

Decca in High Gear With Varied Projects

The Who US Records, 1964-1973

Regular-Issue Singles

"I Can't Explain"/ "Bald-Headed Woman"

Decca 31725

First Appearance in Trade Magazines: December 19, 1964.

Pink label promo (55dj)

• Continued from page 1

staff that consists of Charles (Bud) Dant and William Loose. Usher's duties will encompass recording the Surfaris as well as signing and developing new acts. The first group signed by Usher is the L. A. Teens, whose first release will be out in January.

On the British front, Decca is coming out this week with a single by a group called the Who. The single is a coupling of "I Can't explain" and "Bald

Headed Woman." Decca has even stretched beyond England for its push into the teen beat idiom with the import of Denmark's top rock 'n' roll group, Sir Henry and His Butlers.

For its TV ties, Decca has made a deal with Bobby Sherman, who is a regular on ABC-TV's popular "Shindig" show. In the same vein, the company has wrapped up deals with Randy Boone and Roberta Shore of TV's "The Virginians," Lloyd Thaxton, who has a syndicated teen-oriented series and



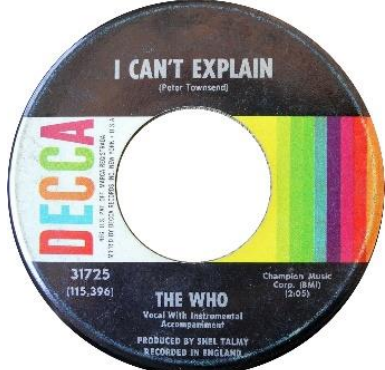
Promo (Duchess, "Townsend")



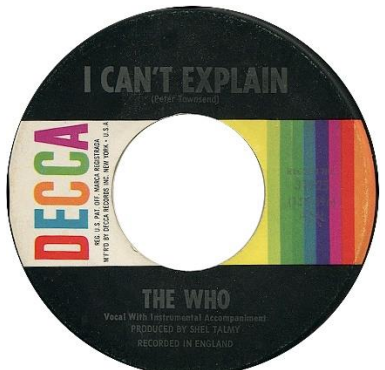
Promo single (Leeds 1)



Promo (Leeds 2, "Townsend")



Gloversville



Pinckneyville

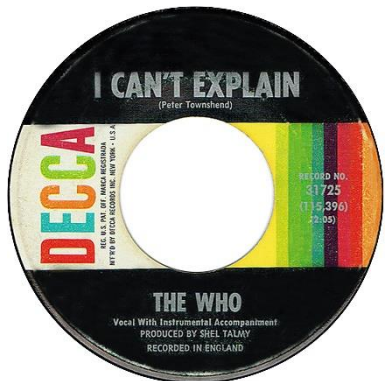


First copies misspell "Townshend."

Earliest copies from Gloversville show the B-side publisher as Duchess Music instead of Leeds Music.



Corrected Gloversville



Corrected Pinckneyville

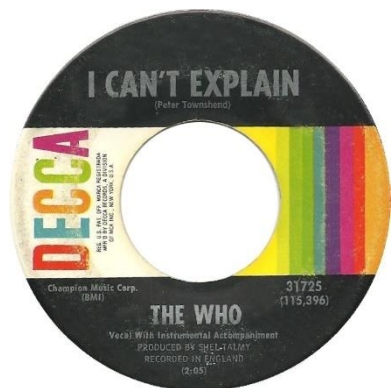
"Townshend" spelled properly



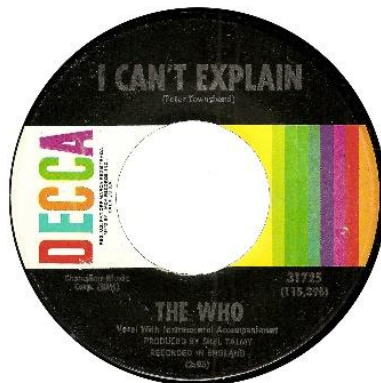
1967 Gloversville (no I)
B-side credit correctly reads Leeds Music.



1967 Gloversville (I)



1967 Pinckneyville
B-side Champion Music



1971 Pinckneyville
B-side Leeds Music

**BALD HEADED WOMAN (2:10) [Duchess, BMI—Talmy]
I CAN'T EXPLAIN (2:05) [Champion, BMI—Townsend]
THE WHO (Decca 31725)**

The Who, a new English group, bows on Decca with a wild-sounding affair that could bust loose in the coming weeks. It's a blues-styled hand-clapper, tagged "Bald Headed Woman," that starts off slow and picks up steam along the way—building into a 'pull-out-all-the-stops' throbber. Side was produced in England by Shel Talmy. Under half's an attention-getting shuffle-rock'er.

“Anyway Anyhow Anywhere”/ “Anytime You Want Me”

Decca 31801

First mention in trade magazines: June 5, 1965.

Pink label promo (55dj)



Promo single



Gloversville



Pinckneyville



1967 Pinckneyville

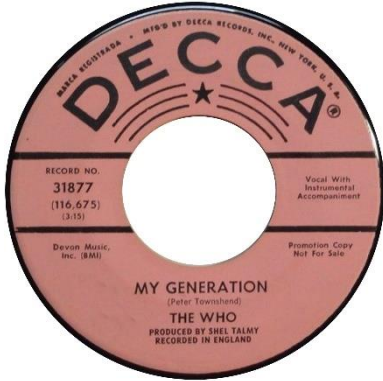
ANYWAY ANYHOW ANYWHERE (2:35)
 [Devon, BMI—Townsend, Daltrey]
ANYTIME YOU WANT ME (2:30)
 [Rittenhouse, BMI—Ragoroy, Mimms]
THE WHO (Decca 31801)
 Decca's part of the British Sound boon is The Who, a rockin' vocal-instrumental ensemble that did the Top 100 trick recently with "I Can't Explain." There's every reason to believe that a wild-one called "Anyway Anyhow Anywhere" is headed for big chart action. A middle instrumental section is a wow. Calmer bluesy seas on "Anytime You Want Me."

“My Generation”/ “Out in the Street”

Decca 31877

First appearance in trade magazines: November 20, 1965.

