

## Surfin' USA

### Label 62

#### Mono

T-1890

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

Semi-glossy labels

First appearance in *Billboard*: April 27, 1963.

First appearance in *Cash Box*: April 27, 1963.

Factories: Scranton; Los Angeles

The first label credits "Surfin' USA" to Brian Wilson and "Honky Tonk" to Bill Doggett.

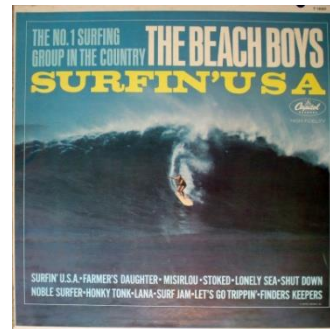


### Label 62-M01S – Pressed at Scranton



### Label 62-M01L – Pressed at Los Angeles

As soon as it came out during the third week in April, 1963, this album was a hit. *Cash Box* charted it that first week at #88, while *Billboard* waited until May 4<sup>th</sup>. After that, the album began leaping upward to see how high it might go. By mid-summer, Capitol was offering surfing promotions and had released three more surf-related albums. Other labels were copying the musical trend, and artists were covering this album's songs. On July 6, *Billboard* charted the stereo album at #19 and the mono album at its peak position of #2; the stereo album continued to rise, reaching #10. *Cash Box* agreed on #2 status for the mono album but lifted the stereo LP to #7.



#### "SURFIN' U.S.A."—The Beach Boys—Capitol ST1890

The Beach Boys, who struck paydirt with their click single, "Surfin' U.S.A.," cash in on the built-in sales acceptance of the deck to tag this initial Capitol LP outing. Despite the waves of surf LP's flooding the market, this one seems destined to go the hitsville path. With momentum-gathering rhythms, smooth vocals and solid musicianship, the boys unleash their talents on such tunes as "Misirlou," "Honky Tonk" and "Noble Surfer."

## Possible Covers:

Commercial cover

Commercial cover with promotional sticker on the back liner (Scranton)

Commercial cover with promotional stamping on the back liner (LA)



## Stereo

ST-1890

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

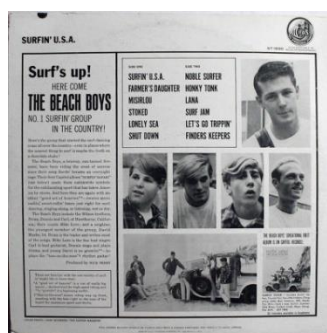
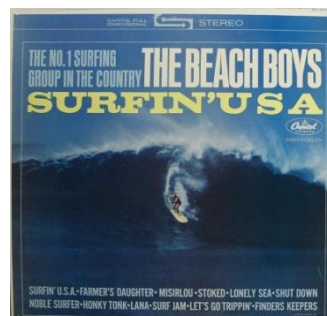
Semi-glossy labels

First appearance in *Billboard*: April 27, 1963.

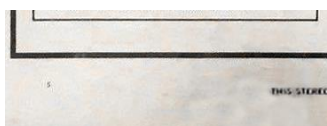
First appearance in *Cash Box*: April 27, 1963.

Factories: Scranton; Los Angeles

The first label credits "Surfin' USA" to Brian Wilson and "Honky Tonk" to Bill Doggett.

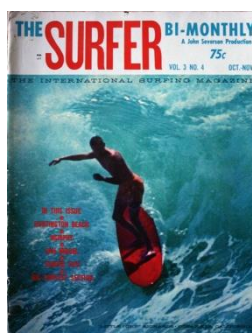


## Label 62-S01S – Pressed at Scranton



## Label 62-S01L – Pressed at Los Angeles

A few early copies of the stereo album, apparently destined for the LA plant, were missing the credit for the front cover photograph. Capitol had purchased the photo from John Severson of *The Surfer* magazine and (famously) Severson repaired the picture in order to present it to Capitol.





## Label 62

### Mono

T-1890

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

Semi-glossy labels.

Chuck Berry is credited for "Surfin' USA," and the credit for "Honky Tonk" lists four last names.



