

Beach Boys Concert

Although Capitol had completed work on the *Beach Boys' Christmas Album* in July, 1964, they continued to prepare more product for the band's hungry fans. The Beach Boys recorded two shows in concert at Sacramento Memorial Auditorium on August 1st, and these were to serve as the basis for the new album.

Capitol chose to release the record at the same time as the Christmas record, and to promote both LPs with singles. Together with the advertisements and publicity items, the label was making sure that the Beach Boys were one of rock-and-roll's hottest acts at the end of '64.

Label 62-01

Mono

TAO-2198

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

Semi-glossy labels

The author credit for "The Wanderer" is (E. Maresca-Larry Spier).

First appearance in *Billboard*: October 17, 1964.

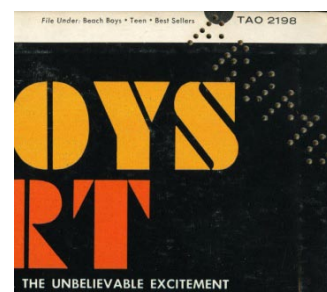
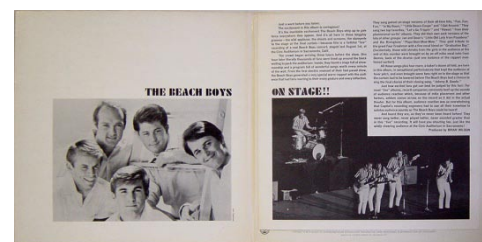
First appearance in *Cash Box*: October 17, 1964.



Label 62-M01S – Pressed at Scranton, Decca-Pinckneyville



Label 62-M01L – Pressed at Los Angeles



POP SPOTLIGHT

BEACH BOYS CONCERT

Capitol TAO 2198 (M); STAO 2198 (S)

An unbeatable commercial package. The Boys are hot as a pistol, with single after single hitting the top of the chart. This is their first live concert album. The group is exciting enough to begin with, but add the screaming audience responses and there's even more. The de luxe package includes notes on the concert, four pages of photos and a copy of Teen Set magazine.





Label M01L(i) has the information at the right side closer to the song titles below it than to the group name. On side one, the (preceding T1- is above the : in 2:04.

On Label M01L(ii) has that information slightly further up and to the right, so that the (preceding T1- is above the 4 in 2:04.

The record debuted at #103 on November 7th on *Billboard's* album chart, making it a stunning omission for the magazine to have failed to review it prior to that date; they did so the following week. *Cash Box* reviewed the album the same week it debuted – again November 7th. Both trade magazines agreed that the album was tremendously popular, and the live album wound up being the band's first Number One LP. In February the Beach Boys were awarded with their first Gold Record Awards for LP's from the RIAA; this was one of them.

Possible Covers:

Commercial cover (MC1)

Commercial cover with PROMO punch.

Label 62-01

Stereo

STAO-2198

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

Semi-glossy labels

The author credit for "The Wanderer" is (E. Maresca-Larry Spier).



Label 62-S01S – Pressed at Scranton





POP PICKS

BEACH BOYS CONCERT—Capitol TAO 2198

The Beach Boys have an enviable track record of album and singles sales—a record they seem determined to maintain indefinitely. On this new LP offering from Capitol, the hot West Coast group is heard in concert recorded live in Sacramento. Included in the line-up of familiar favorites are "The Little Old Lady From Pasadena," "Little Deuce Coupe" and "I Get Around." Watch this one soar up the charts.

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Label 62-S01L – Pressed at Los Angeles

Label S01L(i) has the information at the right side closer to the song titles below it than to the group name. On side one, the (preceding T1- is above the : in 2:04.

On Label S01L(ii) has that information slightly further up and to the right, so that the (preceding T1- is above the 4 in 2:04.

Possible Covers:

Commercial cover (SC1)

Label 62-02

Mono

TAO-2198

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

Semi-glossy labels; the author credit for “The Wanderer” is (Ernie Maresca).



2. THE WANDERER (ASCAP-1:37)
(Ernie Maresca)

Label 62-M02S – Pressed at Scranton, Decca-Pinckneyville



2. THE WANDERER (ASCAP-1:37)
(Ernie Maresca)

★ STAR performer—LP's on chart 9 weeks				
This Week	Last Week	Title, Artist, Label	Wks. on Chart	
①	2	THE BEACH BOYS CONCERT Capitol TAO 2198 (M); STAO 2198 (S)	5	
②	1	PEOPLE Barbra Streisand, Columbia CL 2215 (M); CS 9015 (S)	10	
③	3	EVERYBODY LOVES SOMEBODY Dean Martin, Reprise R 6130 (M); RS 6130 (S)	17	
④	4	THE BEATLES—A HARD DAY'S NIGHT Soundtrack, United Artists UAL 3266 (M); UAS 6366 (S)	21	
★	14	ROUSTABOUT Elvis Presley, RCA Victor LPM 2999 (M); LSP 2999 (S)	4	

Label 62-M02L – Pressed at Los Angeles

Label 62-02

Stereo

STAO-2198

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

Semi-glossy labels

The author credit for "The Wanderer" is (Ernie Maresca).



