

**The Beach Boys (a.k.a.)
Summertime Blues**

Label P70

Pickwick

Silver label.

SPC-3221

First appearance in *Billboard*: July 21, 1970 (as an upcoming fall release).



Factory: Keel



Factory: Monarch



Pickwick to Release 29 LP Releases on Economy Label

NEW YORK—Pickwick International has scheduled 29 album releases for the fall on the Pickwick/33 Economy label. Included are albums by the Beach Boys, Tennessee Ernie Ford, the Four Seasons, Jerry Lee Lewis, Rod McKuen, Roger Miller, Lou Rawls, Louis Armstrong, Dinah Washington, Dusty Springfield, Frank Sinatra, the New Melachrino Strings, the Platters, George Jones, Flatt & Scruggs, Roy Clark, and several albums with various artists on each.

At a sales meeting at Aqueduct Race track July 1 the com-

pany also displayed their new tape releases for the fall, including two instrumental medleys and those by Brook Benton, Jerry Lee Lewis, Jackie Gleason, Frankie Laine, as well as tapes of most of the albums.

Also introduced was a new children's record set featuring Mr. Pickwick. Rich Lionetti, director of marketing for the company pointed out that in five years, possibly the only label that one will be able to find today's hits will be on the budget labels. A major sales campaign will be initiated for the new releases.

Label S70

Stereo

SPS-608

White and pink label.



Sears and Pickwick had been working together at least since 1963, with Pickwick pressing albums that were released through Sears stores. Although the Pickwick album is properly entitled *The Beach Boys*, the Sears versions of Pickwick albums often had different titles. This one is called *Summertime Blues*.

Label P78

Stereo

SPC-3221

Black label with multicolored logo.



Pressed by Keel

