

## Close-Up: the Beach Boys

Label 62x

Stereo

SWBB-253

Black rainbow label with logo at top and subsidiary print.

First appearance in *Billboard*: July 12, 1969.

First appearance in *Cash Box*: July 12, 1969.



Label 62x-S01L – Pressed at Scranton, Los Angeles, Jacksonville

Capitol/Angel prepared the Close-Up series for release during spring, 1969, and announced during the second week in July that the records were coming out on July 14<sup>th</sup>. Each of the thirteen albums in the series was a two-record reissue of previously-released material from the artist's catalog. In the case of the Beach Boys, this album consists of abbreviated versions of the *Surfin' USA* and *All Summer Long* albums. The set was not reissued, but enough copies were pressed initially to keep it in print into 1970. The two-record set was priced at \$1 more than a single LP.

### Stickers:

Yellow hype sticker (S1). Several albums in the series exist with similar yellow, rectangular stickers promoting the budget albums.

Contents sticker (S2). The red and black sticker lists the songs contained on the album.



## Cap. Series to Sell Pop, Classical in 1 Package

LOS ANGELES — Capitol has created a new series, Close-Up, to merchandise pop and classical product together for the first time.

The series, which becomes available Monday (14), will offer the best of Angel's catalog plus top tunes associated with pop artists.

Each of the LP's (there are 10 pop and three classical) in the first release (14) offers two disks at the regular retail price plus \$1. The pop product will sell for \$5.98, the Angel merchandise for \$6.98, both prices including the dollar increase.

All of the LP's have the same graphic design and appearance. Each pop LP features 20 songs; each of the Angel LP's offers familiar melodies.

The idea for combining pop with classical on one series be-

longs to Al Davis, Capitol's pop album merchandising manager.

Capitol will merchandise the series in print and broadcast media, with half its ad budget going to radio. The new product will be advertised along with tape cartridges on the four ABC Radio Networks during the upcoming July Apollo 11 moonshot.

Represented in the first release package are the Beach Boys, Lou Rawls, Nat Cole, Frank Sinatra, Jackie Gleason, Nancy Wilson, Buck Owens, Sonny James and Merle Haggard.

Classical names include Jacqueline du Pre, Daniel Barenboim, Sir John Baraball and the Halle Orchestra, the London Symphony, Philharmonia Orchestra, the Strings of the Sinfonia of London and the late Fritz Wunderlich.

## Capitol Starts 'Close-Up' LP Series

LOS ANGELES — Capitol Records has instituted "Close-Up" album series for both Capitol label (pop) and Angel label (classical) product. The new series will be launched in mid-July behind a massive merchandising/advertising program budgeted at more than \$200,000.

All "Close-Up" albums, whether pop or classical, will contain two disks and will sell for the price of one plus \$1 (optional with dealer).

The first release contains 13 LP's, ten popular and three classical. Material on the LP's will be comprised entirely of recordings taken from catalog.

Packaging will be in a newly-designed, deluxe "portrait" jacket. All jackets in the series utilize the same art design and differ only in the portrait of the artist on the cover.

To advertise the release, which con-

tains the largest number of LP's ever put together for any new Capitol series, the label is buying the entire ABC Radio network coverage of the "Man-on-the-Moon-Show" in July. More than 900 radio stations in 400 cities will be carrying spots. Each spot will have a tag at the end directing consumers into dealers to pick up a free Rand McNally Official NASA Moon Map (which normally retails in stores for \$1.00). Once inside the dealer's shop, consumers will also find a special coupon to fill out to win one of a pair of round-trip tickets for the 2nd commercial flight to the moon on Pan AM (the first is sold-out).

Popular artists on the first set of "Close-Up" LP's include the Beach Boys, Lou Rawls, Nat King Cole, Frank Sinatra, Jackie Gleason, Nancy Wilson, Buck Owens, Sonny James and Merle Haggard.

Classical artists are Jacqueline du Pre and Daniel Barenboim, Sir John Baraball and the Halle Orchestra, the London Symphony, the Philharmonia Orchestra and the Strings of Sinfonia of London, and the late tenor, Fritz Wunderlich.

Capitol's tape division will release, simultaneously, 8-track cartridge, cassette and reel-to-reel versions of the "Close-Up" LP's.