Label 62-S02S – Pressed at Scranton



Label 62-S02L – Pressed at Los Angeles

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

Label 62-03

Mono

TAO-2198

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

Flat labels.

Label 62-M03S – Pressed at Scranton



Capitol Records announces the biggest promotion of the year

THE BEACH BOYS BLAST!

"THE BEACH BOYS CONCERT" – THEIR NEWEST HIT ALBUM – AND AN EXCLUSIVE BEACH BOYS FAN MAGAZINE GIVE-AWAY!

Now you can offer the newest Beach Boys album (and all their albums!) each with a free copy of Teen Set magazine!

Teen Set is a quality magazine. The first issue featuring 36 pages of Beach Boys info and pics. It's a natural!

And with this promotion there's real support – nationally! Display! Special jackets and browsers, streamers, ad mats, "take-one" pads. Along with top advertising and merchandising help! It's the biggest promotion of the year – with and for CRDC and its customers.

TOP 40 RADIO ADVERTISING PROFITS AND PROTECTION! CHECK THESE BEST SELLERS

ALL BEACH BOYS PURCHASES – UP TO 25 ALBUMS OF EACH TITLE (MONO AND STEREO) – ELIGIBLE FOR EXCHANGE UNDER CRDC CONTROLLED 100% EXCHANGE TERMS!

BEACH BOYS CONCERT ALBUM (S) TAO-2198 SURFIN' SAFARI (D) T-1808 SURFIN' U.S.A. (S) T-1800 SHUT DOWN, VOL. 1 (D) T-1918 SURFER GIRL (S) T-1981 LITTLE DRUCE COUPE (S) T-1986 SHUT DOWN, VOL. II (S) T-2027 ALL SUMMER LONG (S) T-2110 BEACH BOYS SONG BOOK (S) T-2136 BEACH BOYS CHRISTMAS ALBUM (S) T-2164

GET IN TOUCH WITH YOUR CRDC REP NOW!

Capitol Records

Label 62-M03L Pressed at Los Angeles



Label 62-03

Stereo

STA0-2198

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

Label 62-S03S – Pressed by Scranton, Jacksonville, Columbia



Label 62-S03L – Pressed by Los Angeles



Label 62x

Stereo

STA0-2198

Black rainbow label with logo at top and subsidiary print. Issued 1968-69.



Factories: Jacksonville



The cover is reverse-folded (with the larger slick outside) and has the RIAA Gold Record Award seal. (SC2)

Wow! Great Concert!

Label PS1

Pickwick

SPC-3309

Silver label with black print

Factories: Keel, Monarch?

Issued June, 1972



The Pickwick album has been edited to reduce the number of songs, and the tracks have been re-sequenced.



High Water

Label PS1

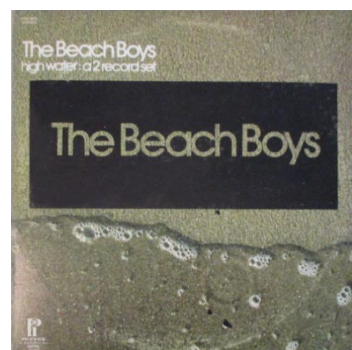
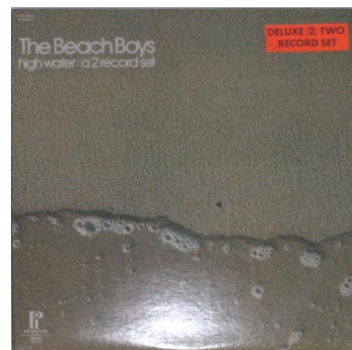
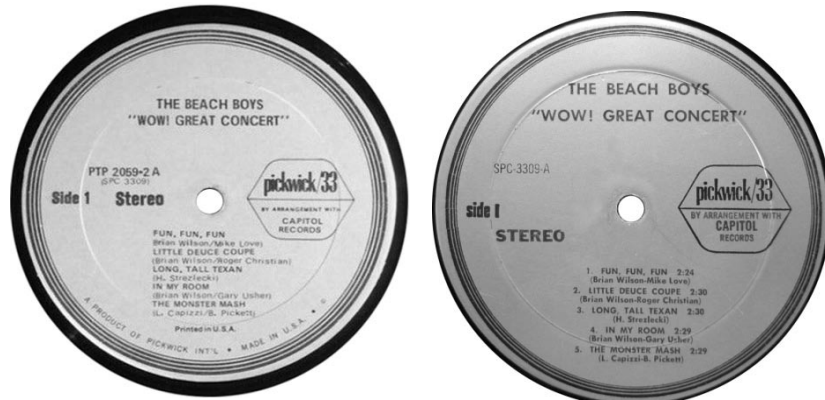
Pickwick

PTP-2059

Silver label with black print

Factories: Keel, Monarch?

