

The Beach Boys Today!

Label 62

Mono

T-2269

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

Semi-glossy labels

First appearance in *Billboard*: March 27, 1965.

First appearance in *Cash Box*: March 20, 1965.



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



Label 62-M01L – Pressed at Los Angeles

The label has the artist name immediately under the LP title, with about a half-line of space in between.



Billboard took the album to the #4 spot and kept it on the chart for nearly a year. *Cash Box* had the album on its "Looking Ahead" list for a few weeks before it started selling in the shops. Then it climbed to the #3 position and continued to sell for the rest of the year.

Possible Covers:

Commercial cover (MC1)

Commercial cover with PROMO punch (Scranton)

Label 62

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Semi-glossy labels



Label 62-D01S – Pressed at Scranton



Label 62-D01L – Pressed at Los Angeles

The label has the artist name immediately under the LP title, with about a half-line of space in between.

Possible Covers:

Commercial cover (DC1) with Duophonic banner on back cover wrapped to the front; front slick reads “New Improved Full Dimensional Stereo”

Commercial cover (DC2) with Duophonic banner on back cover wrapped to the front; front slick does not mention stereo.



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

Label 62-02

Mono

T-2269

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

Flat labels.

Label 62-M02S – Pressed by Scranton; Decca-Pinckneyville



Label 62-M02L – Pressed by Los Angeles

There is more space between title and artist name here than on M01L.



Label 62-02

Duophonic

DT-2269

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



Label 62-D02S – Pressed by Scranton; Columbia





Label 62-D02L – Pressed by Los Angeles

There is more space between title and artist name here than on M01L, and the Duophonic text at the left has been shifted upward.

Possible Covers:

Commercial cover (DC2) with Duophonic banner on back cover wrapped to the front; front slick does not mention stereo.

Commercial cover (DC3) with Duophonic banner on front cover

On April 5, 1967, Capitol directed that the printers remove the Duophonic banner from their album covers, replacing it with a banner reading simply “for STEREO phonographs.” No copies of the commercial cover are known to exist with this new cover, but see below. The reason for the apparent absence of this cover on commercial albums is likely due to the fact that in October, 1967, Capitol combined this album with two others (*Summer Days* and *Pet Sounds*) to create *The Beach Boys Deluxe Set* (Capitol (D)TCL-2813). At that time they appear to have pulled the three single records from the catalog.

MEMO

DATE: April 5, 1967
TO: Distribution Below
FROM: Ray Dally
OFFICE: Component Planning

SUBJECT: ALBUM CORRECTION TO CHANGE DUOPHONIC BANNER

We have been asked to change 15 Duophonic albums to eliminate the old Duophonic bar and to incorporate in its place the new "For Stereo Only" designation.

On some of the Duophonic albums the bar was on the cover and on some it was on the liner for a wrap-around-to-front construction.

Where the correction was on the liner I have sent one corrected liner up to Billie and one to Victor. I ask that they have the old liners destroyed and replaced for next print run with the corrected liner.

Where the correction was on the cover I have sent one set of corrected cover positions to Queens and a set to Bert-Oh. These are to be used on all re-runs.

The albums involved and corrected material sent is as follows:

DT-257 "Unforgettable" - Orie	- liner page sent.
DT-715 "Hawaii Orie"	- liner page sent.
DT-739 "Dear Guy Lombardo Holiday"	- liner page sent.
DT-768 "This Is Sinatra"	- liner page sent.
DT-1444 "Best of Guy Lombardo"	- liner page sent.
DT-1515 "Best of Jerry James"	- liner page sent.
DT-2316 "Young Lady"	- liner page sent.
DT-2094 "Mistake Christmas"	- cover page sent to Queens & Bert-Oh.
DT-1047 "This Is Dean Martin"	- cover page sent to Queens & Bert-Oh.
DT-2260 "Beach Boys Today"	- cover page sent to Queens & Bert-Oh.
DT-2340 "Beach Boys"	- cover page sent to Queens & Bert-Oh.
DT-2349 "The Seekers"	- cover page sent to Queens & Bert-Oh.
DT-2418 "The Seekers"	- cover page sent to Queens & Bert-Oh.
DT-2343 "Best of Beach Boys"	- cover page sent to Queens & Bert-Oh.
DT-2503 "Best of Dean Martin"	- cover page sent to Queens & Bert-Oh.

cc: William Voria
Walker
Blumberg
Kendall

SIGNED: _____



After Longines purchased the distribution rights to distribute albums that originated with Capitol through the Capitol Record Club, they made this album available to Decca for pressing and club distribution. Decca pressed albums for Longines until 1972.

Label 62-RC1

Duophonic

DT-8-2269

Black rainbow label with logo at top, and Manufactured Under License print. Pressed by Decca/Longines for the Capitol Record Club in early 1969.



Label 69-RC1

Duophonic

DT-8-2269

Green rainbow label with "C" logo, and Manufactured Under License print.

Pressed by Decca/Longines for the Capitol Record Club from mid-1969 to c. 1970.



In March, 1971, the record was reissued in abridged form under the title *Dance, Dance, Dance* (Capitol DF-703). With that number it appeared in a new cover on several label styles. It was also issued as part of the combined album STBB-701.

The labels shown here, in order, are as follows:

Label 69

Label 69-RC1 (Capitol Record Club)



Label 71

Label 72

Label 72a



Label 72r1

Label 72r2

Label 72-RC3 (Columbia Record Club)



In 1981 the abridged album was reissued as *Dance, Dance, Dance* using the original cover art (Capitol DN-16019).



Juke Box Compact 33

Capitol also promoted the album by issuing a six-song compact 33 album. This release was available to Seeburg juke boxes and came with timing strips and mini covers. Issued April, 1966.



LOS ANGELES — Satisfied with operator response to its first Little LP release in January of this year, Capitol Records Distributing Corp. today (11) released a second group of 11 juke box albums.

Following the pattern of its first Little LP release, Capitol has selected material from hit albums by big-name acts. The juke box disks bear the same titles as the original LP's.

The new juke box release is highlighted by a Beach Boys album, "The Beach Boys Today."

Front Cover

A less-cropped (and photo-reversed) version of the front cover photograph appeared on the cover to the Japanese "Caroline No" single in 1966 (Capitol CR-1746).