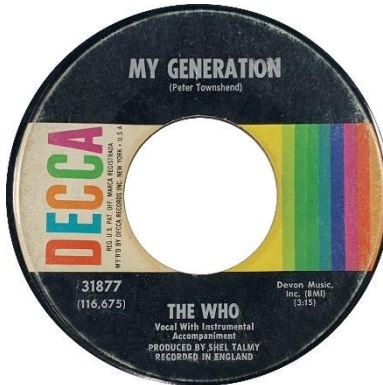
Pink label promo (55dj)



Promo single

MY GENERATION (3:15) [Devon, BMI—Townshend]
 OUT IN THE STREET (YOU'RE GOING TO KNOW ME) (2:30)
 [Devon, BMI—Townshend]
 WHO (Decca 31877)

The Who can speedily establish a name for themselves both here and in England with this top-drawer Decca stand dubbed “My Generation.” The tune is a rollicking, blues-drenched handclapper which sez that today’s kids have more rights than their elders think. “Out In The Street” is an infectious, rhythmic danceable blueser.



Gloversville



Pinckneyville

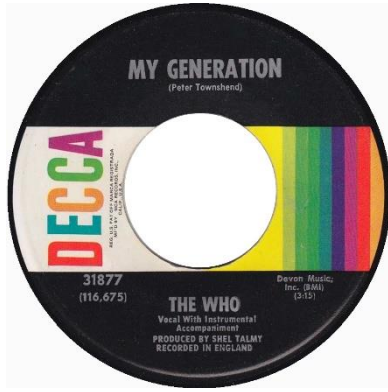


1967 Gloversville



1967 Pinckneyville

The first pressing gives the subtitle to “Out in the Street” as “(You’re Going to Know Me).”



1971 Groversville



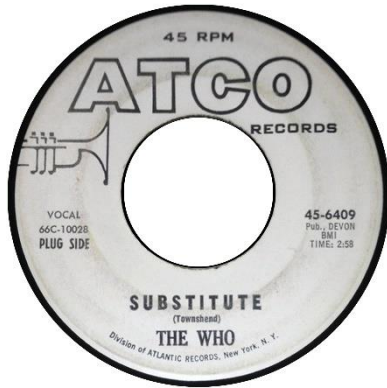
1971 Pinckneyville

“Substitute”/ “Waltz for a Pig”

Atco 45-6409

White/Yellow Label with no address

First pressing. April, 1966.



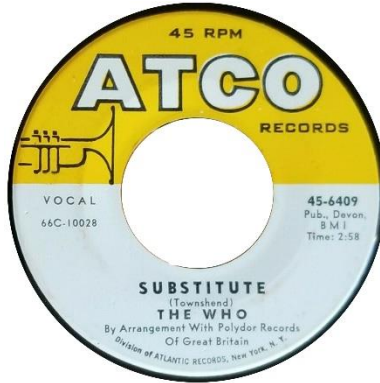
Promo single (S)



Promo single (P)



Specialty



Presswell



Monarch

“Substitute”/ “Waltz for a Pig”

Atco 45-6509

White/Yellow Label with no address (PL), or with Broadway address (others)

Reissue of the above single. August, 1967.



Promo single (S)



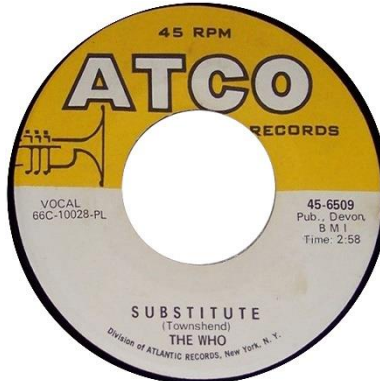
Promo single (P)



ARP



Specialty



Presswell



Monarch

“The Kids are Alright”/ “A Legal Matter”

Decca 31988

First Appearance in Trade Magazines: July 16, 1966

THE WHO (Decca 31988)

● THE KIDS ARE ALRIGHT (2:42) [Devon BMI—Townshend] The Who should keep the cash registers ringing with this harmonic, medium-paced throbbing rocker. The sound should quickly earn a place on playlists throughout the country.

(B+) A LEGAL MATTER (2:47) [Devon BMI — Townshend] More rock sounds back here.



Promo single (55dj)



Groversville



Pinckneyville

“I’m a Boy”/ “In the City”

Decca 32058

First Appearance in Trade Magazines: January 21, 1967

Pink label promo (55xdj)

I'M A BOY (2:34) [Dartmouth, ASCAP—Townshend]
IN THE CITY (2:20) [Essex, ASCAP—Moon, Entwistle]
WHO (Decca 32058)

Consistently popular in Britain, the Who may establish themselves firmly on these shores as a result of "I'm A Boy." Way up high on the English charts, the easy-paced rocker could do likewise here. "In The City" is a danceable mover.



Promo single



Groversville



Pinckneyville

“Happy Jack”/ “Happy Jack”

Decca 34444

March 1967.

Pink label promo (55xdj); double A-side



Promo single

HAPPY JACK (2:14) [Essex, ASCAP—Townshend]
WHISKEY MAN (2:57) [Essex, ASCAP—Entwhistle]
WHO (Decca 32114)
Once again the Who are on the scene with an item that could break them into the scene in the States. Red-hot in England, this Who offering, called “Happy Jack,” is a strong sound well worth hearing. “Whiskey Man” is a swinging, easy-paced teen rocker.

“Happy Jack”/ “Whiskey Man”

Decca 32114

First appearance in trade magazines: March 18, 1967.

Commercial pressed by Gloversville, NY, and Pinckneyville, IL

Label 60G(i) has little space above “Accompaniment.” Label 60G(ii) has a blank line.

Label 60mP(i) has the left side of the 3 in the catalog number over the second 1 in the matrix number;

label 60mP(ii) has the 3 over the 11.

Picture sleeve, straight cut.



Gloversville (i)



Gloversville (ii)



Picture sleeve



Pinckneyville (i)



Pinckneyville (ii)

“Pictures of Lily”/ “Pictures of Lily”

Decca 9-34470

June, 1967.

Pink label promo (55xdj); double A-side

One label has the (of the author credit under the center of the U in “pictures.”

The other label has the (of the author credit further to the right.



55xdj1



55xdj2

“Pictures of Lily”/ “Doctor, Doctor”

Decca 32156

First appearance in trade magazines: June 24, 1967.

Label 60G(i) has all of the label copy closer to the center hole than in label 60G(ii).



Gloversville (i)



Gloversville (ii)



Pinckneyville (60mP)



The Who follow “Happy Jack” with another intriguing ditty, “Pictures of Lily,” with hypnotic lyric and melody (Decca 34470).

"I Can See for Miles"/ "I Can See for Miles"

Decca 9-34492

September 1967.