Issued April, 1973



This two-record set combines their *Good Vibrations* album with *Wow! Great Concert!*

Some copies have a front cover showing water on the beach (SC1).

Some copies of SC1 have one or both of the following stickers:

A red, rectangular sticker reading "DELUXE (2) TWO RECORD SET" (S1)

A round, yellow sticker with an image of the band (S2)

Other copies, both older and newer, have an additional black rectangle listing the artist's name (SC2).

Beginning in late 1975, Capitol reinstated the *Concert* album – even as the Pickwick contract was still running. Between 1975 and 1978 both versions of the album were available at the same time.

Label 72br1

Stereo

SM-2198

Yellow budget label with "Capitol" at the bottom and rights disclaimer across the label in black.

Early copies list the publishing society for "Long Tall Texan" as BMI.

Issued September, 1975, c. 1976.

Factories: Los Angeles; Jacksonville; Winchester



Stereo

SM-2198

Yellow budget label with "Capitol" at the bottom and rights disclaimer across the label in black.

Later copies list the publishing society for "Long Tall Texan" as ASCAP.

Issued c. 1976 to c. 1980

Factories: Los Angeles; Jacksonville; Winchester



Label 78bg

Stereo

SN-16154

Green budget label with MFD rim print.

Factories: Jacksonville; Winchester

Released 1980 on.



High Water

Label PS2

Pickwick

PTP-2059

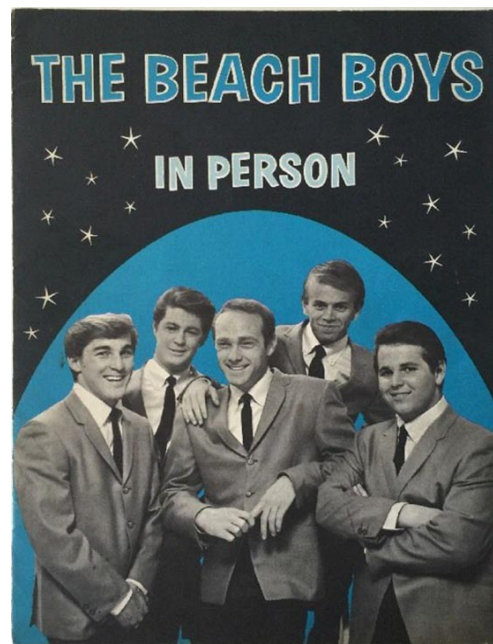
Black label with "rainbow" logo

Factories: Keel, Monarch?

Issued April, 1973



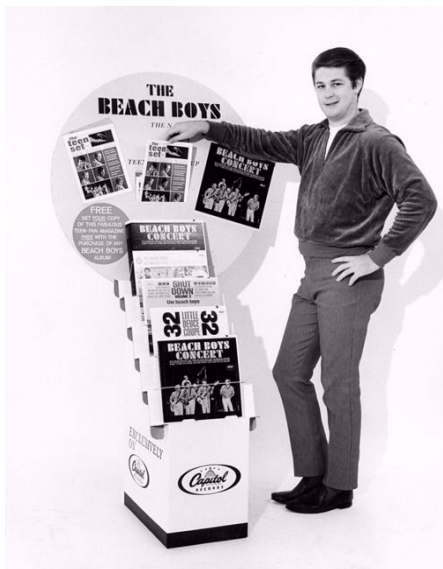
A tour program from 1964



Preparation, Ad Campaign, and Legacy

It was a gamble for Capitol to release two separate albums by the same artist simultaneously. While the Christmas album would likely sell as a seasonal hit, there was no guarantee that an album of concert music would sell at the same time. After creating acetates of the Sacramento shows, Capitol and Brian Wilson carefully sequenced and “juiced” the song selections to make the best possible album package. In addition, Capitol put together a deluxe gatefold cover with a four-page photo booklet to add to the album’s appeal.

