

Endless Summer

Label 72a

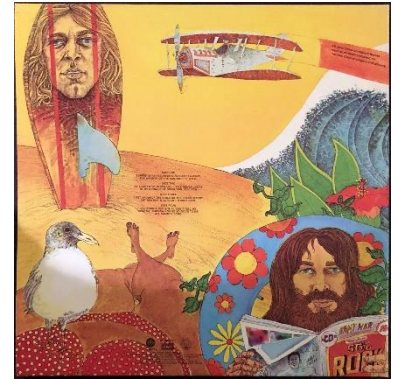
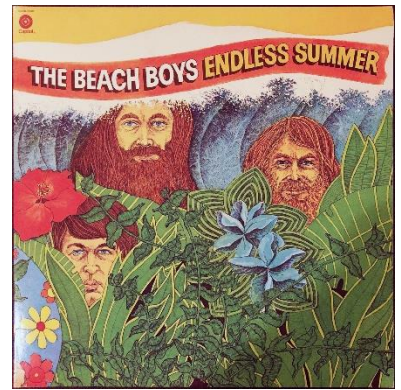
Capitol

SVBB-11307

Orange label without T-Rim patent number.

First appearance in Trade Magazines: July 13, 1974

Two-record set in gatefold cover.



Label 72aL – Pressed by Los Angeles, Jacksonville, and Winchester



ENDLESS SUMMER – Beach Boys – Capitol
SVBB – 11307
This great Capitol re-package couldn't have come at a better time — and it couldn't be any more fun. The two record set encompasses some of the Beach Boys' most timeless moments and is the perfect way to slide into summer. Included here are 'Surfin' Safari', 'Surfer Girl', 'Be True To Your School', 'Little Deuce Coup', 'Shut Down', 'Fun, Fun, Fun', 'I Get Around', 'Don't Worry Baby', 'California Girls', and 'Help Me, Rhonda' — and if those tunes don't make your toes itch to get into the surf and sand, then your woodie's out of gas.

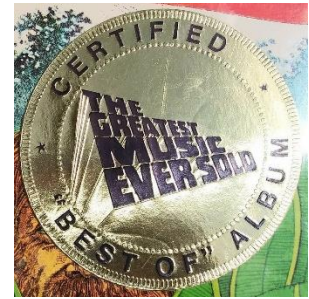
Label 72aJ – Pressed by Jacksonville.

Sticker: Some copies had a brown sticker indicating the discounted retail price.

Poster:



Sticker #2: Some copies in 1976 had an additional sticker indicating that the set was part of the Greatest Music Ever Sold campaign.



Label 72r

Capitol

SVBB-11307

Orange label with “all rights reserved” disclaimer.



Label 72rL – Pressed by Los Angeles, Winchester, and Monarch (?)



Label 72rJ – Pressed by Jacksonville

Capitol Records advertised the album with commercials demonstrating the biplane flight from which the photograph for the album's poster was also taken.



THE BEACH BOYS—*Endless Summer*, Capitol SVBB-11307. No group ever captured the mood of the West Coast and eventually of teenagers throughout the country as well as the Beach Boys, and this double set of some of their biggest hits should be the perfect summer record for one and all. From their first hit to some of their later material, the band showcases its writing talents and near perfect harmonizing on a set where almost every cut reminds one of summer. It's still a wonder to look back at this material and listen to just how good it was and how well it holds up.

Best cuts: “Surfin’ Safari,” “Fun, Fun, Fun,” “I Get Around,” “Help Me, Rhonda.”

Dealers: The Beach Boys have new fans and fans from 12 years ago, Good poster for display comes with set.

Label 72rc2

Capitol

R-223559

Orange label with RCA rim print.

Factories: RCA Indianapolis



This album was available through the RCA Music Service.

Label 72rc3

Capitol

SVBB-511307

Orange label with Columbia rim print.

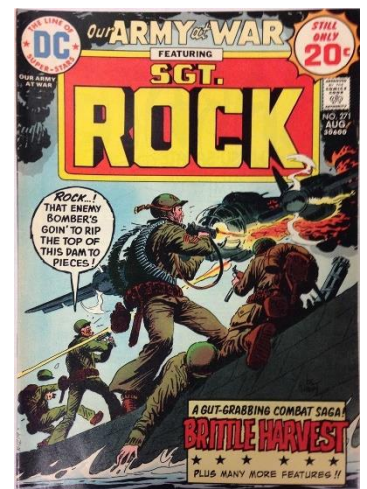
Factories: Columbia-Terre Haute, contract (?)



This album was available through Columbia House.

The one marked "contract" has smaller pressing rings than one sees on Columbia albums.

The comic book on the back cover was a parody of *Our Army at War* #271, cover-dated August 1974. The issue was actually on sale in early May.



Label 78

Stereo

SVBB-11307

Purple label with large logo and "MFD. BY CAPITOL" rim print.

Issued March, 1978, to March 1983.

Factories: Los Angeles, Jacksonville; Winchester



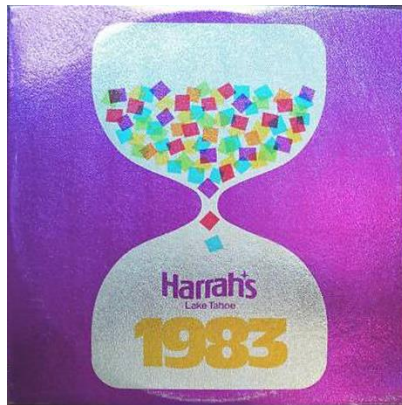
LA, Jacksonville



Winchester



At the end of 1982, Capitol pressed copies for a special New Year's event at Harrah's Casino in Reno, Nevada. These copies came in a special Harrah's outer cover. People who were present at the event might have retained the evening's menu – dedicated to the event.