Pink label promo (55xdj); double A-side. Sides at full length.

"Executive" is in the wrong location, next to "Lambert."



"I Can See for Miles"/ "Mary-Anne With the Shaky Hands"

Decca 32206

First appearance in trade magazines: September 30, 1967.

Label 60G(i) has "Executive" on the line next to "Lambert."

Label 60G(ii) has "Executive" next to "Producer" where it belongs.

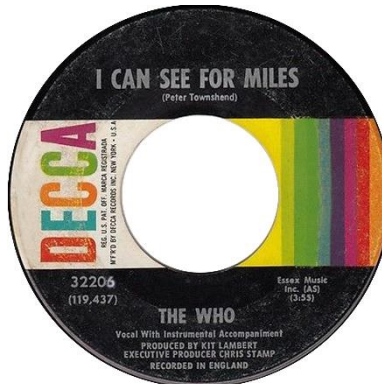
Label 60mG has 1967 labels but has "Executive" up with "Lambert."

Label 60mP(i) has the A-side title in small print.

Label 60mP(ii) (more common) has the size corrected.



Gloversville (i)



Gloversville (ii)



60mG



Pinckneyville (i)



Pinckneyville (ii)

THE WHO—I CAN SEE FOR MILES (Prod. Kit Lambert) (Writer: Townshend) (Devon, BMI)—Compelling off-beat number full of excitement and drive. Strong dance beat supports smooth vocal blend with top production work of Kit Lambert. Should surpass their "Happy Jack" smash. Flip: "Mary-Anne With the Shaky Hands" (Devon, BMI). Decca 32206

"I Can See for Miles"/ "I Can See for Miles"

Decca 9-34497

September 1967.

Pink label promo (55xdj); double A-side. Sides are edited to 2:45.

"Executive" is in the wrong location, next to "Lambert."



"Call Me Lightning"/ "Dr. Jekyll & Mr. Hyde"

Decca 32288

First appearance in trade magazines: March 16, 1968.

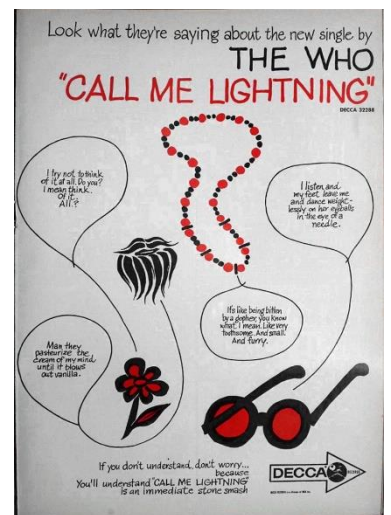
Pink label promo (55xdj).

Label 60G(i) is missing "Vocal With Instrumental Accompaniment" on both sides.

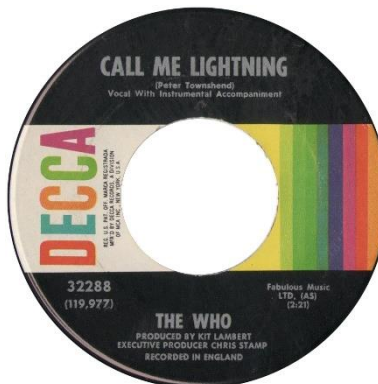
Label 60G(ii) has that print.



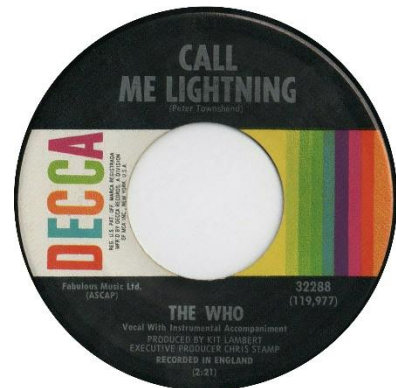
Promo



Gloversville (i)



Gloversville (ii)



Pinckneyville

“Magic Bus”/ “Magic Bus”

Decca 9-34545

July 1968.

Pink label promo (55xdj); double A-side.

Publishing credit is shown as “Fabulous Music.”



THE WHO—MAGIC BUS

(Prod. Kit Lambert) (Writer: Townshend) (Fabulous Music, BMI)—Their “Call Me Lightning” went high on the Hot 100, but this pulsating and infectious rocker has the power to take them right to the top this time out. Powerful entry. Flip: “Someone’s Coming” (New Action Ltd., ASCAP). Decca 32362

“Magic Bus”/ “Someone’s Coming”

Decca 32362

First appearance in trade magazines, July 27, 1968.

Pink label promo (55xdj).

1st pressing has “Essex” publishing credit on A-side; replaced quickly.

2nd pressing has “Fabulous” publishing credit on A-side.



Promo



Gloversville (i)



Gloversville (ii)



Pinckneyville (i)



Pinckneyville (ii)

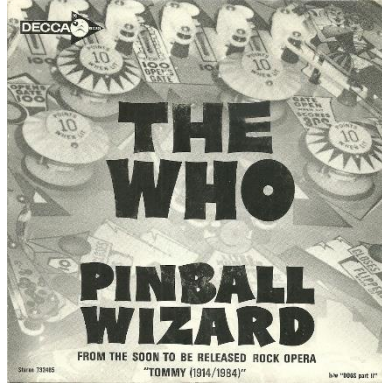
“Pinball Wizard”/ “Dogs, Part Two”

Decca 732465

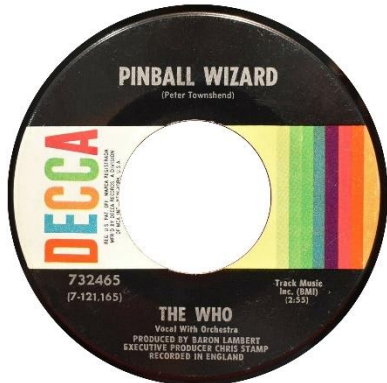
First appearance in trade magazines: March 22, 1969.

Blue label promo (68dj).

[new style label begins October, 1968. First in pink, then in blue. From 12/69 on, yellow.]



Promo Picture Sleeve



Gloversville



Pinckneyville



The Who is preparing a "rock opera" for its next album and this exciting side, "Pinball Wizard" (Track, BMI), is part of it (Decca 732465).

