

Beach Boys' Party!

Label 62

Mono

MAS-2398

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

Matte labels

First appearance in *Billboard*: November 6, 1965.

First appearance in *Cash Box*: November 6, 1965.



Label 62-M01S – Pressed at Scranton



Label 62-M01L – Pressed at Los Angeles



BEACH BOYS' PARTY!—Capitol MAS 2398
Possibly America's biggest-selling male vocal group, the Beach Boys are out with another winning LP session, which should shortly be wandering down the same golden trail as its predecessors. The double-jacket package, recorded 'live' at one of the boys' parties, gives their audiences a more intimate look at the group, while a set of 15 color photos of the boys at play, included in the set, help make the album highly attractive to teens. Top tracks include "Devoted To You" and "Alley Oop."



Billboard gave *Party* a good review, and by the end of the year it was in the Top Ten – peaking at the #6 position in the January 1, 1966, issue. *Cash Box* took the album as high as #7 on Christmas.

Possible Covers:

Commercial cover (MC1) with "Little Deuce Coupe" misspelled as "Little Deuce Coup."

Commercial cover MC1 with PROMO punch (Scranton)

Commercial cover (MC2) with "Little Deuce Coupe" spelled correctly.

Label 62

Duophonic

DMAS-2398

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

Matte labels

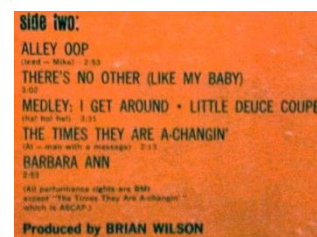
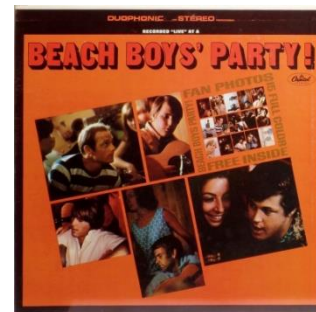
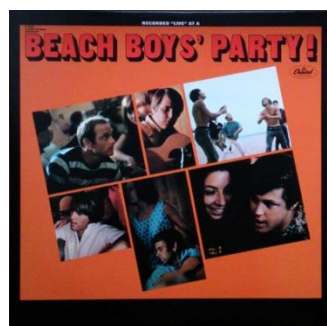


Label 62-D01S – Pressed at Scranton



Label 62-D01L – Pressed at Los Angeles

In 1982, Capitol finally reissued the album (Capitol N-16272).



Promotional Campaign

Capitol promoted the album through several avenues. First they released a promotional EP containing songs from the album (PRO-2993/4). As the accompanying single failed to click with deejays, quite a few began playing “Barbara Ann” from the promo EP. That song wound up being the lead single from the LP.

Most famously, Capitol ordered a number of “nickel bags” of potato chips that featured a picture of the Party album. These were to be point-of-purchase giveaways, although it is not known how many were actually given away before the album stopped selling.

Capitol’s promotional staff also created a stand-up display complete with a battery-operated, moving album cover. A full-page trade ad insured the record’s success.

Finally, immediately prior to the band’s departure for London, Brian Wilson walked about with a photographer. They stopped at Wallichs’ Music City and posed with copies of the new album, a chip display, and the picture sleeve to the Boys’ upcoming single. Also visible in the photograph are albums by other artists (Andy Williams), several classical records on Deutsche Grammophon, Eveready batteries, some blank Capitol reel-to-reel tapes, Duotone needles and anti-static spray, the KFVB singles chart from November 1st, and the brand new *Billboard* album chart (from the 11/6 issue that first advertised the *Party* album).



MAKING IT IN THE MARKET—Capitol Records has organized a massive merchandising campaign for the new “Beach Boys’ Party” LP. The campaign will include distribution of over one million \$.05-size bags of potato chips, with a reproduction of the album jacket on each bag, as well as the floor unit pictured above (left), which features a moveable blowup of the LP’s jacket which is run by battery. Also shown here is the CRDC Ernie Ford Christmas merchandising unit, which can be fully lighted and used for window display.

Your Potato Chips Are Coming Soon

HOLLYWOOD—A unique promotion by Capitol Records for its new Beach Boys’ Party album release will include distribution to dealers of a million bags of potato chips. The chips will come in nickel bags, each with a reproduction of the Beach Boys’ Party album cover on it. The chips will be packed in counter holders of 50 bags each. Other phases of the Beach Boys promotion: 15 color, wallet-size fan photos of the Boys in each album; a motion floor merchandiser containing five different albums from the Boys catalog; full-color streamers for window displays; and full-scale radio and newspaper advertising to be co-ordinated on the local level by the staff of Capitol Records Distributing Corp.

CAP CHIPS IN TO RUSH ‘PARTY’ LP

HOLLYWOOD—First it was small band-aids promoting the Beatles’ “Help!” album. Now Capitol has devised tiny potato chip bags to help merchandise the “Beach Boys’ Party” album. The label expects to provide dealers with over one million potato chip bags which carry a reproduction of the album cover. The chips will be placed in counter holders, 50 bags to a holder. As an added bonus to customers, the LP jacket contains 15 wallet-size color photos.

As if to highlight the changes in the group's music, that same day Brian also stopped at a local bookstore where he is seen holding a copy of Maxwell Maltz's *Psycho-Cybernetics*. In the rack are copies of other books, including *The Overweight Society* (Peter Wyden), *College Begins at Two* (Isabelle P. Buckley), and *The Art of Selfishness* (David Seabury).

