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.







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THE BEACH BOYS TODAY!

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





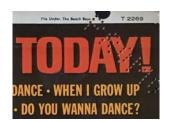


Label 62-M01L - Pressed at Los Angeles

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



POP PICKS THE BEACH BOYS TODAY!—Capitol—T/DT 22669 The incredible string of hits turned out by the Beach Boys will undoubtedly remain unbroken with this addition to their catalog. The set opens with this addition to their catalog. The set opens Dance?!" and then invites anyone who can to join them as they swing through eleven more beat-filled tunes. "When I Grow Up" and "Bull Session With The "Big Daddy" "add to the festivities in this sure-sales sampler of sounds from one of the hottest groups in the business. Another splendid album for the crew.



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

Duophonic DT-2269

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

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.



MEMO

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)

THE BEACH BOYS **O** THE BEACH BOYS THE BEACH BOYS Capitol

DANCE, DANCE, DANCE

THE BEACH BOYS

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).