Excerpts from Tommy

Decca No Number

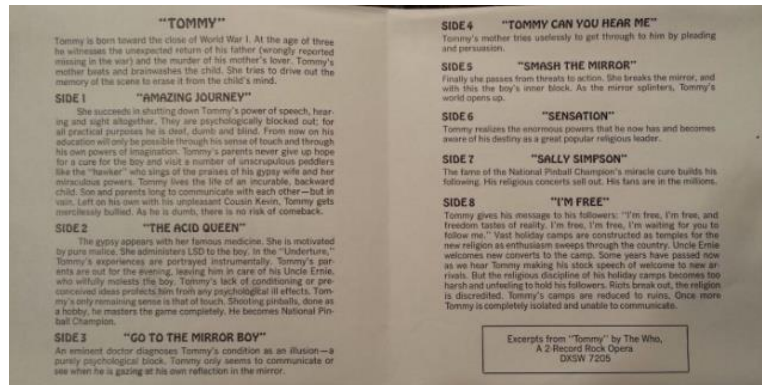
45 RPM boxed set, containing singles 734610 through 734613.

Sides numbered 1 through 8.

May 1969.

Gold custom label promo (68dj).

With booklet.





“I’m Free” / “We’re Not Gonna Take It”

Decca 732519

First appearance in trade magazines: July 5, 1969.

Blue label promo (68dj). Both sides are labeled A-sides.

Commercial pressed by Gloversville, NY, (60m) and Pinckneyville, IL (60m)



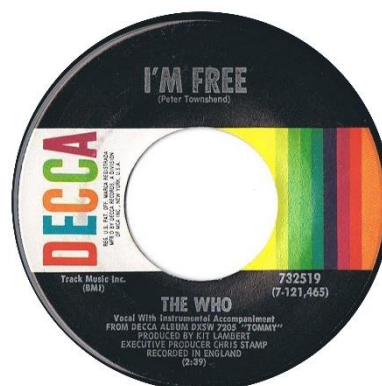
Promo



Other Side



Gloversville



Pinckneyville

THE WHO—I'M FREE

(Prod. Kit Lambert) (Writer: Townshend) (Track, BMI)—Following up their “Pinball Wizard” hit, group goes for a change of pace in this easy beat rocker culled from their hot LP, “Tommy.” Much sales potency here. Flip: “We’re Not Gonna Take it” (Track, BMI) Decca 732519

“The Seeker”/ “Here for More”

Decca 32670

First appearance in trade magazines: April 4, 1970.

Yellow label promo (68dj).

Commercial pressed by Gloversville, NY, (60m) and Pinckneyville, IL (60m)



“The Seeker” (Track, BMI) is the first Who release in quite some time. Turns out it was worth the wait and the group is still a real powerhouse. (Decca 32670).



Promo



Gloversville



Pinckneyville

“Summertime Blues”/ “Heaven and Hell”

Decca 32708

First appearance in trade magazines: July 4, 1970

Yellow label promo (68dj): Gloversville and Pinckneyville

Label 60mG(i) has “Rumbalero” publishing credit first and “Eddie” misspelled

Label 60mG(ii) has “Rumbalero” publishing credit first and “Eddie” corrected

Label 60mG(iii) has “Viva” publishing credit first

Label 60mP(i) has “Rumbalero” publishing credit first

Label 60mP(ii) has “Viva” publishing credit first



“Summertime Blues” (Rumbalero/Elvis Presley Viva, BMI) is going to be a summertime hit for the Who. Live cut is the group at their best (Decca 32708).





60mG (i)



60mG (ii)



60mG (iii)



No more "Summertime Blues" for the Who. This time it's "See Me, Feel Me" (Track, BMI), excerpted from "Tommy" and already a smash (Decca 732729). Flip is instrumental "Overture from Tommy" (Track, BMI).



60mP (i)



60mP (ii)

"See Me, Feel Me"/ "Overture from Tommy"

Decca 732729

First appearance in trade magazines: September 19, 1970.

Light blue label promo single with no promotional markings.

Light blue label promo single with no promotional markings.

Custom gold label commercial single.

Picture sleeve.



Promo



Custom Label



Picture sleeve

“Young Man (Blues)”/ “Substitute”

Decca 32737

First appearance in trade magazines: October 17, 1970.

Yellow label promo (68dj), with promotional picture sleeve.

The label gives “Substitute” as the A-side, but the sleeve gives “Young Man” as the A-side.

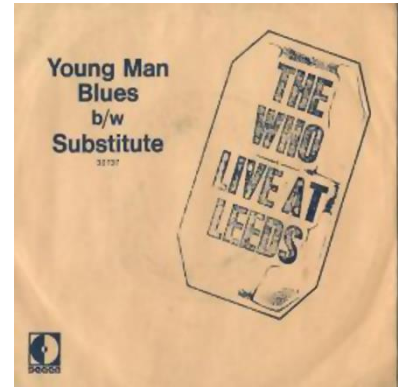
The commercial single was withdrawn and is known only from Groversville.



Promo



Groversville

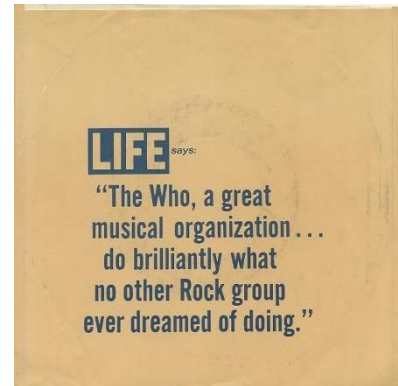


Picture sleeve

THE WHO (Decca 32737)

Young Man (4:45) (Jazz Edition, BMI—Allison)

With extension of the Who-Month promotion, along comes this new single from the team as a rival rather than follow-up to “See Me, Feel Me.” From their “Live at Leeds” set, the Mose Allison song is a powerhouse with lyrics and a break that deserves the length. Flip: “Substitute” (2:05) (TRO-Devon, BMI—Townshend) More top-forty in sound and time, this is likely to make the single a two-sider.



