The Beach Boys Love You

First appearance in trade magazines: April 16, 1977.

Label B76

Stereo

MSK-2258

Cream/tan label with Warner Communications logo in the rim print. Zip code is 91505.

Both this pressing and Label B76a are first pressings.





These copies were pressed by Columbia's Pitman, Terre Haute, and Santa Maria pressing plants.





ALBUMS
"THE BEACH BOYS LOVE YOU." With Brian Wilson once again playing a greater role in the creative process, writing all 14 songs by himself or. in collaboration with Michael Love, Alan Jardine or Roger McGuinn, the group recalls all of their past glories. It's easy, to love. Brother/Reprise MSK 2258 (Warner Bros.) (7.98).





LOVE YOU - Beach Boys -Warner Bros. MSK 2258

Producer: Brian Wilson — List: 7.98
In spite of the greatly over-emphasized changes that time has put the Beach Boys through, they remain one of the supergroups of our time. This album is full of the unmistakable Beach Boys trademarks — clear, ringing harmonies, simple drum and keyboard lines and an inescapable feeling of happiness and good will. A sure addition to top 40, AOR and some MOR playlists.





THE BEACH BOYS: The Beach Boys Love You. The Beach Boys (vocals and instrumentals). Roller Skating Child; I'll Bet He's Nice; Airplane; Love Is a Woman; Johnny Carson; Let Us Go On This Way; I Wanna Pick You Up; and seven others. Reprise MSK 2258 \$7.98, (a) M82258 \$7.97, (b) M52258 \$7.97.

Performance: Eccentric but lovable Recording: Good

If you review records professionally (or even if you just listen to a lot of records), you eventually reach a point where it becomes difficult to separate your reactions to an artist's work from what you know, or think you know, of his personality as it is conveyed by reporting or hype in the various media—and your reactions to that

I adore the Beach Boys, so just like any other fan I've devoured every word about them I could get my hands on over the years. And, what with the kind of press the Boys have been getting lately—the stories about Brian Wilson's . . er . . health prob-lems are only slightly less ubiquitous than those about Cher's affairs or Keith Richards' drug busts—I wonder whether the reactions I have to this new album are the result of my own projections. Does it sound weird to me because I'm afraid Brian is? Would it sound weird if none of those press items had ever appeared? I haven't quite gotten it worked out to my satisfaction.

That bit of confessional background out of the way, I can tell you a few concrete things about "The Beach Boys Love You." First of all, both musically and thematically it's a kind of back-to-the-roots record for them. The production is generally sparse, with very few of those ethereal vocal choirs that characterized most of their Seventies work, and by and large the subject matter of the songs is the same middle-American teenage stuff-cars, girls, cruising, watching TV— that dominated their earliest records. The sound of it recalls 'Wild Honey" in its primitiveness and spontaneity, which is good, and some of the songs (especially Roller Skating Child) are just delightful, lyrically dumb but melodically irre-sistible despite the signs of strain Brian's voice is showing. But take a cut like Johnny Carson. The lyrics make about as much sense as something by the Ramones, and for the life of me I can't tell if it is just another example of the half-baked humor the Boys have been peddling for ages or the work of somebody who hasn't got all his marbles. I'll give this one a conditional B-plus and wait a few months to see how it sinks in.

Label B76atp

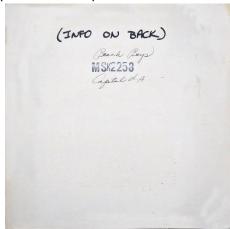
Stereo

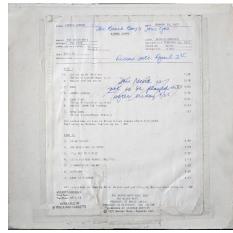
MSK-2258

White label with copyright date and rights disclaimer. Issued 1977.



These copies were pressed by Capitol's LA plant and were used as promotional copies.





Label B76a-01

Stereo

MSK-2258

Cream/tan label with Warner Communications logo in the rim print.

Zip code is 91510.







Pressed by Capitol plants at Los Angeles, Jacksonville, Winchester.

Warner Brothers began promoting the album in January. They issued test pressings as promotional copies and ensured that major magazines featured interviews with one of the members of the band. Rolling Stone, Crawdaddy, and Circus, for example, promoted Brian's role and the new album. Press kits and Beach-Boys-related ads also appeared, but listeners split over it, with word getting out that people either loved it or hated it. The Beach Boys had been negotiating with Caribou/CBS and would be heading in a new direction as soon as they fulfilled their contract to Warner Brothers.

Deach Borys Mike Love, Dennis Wilson, Alan Jardine, Brian Wilson, Carl Wilson







RECORDS

I'M A POOPER, **NOT A BUZZER**

THE BEACH BOYS LOVE YOU The Beach Boys Warner Bros. (MSK 2258)

TWant to Pick You Up*
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