

The Beach Boys Deluxe 3-Pack

Paper Label

Cassette

4X3T-359

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

First appearance in *Billboard*: October 4, 1969.

First appearance in *Cash Box*: September 27, 1969.



The cassette box contains copies of the tapes, fit into a die-cut holder. This set consists of the *Beach Boys Today*, *Pet Sounds*, and *Friends* albums.



Capitol Deluxe 3-Pack Promotion

Capitol's Christmas promotion for 1969 – initiated in late September – was entitled “Give a Listen.” The label was dramatically expanding its offerings of cassette tapes and wished to promote the two tape formats of eight-track and cassette. Hal Rothberg at Capitol came up with the idea of releasing deluxe boxed sets of tapes along with expanding their Deluxe Set line of albums – a line that had provided somewhat popular gift sets for two consecutive years. While the album boxes are not so rare, all **eight** of the tape boxes are ridiculously rare. Although we have wondered for years whether the sets were actually available, or whether they were withdrawn, not only were they advertised along with their LP counterparts but also they continued to be listed in *Schwann's* catalog from 1969 to 1973. Furthermore, newspapers exist listing them as available in local record shops (West Palm Beach shown). *Schwann's* lists the catalog numbers as follows:

Jackie Gleason's Deluxe 3-Pack

8X3T-354 and 4X3T-354

Buck Owens' Deluxe 3-Pack

8X3T-355 and 4X3T-355

Lou Rawls' Deluxe 3-Pack

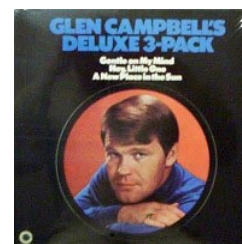
8X3T-356 and 4X3T-356

The Beatles' Deluxe 3-Pack

8X3T-358 and 4X3T-358

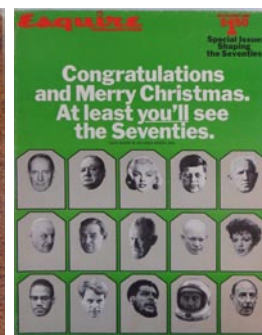
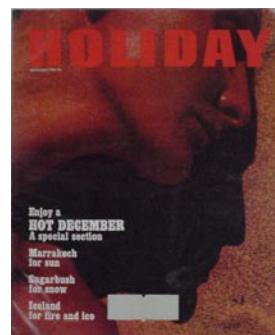
The Beach Boys' Deluxe 3-Pack

8X3T-359 and 4X3T-359



Glen Campbell's Deluxe 3-Pack
The Lettermen's Deluxe 3-Pack
Country & Western Deluxe 3-Pack

8X3T-360 and 4X3T-360
 8X3T-361 and 4X3T-361
 8X3T-362 and 4X3T-362



Although Capitol advertised in the December issues of both Esquire and Holiday magazines, sales of the sets appear to have been disastrous. Shops were complaining about cassette and eight-track long boxes, and apparently the vast majority of them had no place for twelve-inch boxed sets containing tapes.

LOS ANGELES—A telltale sign of success greeted retailers merchandising Capitol's tape and hardware equipment: consumers in a buying mood.

The reason? An extensive and carefully planned merchandising campaign created by Hal Rothberg, Capitol special products merchandising director.

The magic of a tape-hardware merchandising program has been taken for granted by many companies. "Many feel all you have to do is throw out tape and hardware and you have a sale," said Rothberg. "Not so."

It takes careful planning, innovating marketing ideas and dealer-sales-management education that creates consumer interest. A drive by major record companies and hardware manufacturers to expand and exploit tape via unique merchandising concepts is gathering steam — and Capitol is in the forefront.

Here's what Rothberg and Capitol are doing:

Created deluxe sets of cassette and 8-track cartridges for the holiday season and other gift-giving occasions; Created a merchandising campaign for its six-line cassette player equipment; Created promotions to exploit both tape and hardware on network television and national radio; Created Audio-visual presentations to educate sales and management personnel; Created tape point-of-purchase displays for impulse sales. Rothberg also developed a deluxe 3-pack tape package for both cassette and 8-track cartridges utilizing album-sized boxes.

The gift packages feature catalog material spanning easy listening, pop, rock, instrumental and country music. Artists featured in the 3-pack include Jackie Gleason, Buck Owens, Lou Rawls, the Beatles, Glen Campbell, the Lettermen and the Beach Boys. Rothberg also packaged a rock pack that includes the Steve Miller Band, Quicksilver Messenger Service and The Band. The 3-packs retail at \$20.98.

A country 3-pack, which includes a roundup of Capitol artists, retails at \$14.98. In addition, Capitol is releasing a "Romeo & Juliet" tape and LP package simultaneously at \$24.98.



Capitol Stars Appear In Special Xmas Packaging

HOLLYWOOD — Capitol Records has a special LP approach for the forthcoming Christmas season.

In the traditional spirit, there will be double Christmas albums from Jackie Gleason, Fred Waring and various country and instrumental artists, plus a re-release of David Rose's popular album, "Little Drummer Boy."

In a more contemporary mood, Douglas Leedy on Moog Synthesizer will be heard on "A Very Merry Electric Christmas To You."

In addition to the Christmas albums

there will be deluxe holiday gift-sets, including the entire soundtrack of "Romeo and Juliet" in a four-record set with a 48-page full-color book of the movie script, a rock package featuring the Steve Miller Band's "Sailor," the Quicksilver Messenger Service and The Band's "Music From Big Pink," an original cast package that includes three Broadway musicals — "Zorba," "Canterbury Tales" and "Celebration," a six-record gift set devoted to the music of the big bands; a five-record set of the guitar music of Laurindo Almeida; a six-record set of country artists and a three-record set of Marlene Dietrich recordings called "The Magic of Marlene." The Romeo and Juliet and rock packages will also be available on 8-track and cassette tape.

The heavy Christmas release also includes a series of deluxe three-pack tape gift-sets devoted to the previously released works of some of Capitol's favorite recording stars. This list features the Beatles, the Beach Boys, Glen Campbell, Jackie Gleason, Lou Rawls and the Lettermen, as well as Buck Owens and other country and western artists. The Beatles package, for example, will contain "Meet the Beatles," "Yesterday and Today" and "Magical Mystery Tour." Each gift-set package is available on 8-track or cassette tape.

A new Beatles album (in addition to "Abbey Road," which is being released in October) is promised in time for Christmas. Set is called "Get Back."