“Won’t Get Fooled Again”/ “I Don’t Even Know Myself”
Decca 32846

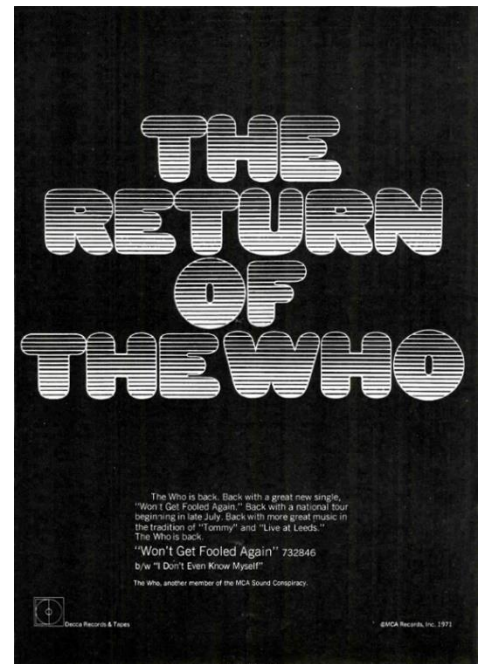
First appearance in trade magazines: July 10, 1971.
 Yellow label promo (68dj).



Promo (G)



Promo (P)



Groversville



Pinckneyville



RCA-Hollywood

“Behind Blue Eyes”/ “My Wife”
Decca 32888

First appearance in trade magazines: October 23, 1971.
 Groversville (60c), Pinckneyville (60m), Capitol-Jax (60c)



Promo 68dj (G)



Promo 68dj (P)

THE WHO (Decca 32888)

Behind Blue Eyes (3:40) (Track Music, BMI—Townshend)

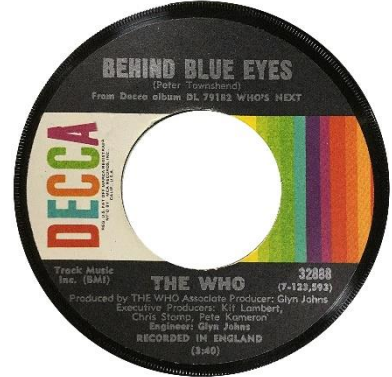
Second in a series of singles to be cut from the “Who’s Next” album features another Townshend masterpiece in traditional Who fashion. Record will take off immediately for the top of the pop charts and will also give an additional burst to their album sales. Flip: “My Wife” (3:36) (Track Music, BMI—Entwhistle)



Gloversville (60c)



Pinckneyville (60m)



Capitol-Jax (60c)

“Join Together”/ “Baby, Don’t You Do It”

Decca 32983

First appearance in trade magazines: July 8, 1972.

Yellow label promo (68dj).



Promo (G)



Promo (P)



Capitol LA



Gloversville



Pinckneyville



Capitol Jax



Capitol Scranton



Track (G)

THE WHO, "JOIN TOGETHER" (Track, BMI). First American Who single of 1972 was well worth the wait. All the elements of the patented Who sound are here, and the song is commercial enough to match last year's "Won't Get Fooled Again." Phenomenal music. Decca 32983.

"The Relay"/ "Wasp Man"

Decca/Track 33041

First appearance in trade magazines: December 2, 1972

Yellow label promo (68dj); silver Track label promo (72dj).

Silver label commercial copies.



Promo (Gloversville, Decca)



Promo (Pinckneyville, Track)

THE WHO, "THE RELAY" (Track, BMI). Long awaited single begins with an Isaac Hayes sound and breaks into a heavy rocker again envincing Townshend's humanistic consciousness. Will relay right to the top. Decca 33041.



Gloversville



Pinckneyville

Decca Album Cover Markings

Between 1964 and 1973, Decca Records placed indicators on the back covers to albums to indicate the mono or stereo content of the records.

All mono covers featured a “mono message” on the back cover beginning with
“This is a High-Fidelity Record!”

This same block of text is found on the following mono albums by the Who:

The Who Sings My Generation
Happy Jack



All stereo covers that came out in or before September, 1967, featured a “stereo message” on the back cover beginning with
“This is a True Hi-Fi Stereophonic Record!”

This same block of text is found on the first stereo pressings of the following albums by the Who:

The Who Sings My Generation
Happy Jack

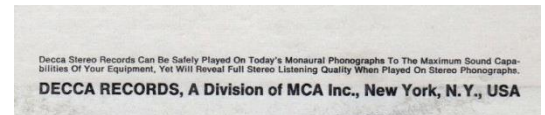


Beginning in October, 1967, all stereo covers featured a statement on the back cover indicating that stereo albums could be played on modern mono equipment.

This same block of text is found on the 2nd stereo pressings of the following albums by the Who:

The Who Sings My Generation
Happy Jack

It is found on all stereo pressings of *Magic Bus*.



Beginning in late 1971 or early 1972, reissues of earlier albums have an additional “extra Decca” on the back cover above the block of compatible stereo print.

The extra Decca is found on 1971-73 stereo pressings of these three albums:

The Who Sings My Generation
Happy Jack
The Who Sell Out
Magic Bus.



The Who Sell Out was designed so that the same back cover could be used for mono and stereo pressings. The back cover lists both mono and stereo catalog numbers and does not have any compatibility statement, but later copies DO have the “extra Decca.”

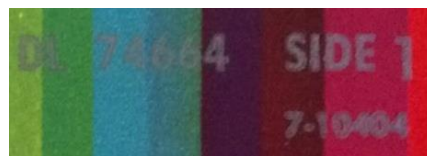
Decca Standard Factory Identifiers

In addition to the factory marks on side two, it is relatively easy to spot a Decca Gloversville pressing, in order to distinguish it from a Pinckneyville one.

On a **Gloversville**, New York, pressing, the side number (1 or 2) is always quite a bit larger than the word SIDE, and the numeral itself is centered on the line that contains the word SIDE, so that it extends above and below that line.



On a **Pinckneyville**, Illinois, pressing, the side number (1 or 2) is only slightly larger than the word SIDE, and the numeral itself is positioned so that the top of the numeral is at approximately the same height as the top of the word SIDE.



Regular-Issue Albums

The Who Sings My Generation

Label 60

Mono

Decca DL 4664

May, 1966. White label promo.



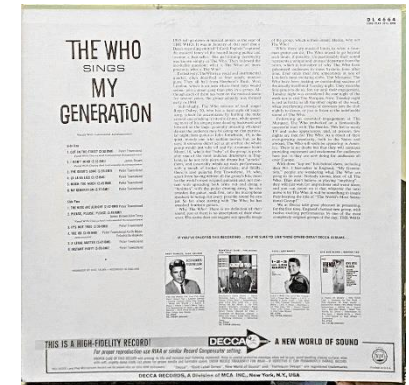
Mono

Decca DL 4664

Black label with color band. Manufacturing statement reads

“Reg. U.S. Pat. Off. Marca Registrada M’f’r’d by Decca Records Inc. New York · U.S.A.”

First appearance in trade magazines: May 21, 1966.



