

Sunflower

Label B70dj

Stereo

RS-6382

Gray/White promotional label with "subsidiary and licensee" rim print.

First appearance in *Billboard*: August 22, 1970.

First appearance in *Cash Box*: August 15, 1970.



Label B70-01

Stereo

RS-6382

Cream/tan label with "subsidiary and licensee" rim print.

The matrix numbers are given as 31,007 and 31,008.



Label 01(i) is missing the side-one designator. [See inset at right.]

Label 01(ii) is as shown above.



The first set of masters proved to be problematic for Reprise, and they were quickly replaced.



POP
BEACH BOYS—Sunflower.
Brother/Reprise RS 6382 (S)
Pop music and the Beach Boys are an historic alliance, and the Beach Boys' unmistakable soaring harmonies from the heyday of California rock 'n' roll still color the more studied material of this debut LP from their own label. Some of the cuts are heavier Beach Boys, as in the production, but harmonies prevail like yesteryear on "Slip on Through," "It's About Time" and "All I Wanna Do." Chart hits for the tapping.

SUNFLOWER—The Beach Boys—Brother/Reprise—6382

Hard to understand just what happened to the Beach Boys, or rather Brian Wilson after the underground high tide of "Good Vibrations" and "Smiley Smile." It could have been the loss of Brian's brilliant lyricist Van Dyke Parks. Or maybe not. In any case, since then the Beach Boys have not had the underground impact they once enjoyed. "Sunflower" should change that. It's the "heaviest" LP since "Smiley." What that means is that the old Beach Boy carousel-like rhythms are still there but the fascinating melodic complexities that made classics out of "Good Vibes" and "Heroes And Villains" is back in such cuts as "Forever," "This Whole World," "Add Some Music To Your Day," and the five minute "Cool, Cool Water." Brian's back, the group is happy and the album shows it.



Label 70

Stereo

RS-6382

Brown (Reprise) label with "division of Warner Bros." rim print.

The matrix numbers are given as 31,007 RE1 and 31,008 RE1.



Possibly in their haste to get the new master, indicated by the code RE1, out to the public, Reprise prepared copies of the album on their own label instead of using the new Brother backdrops.

Label B70-02

Stereo

RS-6382

Cream/tan label with "subsidiary and licensee" rim print.

The matrix numbers are given as 31,007 RE1 and 31,008 RE1.



Label B70RC1

Stereo

RS-6382 (SKAO-93352)

Cream/tan label with "Mfd. by Capitol" print.

Capitol Record Club issue.



The first copies had "STEREO" at the bottom (above left) – as the usual Warner/Reprise labels do; however, since STEREO was part of the backdrop, Capitol later removed the superfluous print (above right).

In addition to being a selection of the Capitol club (see below), the LP was also available through the RCA Music Service.

Label B70RC2

Stereo

RS-6382 (R-103947)

Cream/tan label with RCA Music service number.

RCA Record Club issue.

[This copy is from the Gary Meade Collection.]



THE BEST KEPT SECRET IN THE WORLD: "THE MOST DYNAMIC VOCAL GROUP ROCK HAS PRODUCED."

The best kept secret in the world is no more. It was kept for five years. Now, it's leaking out.

It involves a musical group which recently changed from one record company to another. For good reason, the group feels.

The group's old record company told everyone they were just surfers, doing surfing music. Hot rodders, doing car music. That helped keep the secret.

After all, who, in 1970, wanted surfing hot rodders?

The group helped, too. It shrugged off offers to play the festivals with "the real heavies!" The secret kept well.

People devoted to great music, regardless of its appearance, helped by buying the group's albums late at night.

Just before the stores would close. (They'd sandwich this group's albums between something by Jon Cocker and one by Crosby, Still, Nash & Young so no one could see what they were buying.)

Another big blow to this "best kept secret" came from the people. When the group finally decided to play out in the big open (at the Big Sur Folk Festival, to be exact) they must have been sure no one would notice.

At first it looked like they'd be right.

Before they went on you could hear people murmuring mean about "surfing" and "low riders." So everything looked okay.

But things went wrong. People began clapping their hands. Grooving with the music. Swaying back and forth to the sounds. Even jumping up into the aisles. The screams of "More! More!" forced the group back to do an entire

second show. That was early October, 1970.

The secret's getting out now. And the critics aren't helping. THE CRITICS:

ROCK magazine didn't help at all when they called the group's new *SUNFLOWER* album, "A delicate but almost perfect balance, like whipped cream and nuts!" Or when they said it's "About Time from *SUNFLOWER* is a 'classic'!" And ROLLING STONE didn't help by calling *SUNFLOWER* "superb" and "with-

out a doubt (their) best album in recent memory?"

FUSION magazine's critic also just sounded the alarm: "...for the soulless few who refused to admit their existence these eight years, for people like me who have waited since the promise of Smile for them to deliver the masterpiece they were capable of. It's here."

The record is a veritable see-how-they-do-it treasurehouse, affording an action closeup of the most dynamic vocal group rock has produced."

Y...as may as well know: The Beach Boys have sold more records than any other American group in record history: 65,000,000. So far.

Their secret new album is on Brother/Reprise Records, and Ampex-distributed tapes.

"Don't pass this one up on any account," says Fusion, speaking of *SUNFLOWER*.

The secret's out.



Label B76-01

Stereo

RS-6382

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

Issued c. October, 1975, to April, 1976.



Pressed by Columbia Records.

Label B76-01

Stereo

RS-6382

Cream/tan label with Warner Communications logo in the rim print. Zip code 91510.

Issued after April, 1976.



Pressed by Capitol's Los Angeles plant.

Promotion

The Beach Boys signed to Reprise on November 18, 1969, and went to work on their first records for the label. Despite the relative failure of the group's first single, Mo Ostin at Warner Brothers declared it to be a sales boost for February. Behind the scenes, he had rejected their new album. With a reassembled album ready after the single appeared to be taking off, Reprise briefly considered renaming the album *Add Some Music* (after the



single) and prepared artwork to that effect. However, when the single failed to attract enough attention, the original title returned. Warner/Reprise promoted with a set of radio spots (Reprise PRO 422), but the album went nowhere. The reviews read as though the trade magazines were rooting for the Beach Boys to succeed. After the group's appearance at the Big Sur Folk Festival on October 3rd, the album garnered enough attention to make it onto the *Billboard* chart, and Warner promoted it with a full-page ad (complete with a new cover graphic), but the record topped out at #151.

