

“Tears in the Morning”/“It’s About Time”

Label B70dj

Brother/Reprise

0957

White label with “Division of Warner Bros” rim print and Brother logo at top.

Issued June, 1970.



Label B70

Brother/Reprise

0957

Cream/tan label with “subsidiary and licensee” rim print.



Some copies B70(i) have the arrangement credit on side B; others, B70(ii), are missing the credit.

Billboard introduced the new single in their issue dated October 17, 1970; *Cash Box* reviewed it the following week. *Cash Box* called it a change of pace, and the single did not chart. *Billboard* advocated it with the expression “strong rock ballad,” but that label did not help it sell.

BEACH BOYS—TEARS IN THE MORNING (3:10)

(Prod. Beach Boys) (Writer: Johnston) (Wilobarston, ASCAP)—Strong rock ballad that has all the commercial ingredients to put the Beach Boys back up the Hot 100 with heavy sales action. Flip: “It’s About Time” (2:56) (Brother, BMI). Brother/Reprise 0957

THE BEACH BOYS (Brother 0957)
Tears in the Morning (3:10)
(Wilobarston, ASCAP — Johnston)
Moving into a completely new direction, the Beach Boys pick up on a blues-waltz piece for their latest. Intriguing shot for top forty changing of pace. Flip: “It’s About Time” (2:56) (Brother, BMI)—Wilson, Burcham, Jardine)