60G – Gloversville plant

REG. U.S. PAT. OFF. MARCA REGISTRADA M’f’r’d BY DECCA RECORDS INC. NEW YORK · U.S.A.

Label 60G(i) has narrow vertical spacing between song titles; label 60G(ii) has wide spacing.



60G(i)



60G(ii)



60P – Pinckneyville plant



Rechanneled Stereo

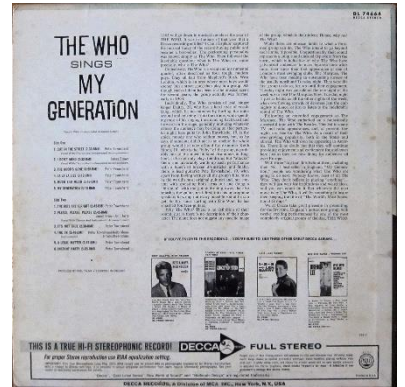
Decca DL 74664

Black label with color band. Manufacturing statement reads "Reg. U.S. Pat. Off. Marca Registrada M'f'r'd by Decca Records Inc. New York · U.S.A."
June, 1966.



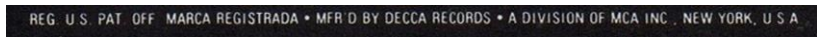
60P – Pinckneyville plant

60RI – RCA Indianapolis



Possible covers:

Back cover has a large block at the bottom starting with "This is a true hi-fi stereophonic record!"



Label 60m

Mono

Decca DL 4664

Black label with color band. Manufacturing statement has additional print reading "A Division of MCA Inc."



60mG– Gloversville



60mP– Pinckneyville



60mRI—RCA Indianapolis

Rechanneled Stereo

Decca DL 74664

Black label with color band. Manufacturing statement has additional print reading
“A Division of MCA Inc.”

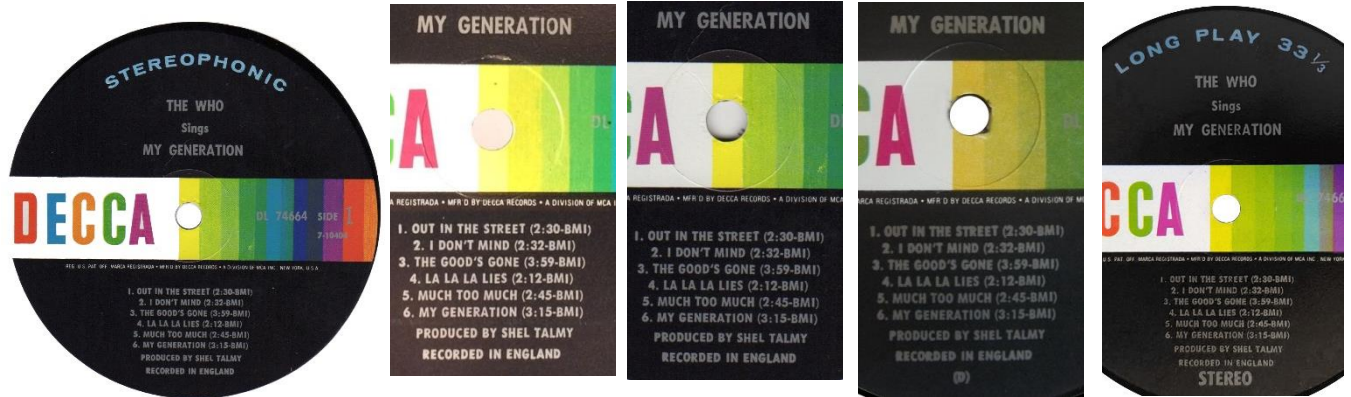
60mG– Gloversville plant

G(i) – Song times on label; no (D) at bottom of label; titles close to spindle hole

G(ii) – as above, but titles moved away from spindle hole

G(iii) – Song times on label; (D) at bottom of label

G(iv) – Repurposed LONG PLAY label; STEREO at the bottom in silver



60mP– Pinckneyville plant

P(i) – No song times on label; STEREOPHONIC at top in blue.

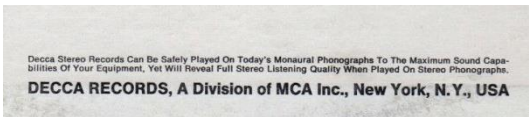
P(ii) – These labels from 1967 have repurposed Long Play labels with LONG PLAY 33 1/3 at top and “STEREO” printed on the label in silver.



Possible covers:

Back cover has a large block at the bottom starting with “This is a true hi-fi stereophonic record!” (SC1)

Starting in October, 1967, the back cover has the large block replaced by a smaller block of text indicating that mono and stereo systems are compatible. (SC2)



Label 60c

Rechanneled Stereo

Decca DL 74664

Reg. U.S. Pat Off • Marca Registrada • Mf'd by © MCA Records, Inc., Calif. U.S.A.

Black label with color band. Manufacturing statement reads
“Reg. U.S. Pat Off • Mf'd by © MCA Records Inc., Calif. U.S.A.”

60cG– Gloversville plant

G(i) – no (D) at bottom of label

G(ii) – (D) at bottom of label



60cP– Pinckneyville

Possible covers:

Back cover has the smaller block of text. (SC2)

Beginning in late 1971 or early 1972, the back cover has an additional “Decca” next to the stereo text. (SC3)

Decca

Decca Stereo Records Can Be Safely Played On Today's Monoaural Phonographs To The Maximum Sound Capabilities Of Your Equipment, Yet Will Reveal Full Stereo Listening Quality When Played On Stereo Phonographs.
DECCA RECORDS, A Division of MCA Inc., New York, N.Y., USA

Happy Jack

Label 60m

Mono

Decca DL 4892

April, 1967. White label promo.



Label 60m

Mono

Decca DL 4892

Black label with color band. Manufacturing statement has additional print reading "A Division of MCA Inc."

Label G(i) and label P(i) are missing the credits for the producer and executive producer.

Labels G(ii) and label P(ii) have the credits.

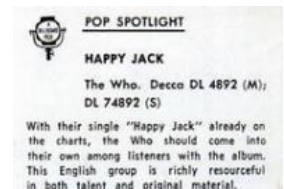
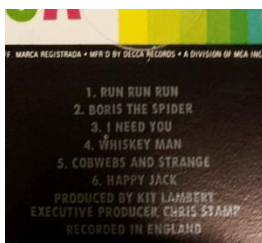
60mG– Gloversville plant



60mP – Pinckneyville plant



60mC – Contract pressing (RCA)



Label 60m
 Stereo
 April, 1967. White label promo.



