

4-By the Beach Boys

Label 62-01

Capitol

R-5267

Orange/yellow swirl label without subsidiary print.



01S (Keystone print)

Factories: Scranton



01L (Bert-Co print)

Factories: Los Angeles

Label 01L(i) a narrow space between the two lines of the title. On side two there is a narrow space above the second song title.

Label 01L(ii) has more space between the lines in the title. On side two there is more space above the second song title.



4-in-1 Single to Be Bowed by Capitol

By ELIOT TIEGEL

HOLLYWOOD—Capitol has developed a space age, super single concept which debuts later this month. Tagged the "4-By" series, the new product is four singles by one artist, principally in the teen-age field, which will be merchandised and sold as a single, not an EP.

The new product line will be launched with "4-By the Beach Boys," according to Brown Meggs, Capitol's merchandising-advertising vice-president. The new product will be "complementary to singles and albums by the artists," explained Meggs, and will not be competitive with any of a performer's current hot single product.

The Beach Boys packet includes "Little Honda," "Wendy," "Hushabye" and "Don't Back Down," all culled from their current "All Summer Long" LP. "Honda," which is the emphasized lead track, has never been

released in 45-r.p.m. form before.

The series will be restricted to acts with immediate market success, with no set release pattern. The four singles will be offered in a soft paper color sleeve, to get away from the hard cardboard EP concept, which, generally speaking, has not been that successful for the industry. EP's will continue to be released when necessary and sold as albums. In fact, a recent EP package, "Four by the Beatles," which sold like a single, prompted Capitol to develop the "4-By" series, Meggs said.

Designed to look and sell like a single, the "4-By" package will be offered to dealers at the regular 38 per cent singles discount price of 80 cents. The suggested manufacturer's list price is \$1.29.

Meggs said stock would be ready by Sept. 21. He anticipated no airplay problems since promotion men will emphasize the packet's top track similar to the way they emphasize a single release.

Picture Sleeve

PS1A(east coast):

The sleeve has a straight-cut top.

PS1B (west coast):

The sleeve is tab cut.



In the September 12, 1964, issue of *Billboard*, Capitol Records announced a new concept in music: a four-song EP that would be marketed and sold like a single. Aside from *Four by the Beatles* – which had come out in May – Capitol had had no success with the EP format and had essentially discontinued it. This was no exception to the nationwide rule, as by this time even RCA Victor (which had introduced the format) had so cut back on its releases that by this time only Elvis Presley was releasing records in the format. Capitol hoped that by marketing the EP as a single, “not the stuffy old EP,” it might sell like a single. They promoted “Little Honda” as an A-side – like they would have done with a two-sider and put out full-page ads in both *Cash Box* and *Billboard* for the September 26th issue – coinciding with the record’s release.

The trade magazines charted “Little Honda” and “Wendy,” but the songs did not perform as well as Capitol had hoped. They had almost released the record as a standard EP (Capitol EAP-1-2110), but they were hoping that an innovation might help salvage the format. The maneuver had very little impact.

Call it what you like: super single, bonus single, space-age single. It's Capitol's 4-BY SINGLE – a brand-new product line with built-in sales appeal for the ever-expanding teen market. Not the stuffy old EP...but a single in a soft streamlined 4-track -paper, full-color sleeve. Contains 4 top teen-appeal performances never before available in 45 rpm. Priced to sell to the singles market, with extra profits for you (subject to single-record discounts: see your CRDC sales rep.) Leading off this sales-tailored concept:



By the time Capitol chose to release *4-By the Beatles* (Capitol R-5365) in February, 1965, they had replaced the paper sleeve with the familiar hard cover, thinking that maybe the paper sleeve had thrown buyers or dealers off. Even the Beatles did not help the format, as it failed to generate the same success that their earlier EP had done. The trade magazines treated the EP like an EP this time, and that move basically left it without any peers on the charts. The last record in the 4-By series was *4-By Buck*

Owens (Capitol R-5446), issued in late June, 1965 (and given a one-line introduction in *Billboard* on July 10th). It did not sell well, and Capitol deleted the format.