Label 83

Stereo

SVBB-11307

Black rainbow label with print in the color band.

Issued 1983 to 1988. Factories: Jacksonville, Winchester, Specialty



The trade magazines disagreed only in how great a success this album was. It scored a unanimous Number One and was on the charts for months.

TITLE, ARTIST, Label, Number (Distributing Label)	WKS. ON CHART
SEPT. 28	9
SEPT. 21	F
1 3 ENDLESS SUMMER BEACH BOYS Capitol SVBB 11307	

Compiled from National Retail Stores by the Music Popularity Chart Department and the Record Market Research Department of Billboard.		SUGGESTED LIST PRICE				
THIS WEEK	LAST WEEK	ARTIST	ALBUM	4-CHANNEL	8-TRACK	Q-8 TAPE
1	12	BEACH BOYS Endless Summer Capitol SVBB 11307	6.98	7.98	7.98	

1	ENDLESS SUMMER BEACH BOYS (Capitol SVBB-11307)	10/5
2	BAD COMPANY BAD COMPANY (Swan Song SS 8410)	1
3	BACK HOME AGAIN JOHN DENVER (RCA CPL 1-0548)	4
4	NOT FRAGILE BACHMAN-TURNER OVERDRIVE (Mercury SRM 1-004)	6
5	IF YOU LOVE ME LET ME KNOW OLIVIA NEWTON-JOHN (MCA 411)	9

Capitol TV Campaign For 'Endless Summer'

By GARY COHEN

■ HOLLYWOOD — Capitol Records will initiate a TV spot campaign to back the release of the two record Beach Boys greatest hits package "Endless Summer." The campaign, which will debut during the last week of July, will initially encompass the entire west coast from Seattle to San Diego, and the Baltimore-Washington area.

The concept package, containing 20 of the Beach Boys' biggest hits, carries a regular list price of \$6.98, but will be offered in the TV ads for \$5.88 for disc, and \$6.88 for tape, according to Don Zimmermann, senior vice president of marketing for Capitol. In addition, Capitol will guarantee the saleability of the package at the same time providing adequate stock for retailers and rack jobbers.

The album, though, is already enjoying acceptance and retail sales action prior to the television campaign, having been reported by the Wherehouse and Licorice Pizza chains in this week's Retail Report, and the album debuts on **Record World's** chart this week at 135 with a bullet.

1960's Live Again as Two Labels Push Double LPs by Beach Boys

By BOB KIRSCH

LOS ANGELES—Apparently there still is gold to be found in the hills, as two Beach Boys double LP repackages on Capitol and Warner Bros. climb steadily up the Top LP charts backed by promotion and merchandising campaigns from both labels.

Capitol's "Endless Summer" is a compilation of many of the band's greatest hits, and appears at a starred 19 on the band's charts this week. Warner Bros.' "Wild Honey & 20/20" is a package of the two LPs bearing that name, and is a starred 92.

At Capitol, national marketing coordinator Phil Caston says "Endless Summer" was put together "because we do have a lot of catalog material on the group and have been looking for a good package to advertise on TV for a long time. The com-

bination of the continuing popularity of the group and the fact that it seemed right for TV helped prompt the release."

Capitol has issued "Surfin' U.S.A.," one of the group's first major hits as a single again, and is seeing action in some markets. The single was the winner over Memorial Day weekend on KJH-AM's Firecracker 500 contest in Los Angeles, pitting a number of oldies against each other with listeners calling in for their favorites.

Capitol, whose LP has been on the charts for five weeks, has also been running TV spots for the LP. "We started in the West in Seattle, Denver, Phoenix, Los Angeles, San Francisco and other cities," Caston says. "The spots are 60 seconds and feature a color film of two planes flying Beach Boys banners over Her-

mosa Beach here. Music is played in the background. We will move these spots around the country through the first of October."

Most of the spots have been tied in with shows the 14-to-28-year-old age group is expected to watch, such as late movies and various music oriented shows. The idea, Caston explains, "is that there are basically two generations of Beach Boys' fans, those who have been fans for 12 years and the younger kids."

There has been a mix of local and network TV, as well as radio spots around the country with "numerous dealer tags." In-store merchandising includes a special modular "Endless Summer" display, a Tower Record surfboard giveaway and a number of displays in the Wherehouse chain. Caston feels there has been a gen-

eral resurgence in the Beach Boys, possibly because they are on tour with Crosby, Stills, Nash & Young and possibly because it is summer again. The group was also consulted in putting the LP together. Hit cuts on the set include "Surfin' U.S.A.," "Surfin' Safari," "I Get Around," "Help Me Rhonda" and "Be True to Your School."

Warner Bros. is the group's current label, and the firm released the "Wild Honey & 20/20" repackaged a week after Capitol's release. Both sets are among the highest critically received Beach Boys' LPs, including hits like "Wild Honey," "Darlin'," "Do It Again" and "I Can Hear Music."

Assistant national promotion director Don McGregor says that some ads have run, and that while there have been no national TV spots, it is quite possible that local spots have run through local promotion men. There have been radio spots with dealer tags.

McGregor says that catalog sales have picked up as a result of this re-

lease, adding that there is a resurgence of Beach Boys' oldies being played on Top 40 radio "possibly because it is summer and possibly because they are on tour. I think there is a split appeal to the older, hardcore music fans and the younger kids," he adds.

Promotions have included one in Texas, where anyone wearing a 50's or 60's costume or bringing an item from that period received a special price on the LP. There will be more merchandising aids coming in the future from Warner Bros.