Decca DL 74892



Label 60
 Stereo
 Decca DL 74892
 Black label with color band. Manufacturing statement without "Division."
 Pinckneyville plant.



Decca DL 74892



Label 60m
 Stereo
 Decca DL 74892
 Black label with color band. Manufacturing statement has additional print reading
 "A Division of MCA Inc."

Label P(i) is missing the credits for the producer and executive producer.
 Labels G(ii) and label P(ii) have the credits.

60mG– Gloversville plant



60mP– Pinckneyville plant



60mC – Contract pressing (RCA)



60mG(ii)



60mP(ii)



Possible covers:

Back cover has a large block with "This is a true hi-fi stereophonic record!" (SC1)

Back cover has smaller block of text indicating that mono and stereo are compatible. (SC2)

Label 60c

Stereo

Decca DL 74892

Black label with color band. Manufacturing statement reads

"Red. U.S. Pat Off · Mf'd by © MCA Records Inc., Calif. U.S.A."



Possible covers:

Back cover has the smaller block of text. (SC2)

Back cover has an additional "Decca" next to the stereo text. (SC3)

The Who Sell Out

Label 60m

Mono

Decca DL 34505

December, 1967. White label banded promotional copy with selections reordered.



Mono

Decca DL 4950

December, 1967. White label promo.



Label 60m

Mono

Decca DL 4950

Black label with color band. Manufacturing statement has additional print reading "A Division of MCA Inc."

60mG- Gloversville plant



60mP - Pinckneyville plant



Label 60m

Stereo

Decca DL 734505

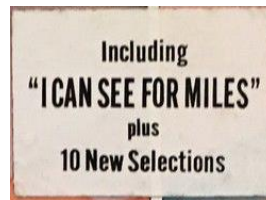
December, 1967. White label banded Decca promotional copy with selections reordered.



Stereo

Decca DL 74950

December, 1967. White label promo.



Stereo

Decca DL 74950

Black label with color band. Manufacturing statement has additional print reading "A Division of MCA Inc."

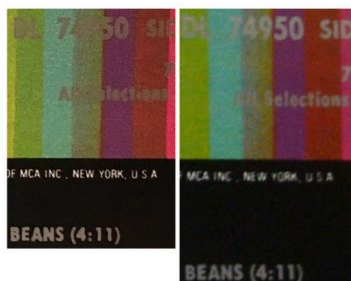
60mG- Gloversville plant

60mP - Pinckneyville plant

60mC -All-Disc



The spacing is different on copies 60mG(i) and 60mG(ii).



Label 60c

Stereo

Decca DL 74950

Black label with color band. Manufacturing statement reads
"Red. U.S. Pat Off · Mf'd by © MCA Records Inc., Calif. U.S.A."



60cG



60cP(i)



60cP(ii)

Possible covers:

Back cover has no additional Decca; shows mono and stereo catalog numbers. (SC1)

Back cover is cut to show only the stereo catalog number (SC2)

Back cover has an additional "Decca" next to the stereo text. (SC3)



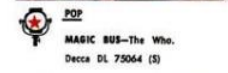
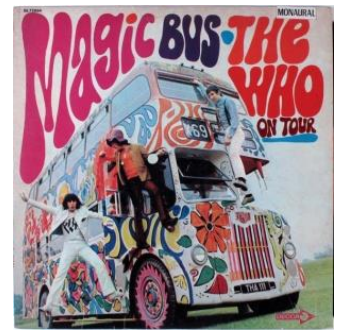
Magic Bus

Label 60m

Mono

Decca DL 5064

October 12, 1968. White label promo. Stereo cover with "MONAURAL" sticker.



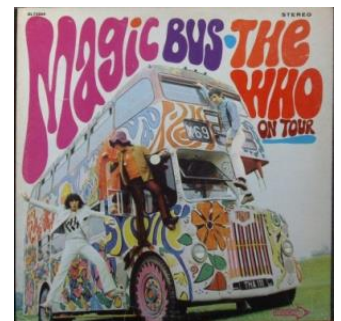
The Who, breaking up their instruments (and their audiences) on their nationwide tour, display the same raucous hard rock which has won them fame in the U. S. and England. One of the few hard rock groups on the scene today, the Who should be as successful with this collection as they have been on the road.

Label 60m

Stereo

Decca DL 75064

October 12, 1968. White label promo.



Label 60m

Stereo

Decca DL 75064

Black label with color band. Manufacturing statement has additional print reading "A Division of MCA Inc."

60mG- Gloversville plant

Label 60mG(i) has no (D) at the bottom of the label copy; label 60mG(ii) has a (D).





60mP – Pinckneyville



60mR(i) – RCA



60mR(ii) – RCA

Label 60c

Stereo

Decca DL 75064

Black label with color band. Manufacturing statement reads
 “Red. U.S. Pat Off · Mf'd by © MCA Records Inc., Calif. U.S.A.”



Back cover has no additional Decca. (SC1)

Back cover has an additional “Decca” next to the stereo text. (SC3)

Decca pressed all records from this point on in stereo only.

Tommy

Label 60m

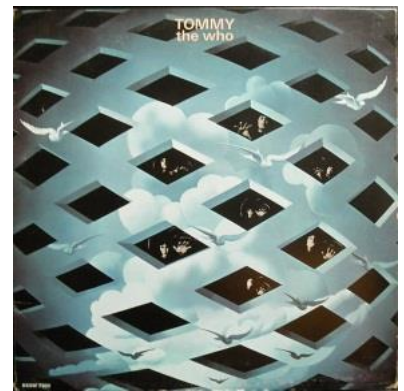
Stereo

June 1969.

White label promo.



DXSW 7205



Label 60m

Stereo

DXSW 7205

Black label with color band. Manufacturing statement has additional print reading "A Division of MCA Inc."

60mG- Gloversville

Label 60mG(i) has "All selections BMI" under the other information at the right.

Label 60mG(ii) has "All selections BMI" above the other information; standard backdrop.

Label 60mG(ii) has repurposed mono labels. These read "STEREO" at the bottom.

60mP - Pinckneyville



60mC1 - All-Disc



60mC2 - Contract pressing (unknown)



60mRC1 – Capitol Record Club

This pressing from the Capitol Record Club has the additional (Capitol) number STBO-93758.



