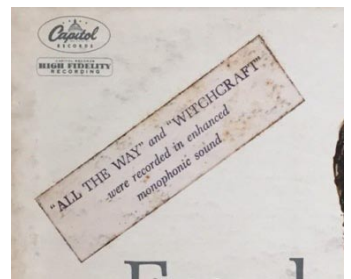
Black rainbow label with logo at top, and no subsidiary print.



Stereo

SW-1538

Black rainbow label with logo at top, without subsidiary print



At the beginning of the run of new labels, the covers were made to indicate that two of the songs on the stereo album were, in fact, in rechanneled stereo. Some covers accomplished this by means of a sticker; others used additional wording that was added to the back slick and folded around to the front.

Circa 1964, the back cover slicks for both mono and stereo albums were changed. The Sinatra albums were shown in black-and-white on this release, and the background of the photo of Frank was blurred and "washed out," so that Frank's image is basically all that is visible.

At some point in 1965, Capitol reduced the price of the album, and with that change came a change in the price code from W- to T-.

Label 62

Mono

T-1538

Black rainbow label with logo at top, without subsidiary print



Label 62

Stereo

STT-1538

Black rainbow label with logo at top, without subsidiary print



Between 1967 and 1973, this album was available as part of the *Frank Sinatra Deluxe Set*. See that entry for more information.

Label 72rb

Stereo

SM-1538

Yellow label with Capitol at the bottom.

With "all rights reserved" disclaimer. Issued 1976 to 1978.



Label 78bb

Stereo

SM-1538

Dull blue budget label with large Capitol logo at top.

All rights reserved disclaimer in the rim print at the bottom. Issued 1978-1982.



Label 78bg

Stereo

SN-16205

Green budget label with large Capitol logo at top.

All rights reserved disclaimer in the rim print at the bottom. Issued 1982.



Cap to Launch Push on Sinatra Albums As Singer's Own Label Bows First Set

By LEE ZHITO

HOLLYWOOD—Is Capitol Records acting in reprisal of Frank Sinatra's Reprise label?

Both sides preferred to find that it was mere coincidence that Capitol will special-release a Sinatra LP and launch a Sinatra album bonus plan at the same that the singer's own Reprise label will issue its first Sinatra package. On March 13, one week after Capitol's regular March release, the label will hit the market with "All the Way," a package comprised of some of Sinatra's top singles.

This will be Capitol's second Sinatra album release in a little more than a year. Last month, Capitol released Sinatra's "Swingin' Session," which has already climbed to the No. 6 position

on Billboard Music Week's Action Albums chart.

Offers 1-10 Bonus
To attract dealer attention to Capitol's two 1961 Sinatra albums, it is offering a one-for-10 bonus plan. Dealers will receive one free Sinatra album for each 10 they buy of either of the new albums. Dealers will receive a free monoaural for each lot of 10 single-track LP's they buy, or a free stereo version for each 10 dual-channel disks they take. Mixed lots of 10 will receive the mono version as a bonus. Deal also applies to EP versions of the same two LP's.

Any dealer who orders 10 copies per LP will be qualified to participate. Capitol Records Distributing Corporation salesmen will accept orders as of March 6, with the special program expiring April 14. Deliveries on "Swingin' Session" will be made as of March 6, but the "All the Way" LP will issue much later. The new album contains the title tune, "High Hopes," "To Love and Be Loved," "Witchcraft," "All My Tomorrows," "River, Stay Way From My Door," and "Ole MacDonald." Nelson Riddle conducts. Although all sides were previously made available as singles, they were cut in stereo, and both a mono and a stereo version of the LP will be available.

CRDC President Mike Maitland told Billboard Music Week that the title, "All the Way," had been under consideration as a Sinatra album title for some time. He denied that Capitol's intention in launching the special Sinatra program was aimed at bumping head-on into the Reprise Sinatra LP, "Ring-a-Ding-a-ling," to be issued during early March. He confirmed the report that a Guy Lombardo program had been under consideration (Lombardo recently departed Capitol to return to Decca) but said plans for

this had been dropped. He said special programs were not part of a new Capitol policy in handling artists who happen to move to another label.

Mo Ostin, administrative head of Reprise Records, said he didn't believe Capitol's Sinatra push at this time was intended as a competitive move aimed at taking away sales from his firm's initial Sinatra release. Said Ostin: "I don't think Capitol would do anything intentionally to hurt us. I think they're above that. Furthermore, we may very well plan to do business with them (Capitol) in other fields, and even if they had the desire to take any action that might damage us—and I don't think they do—it would not prove to be good business for them."

The "other fields" mentioned by Ostin received no further explanation. However, it could be Reprise's intention to be distributed abroad by EMI, Capitol's parent firm. Also, Reprise might decide in favor of concluding an arrangement with the Capitol Records Club.

Rather than seeing Capitol's move as a reprisal to Reprise, Ostin felt the ballyhoo to be stirred up by Capitol's special program will "only serve to whet the dealer's appetite for our new Sinatra LP. "After all," concluded Ostin, "it's good business for any label to issue an album by a hit-selling artist like Sinatra as a means of stimulating its sales in general."