

"God Only Knows"/"Wouldn't It Be Nice"

Label 62

Capitol

5706

Orange/yellow swirl label without subsidiary print.



01S (Keystone print)

Factories: Scranton

Orange/yellow swirl label with rim print in yellow (August to October 1966).



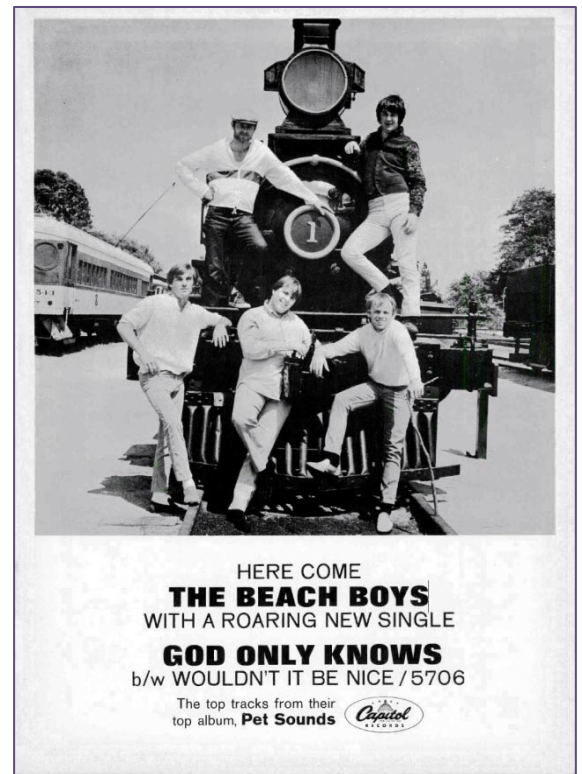
01yS (Keystone print)

Factories: Scranton



01L (Bert-Co print)

Factories: Los Angeles



Billboard and *Cash Box* each reviewed the single on July 16th. At that time there was confusion as to which side was the A-side. *Billboard* preferred “Wouldn’t It Be Nice,” while *Cash Box* promoted “God Only Knows” – recognizing that Capitol Records had labeled “God” as the A-side. In the weeks that followed, the radio stations preferred “Wouldn’t It Be Nice,” and that song emerged as the hit. *Billboard* took it has high as #8. *Cash Box* soon agreed, and the song jumped up to the #7 spot. While the B-side went to #39 on the *Billboard* chart, it rated A-side status in many parts of the world. That leaves one to wonder whether Capitol’s own assessment may have been correct.

Label 62xw

Capitol

5706

Orange/yellow swirl label with white subsidiary print.



01xwL (small print)

Factories: Los Angeles [This copy is part of the Gary Meade collection.]

Pick of the Week

GOD ONLY KNOWS (2:48) [Sea Of Tunes BMI—Wilson, Asher]
WOULDN'T IT BE NICE (2:22) [Sea Of Tunes BMI—Wilson, Asher]
BEACH BOYS (Capitol 5706)

The Beach Boys should skyrocket up the charts in no time flat with this ultra-commercial follow-up to their recent "Sloop John B" smash. The "plug" lid here, "God Only Knows," is a slow-shufflin' tender, romantic ode about a guy who is so much in love that he doesn't think that he could go on without his gal. "Wouldn't It Be Nice" is a rhythmic, medium-paced, danceable sincere pledge of devotion.

TOP 20 Spotlights—Predicted to reach the

BEACH BOYS—WOULDN'T IT BE NICE (Writers: Wilson-Asher) (**Sea of Tunes, BMI**)—**GOD ONLY KNOWS** (Writers: Wilson-Asher) (**Sea of Tunes, BMI**)—Two hot follow-ups to their "Sloop John B" smash, with a swinging surf sound rocker backed by an easy-go ballad. Either could go all the way. **Capitol 5706**

Cap. Giving Beach Boys A Blockbuster Birthday

HOLLYWOOD—The Beach Boys' fourth anniversary on the Capitol roster is being celebrated via the most extensive promotion in the label's history titled "Beach Boys Birthday Blast."

First prize in the consumer contest aimed at tying in radio stations and retailers are 20 Austin Mini-Mokes, customized by famed car designer George Barris and renamed the Mini-Surfer.

Twenty Top 40 stations are co-operating with the company in the promotion. Each station receives a Mini-Surfer as the first prize in its market. The car comes equipped with a surfboard on its roof, a Yamaha strapped to its back, a Borg-Warner 8-track CARtridge player, two portable speakers and a long extension cord. Estimated value of the fully-equipped British auto is \$3,000.

Listeners in the 20 selected markets pick up entry blanks at record stores and mail them back to the station, listing a

favorite Beach Boys song.

Other prizes awarded by the stations are autographed copies of the group's new LP "Best of the Beach Boys."

The 20 radio stations were selected by the national promotion staff under the guidance of Rocky Catena, national pop album promotion manager and Jack Schnyder, pop album merchandiser.

Participating are: WMCA, New York; WIBG, Philadelphia; WEAM, Washington, D. C.; WCAO, Baltimore; WCFL, Chicago; WKNR, Detroit; WHK, Cleveland; WSAL, Cincinnati; WFUN, Miami; WQXI, Atlanta; KDWB, Minneapolis; KYA, San Francisco; KIMN, Denver; KXOK, St. Louis; KLIFF, Dallas; KJR, Seattle; KNUZ, Houston; WBZ, Boston; KRLA, Pasadena and WHIC-TV, Pittsburgh.

Promotional materials for the contest include a cardboard holder stocking the entry blanks and 200 albums, including all the group's catalog product.

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