All copies of this LP were issued in a trifold cover with a lyric booklet. Some later copies came with an RIAA gold record award sticker on the shrink wrap. A few copies were issued with an additional rectangular sticker promoting two songs; these are known in two styles.

Label 60c

Stereo

DXSW 7205

Black label with color band. Manufacturing statement reads "Red. U.S. Pat Off · Mf'd by © MCA Records Inc., Calif. U.S.A."



60cG(i)



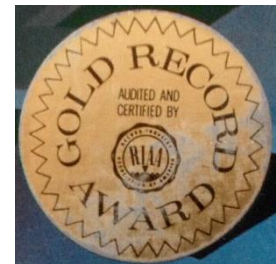
60cG(ii)



60cP



60cCT



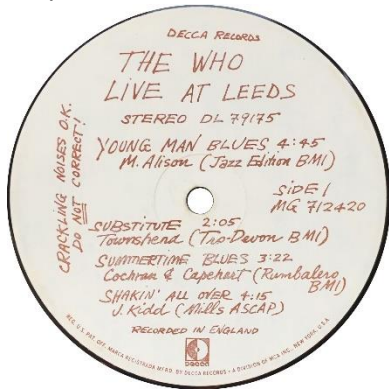
Live at Leeds

Custom Label

Stereo

May 1970.

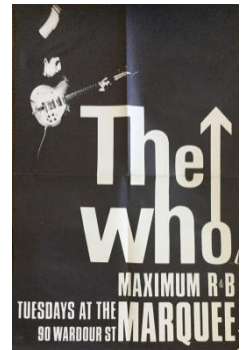
Decca DL 79175



Factories: Gloversville; Pinckneyville; Columbia-Terre Haute

Gatefold cover contains LP and twelve inserts:

- [1] Letter from E.M.I. Records rejecting The High Numbers
- [2] Tour Itinerary of the High Numbers (yellow)
- [3] Photo from the *My Generation* photo shoot
- [4] "My Generation" lyrics with handwritten notes
- [5] Jennings Musical Industries court document
- [6] Receipt for a smoke generator purchase from Brock's
- [7] Marquee Club show box office receipts
- [8] New Action Ltd. / Malcolm Rose list of shows
- [9] Lacarno Ballroom cancellation letter
- [10] "Maximum R&B" poster showing Pete Townshend, "Tuesdays at the Marquee"
- [11] Contract for The Who at Woodstock
- [12] Live photo of Pete Townshend jumping, from behind, with crowd



Who's Next

Label 60m

Stereo

Decca DL 79182

Black label with color band. Manufacturing statement has additional print
Reading "A Division of MCA Inc."
August 1971.



60mG– Gloversville

Labels 60mG(i) through 60mG(iii) differ only in the placement of the lines of text, vertically, with respect to one another.



60mP – Pinckneyville

60mAD1 – All-Disc



Copies 60mAD1(i) have little spacing between the title and artist; other copies (60mAD1ii) have a blank line.

60mCL – Capitol Los Angeles



60mRC1 – Capitol Record Club

This pressing from the Capitol Record Club has the additional (Capitol) number SW-93884.



60mRC2 –Record Club of America



60mRC3 – RCA Record Club

This pressing from the RCA Record Club has the additional (RCA) number R-113612.



PRESSING NOTE: Copies of this album that have W2 at the end of the matrix number and that have the side-two matrix ending in "x" have additional reverb added to the song "Getting in Tune": MG7.12889-W2-x. Copies of the album with W1 in the matrix on both sides (and nothing after W1) were mastered directly from the British master tape and are valued higher by collectors.

Possible covers:

Some copies have back covers that mention the Shorepak construction (Shorewood Packaging's posterboard design) and give the patent number. Other copies do not have any such indicator. There may be no pattern to the absence of the patent.



Label 60c

Stereo

DL 79182

Black label with color band. Manufacturing statement reads
"Red. U.S. Pat Off · Mf'd by © MCA Records Inc., Calif. U.S.A."

60cG– Gloversville plant

Labels 60cG(i) has no titles above the spindle hole; 60cG(ii) makes space by moving two titles above the hole.

60cP – Pinckneyville plant



60cRI – RCA-Indianapolis



Meaty, Beaty, Big, and Bouncy

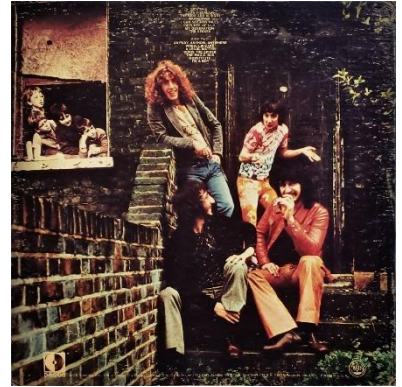
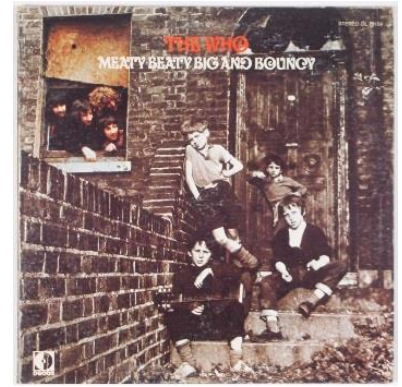
Label 60m

Stereo

Decca DL 79184

October 1971.

60mP – Pinckneyville



60mAD – All Disc

Some copies 60mAD(i) have the song titles in narrow print; others 60mC1(ii) have the song titles much wider.



60mCL – Capitol Los Angeles



60mRC1 – Capitol Record Club

This pressing from the Capitol Record Club has the additional (Capitol) number SKAO-94004.



Label 60c
Stereo

DL 79184

60cG – Gloversville plant

Apparently, Gloversville had switched over to the new label backdrops while Pinckneyville and most contracts were still using the older ones. John Entwistle’s solo album (DL-79183) came out a few weeks earlier, and the Gloversville pressings have the older label style.



60cG



60cCL1 – Capitol Los Angeles



60cCT1 – Columbia Terre Haute

60cRC1 – Capitol Record Club

Later pressing. Has the Capitol number SKAO-94004 and the additional print reading “Manufactured by Longines Symphonette...” on the label. 1972-73. These copies were pressed by PRC in Richmond, IN – the former Decca plant.



Manufactured by Longines Symphonette,
Symphonette Square, New Rochelle, New York
Underlicensed from Capitol Records Inc.

The first copies of the album feature a bifold insert containing the cover photo on the outside and inside descriptions of the songs.



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