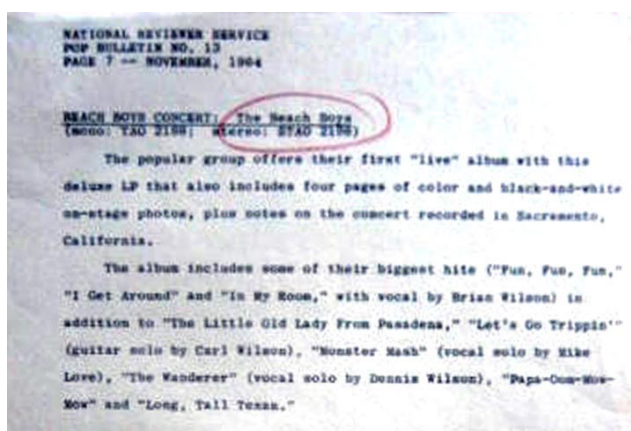
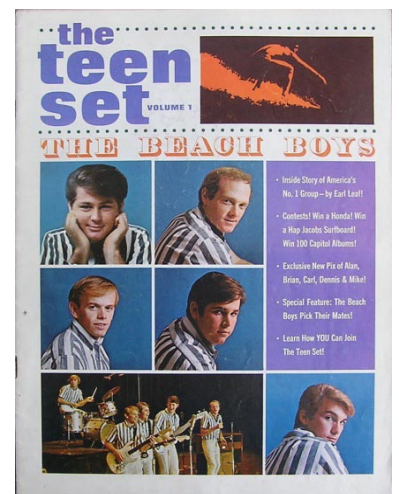
To promote the record for radio stations, Capitol created a demonstration EP containing two songs that would not compete with any other Beach Boys material because they had not been released anywhere before. The flip side of the EP supported the release of a brand new Hollyridge Strings album devoted to the Beach Boys. For the record shops, Capitol created two completely new items that were designed to go together.



The first of these was a point-of-sale setup that prominently promoted the new album while allowing sellers to stock the previous Beach Boys albums in it as well. They sent out photos featuring Brian Wilson with one of the stand-ups.

In the photo, Brian is seen holding one of the other promotional tools. This was a magazine devoted to the Beach Boys that Capitol created especially to promote the new album release. Later on, Capitol decided to turn that magazine, *The Teen Set*, into a somewhat regular tool for showcasing new artists and records.

The release sheets also listed the album as a “deluxe LP.”



With the album still selling well the following February, Capitol staged a photo shoot to accompany the official presentation of gold records to the band by the RIAA. They sent one of the promo pictures to *Cash Box*, who put the band on the front cover of their March 27, 1965, issue.



Cap. 'Foam Donut' Houses CARtridges

HOLLYWOOD — A "foam donut" measuring seven inches square has been designed by Orin Beuler, Capitol's special products manager, as the label's housing for its forthcoming 8-track stereo tape CARtridges. The polystyrene plastic package into which the 4 x 5 1/4-inch cartridges will be inserted is aimed at eliminating theft since the packet is too large for a person's pocket; is designed for use with existing single disk racks and existing reel-to-reel tape box merchandisers. The "foam donut" weighs approximately one ounce and is being produced for Capitol by Falcon Manufacturing of Los Angeles. Among the housing's features are a back area wide enough for liner or sales information and a see-through plastic covering providing the product with the image of a shrink-wrapped album.

The cartridge itself, which will bear the identification, Capitol 8 Track Cartridge, is removed from the "donut's" center hole by lifting up the back liner sheet and pushing forward. A hinge holds the cartridge in place and only allows one direction removal.

A current method of marketing cartridges—with the packs placed out of reach of the consumer to avoid pilferage—was called unsatisfactory by Beuler. "It's extremely important for the customer to feel the product," Beuler said. "It's psychological. The 'donut' allows you



THE "FOAM DONUT" frame with an 8-track CARtridge after removal.

to see that the product is a tape cartridge." According to the executive, the "donut" is one-fourth the cost of a seven-inch tape box and less than half the cost of a blister pack. The "donut's" design is not patented, Beuler remarked, but added: "We would encourage the industry to go with a similar package."

Asked whether the item would be sold as an accessory, Beuler answered: "I assume we will be requested to supply it as an accessory for dealers buying cartridges from sources which are not packaging them." The "donut" was designed for the Lear configuration but can also hold the Fidelipac cartridge.

One year later Capitol placed the *Concert* album in a position of prominence when promoting their entry into the world of eight-track tapes. When they rolled out the format in August, the *Concert* album was one of the first tapes that one could buy, and it was featured in their advertising product. When they decided to issue four-track tapes, once again this was one of the first records that was available. Before the end of the decade, Capitol had released it in every available format.