## Label 62-M02S – Pressed at Scranton



## Label 62-M02L – Pressed at Los Angeles

This second label is much more common than the first – particularly on the east coast. Based on the popularity of the album, it is possible that the two labels were both available from the beginning.

"Thanks, Broadcasters, Program Directors, Disk Jockeys, for the wonderful reception and double-sided success of SURFIN' U.S.A. and SHUT DOWN #4932

And the top LP, SURFIN' U.S.A. #5 on the mono charts Capital T 1890 #21 on the stereo charts Capitol ST 1890

To be on tour beginning July 19 in Iowa, Minnesota, Nebraska, Illinois, Wisconsin, Kansas, Ohio, Indiana and the East Coast in August in Maine, Massachusetts, Pennsylvania and New York, with additional bookings to be set. Look for our new single offering soon.

**THE BEACH BOYS**

Brian Wilson Mike Love Dennis Wilson Carl Wilson David Marks

Capitol Records

Bookings: Wm. Morris Agency Beverly Hills • New York

Personal Management: Murry G. Wilson 3701 W. 119 St., Hawthorne, Calif.

Stereo

ST-1890

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

Semi-glossy labels.

Chuck Berry is credited for "Surfin' USA," and the credit for "Honky Tonk" lists four last names.



Label 62-S02S – Pressed at Scranton



Label 62-S02L – Pressed at Los Angeles

This second label is much more common than the first – particularly on the east coast. Based on the popularity of the album, it is possible that the two labels were both available from the beginning.



These are the great Surfing Sounds artists and albums on Capitol Records.

The fantastically popular Beach Boys with two smash albums: "Surfin' Safari" and "Surfin' USA."

The skyrocketing Dick Dale and the Del Tones with two tremendous albums: "Surfers' Choice" and "King of the Surf Guitar."

The drivingly authentic "Sunset Surf"... with all the numbers chosen by the surfers themselves. (And what a selling point that is!)

The unbelievably funny "My Son the Surf Nut"... the comedy and music album about surfing that's really going to take off!

In spring, 1965, Capitol changed the texture of their labels from semi-glossy to flat.

## Label 62

### Mono

T-1890

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

Flat labels.

Label 62-M03S – Pressed at Scranton; Columbia



Label 62-M03L – Pressed at Los Angeles



## Label 62

### Stereo

ST-1890

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



Label 62-S03S – Pressed at Scranton; Columbia







**Label 62-S03L** – Pressed at Los Angeles; Jacksonville

Covers printed after April, 1967, do not have the stereo message at the bottom of the back slick. These and other copies from Jacksonville are also missing the photographer credit. During the late 1960s the album was available as part of *Close Up*.

### Label 72rb

**Stereo**

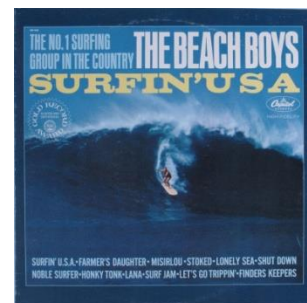
SM-1890

Yellow budget label with Capitol at the bottom.

With “all rights reserved” disclaimer.

Released: 1976, to March, 1978

Factories: Los Angeles; Jacksonville; Winchester.



During the late 1970s the budget album was also available on an orange Capitol label through the Columbia Record Club, with catalog number SM-501890.

### Label 78bg

**Stereo**

SN-16015

Green budget label with large Capitol logo at top.

All rights reserved disclaimer in the rim print at the bottom.

Released in December, 1980, with two fewer songs than the original release.

Factories: Los Angeles?; Jacksonville; Winchester; Specialty.



### What about this “rare promotional sticker”?

Some sources have made this sticker out to be a rare promotional item. It was not. If any of these stickers appear on copies of *Surfin' USA*, they appear there in error. The stickers were designed for the November, 1962, album, *New Frontier*, by the Kingston Trio [Capitol (S)T-1809]. The sticker appears on many early copies of the album from November, 1962, through January, 1963. They referred to it as a “1963 preview album” containing “tomorrow’s music today” because it was still 1962. This was a “hype” sticker for commercial albums, and not a “promotional” sticker, and it does not belong on *Surfin' USA*.

