

The Beach Boys Deluxe Set

Label 62

Mono

TCL-2813

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

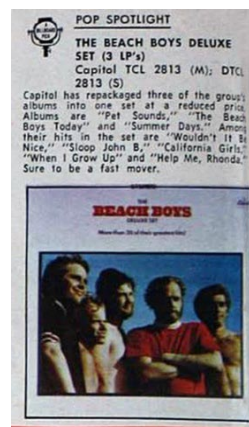
First appearance in *Billboard*: October 21, 1967.

First appearance in *Cash Box*: Never.



The mono record contains already-pressed copies of the mono album that were pressed in either Jacksonville or Scranton. These are remaindered copies that Capitol was distributing in a new outer box. Their labels look identical to the east-coast labels of the *Beach Boys Today*, *Pet Sounds*, and *Summer Days* albums.

Label 62-M01S – Pressed at Scranton or Jacksonville



Capitol offered up a group of deluxe sets, including this one, in the October 21st issue of *Billboard*. By December it was listed as an “action album,” but ultimately it did not hit the charts.

Label 62

Duophonic

DTCL-2813

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



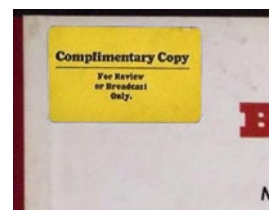
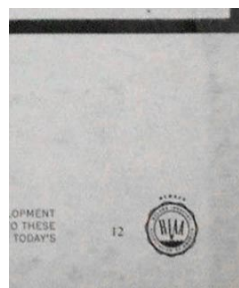
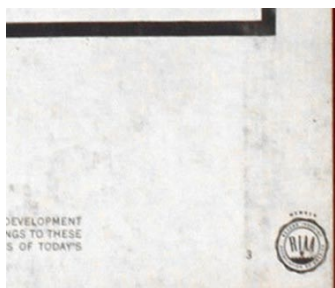
Label 62-D01S – Pressed at Scranton

Possible Covers:

Commercial outer box (DC1) with "3" in the lower right corner, with the RIAA logo at the far right.

Commercial outer box (DC2) with "3" in the lower right corner, with the RIAA logo moved to the left.

Commercial outer box (DC3) with "12" in the lower right, and with the RIAA logo moved to the left (1968). Some copies have a yellow rectangular promo sticker on the box.



Sticker

Some copies have a round, red sticker adhered to the shrink wrap referring to the album as a gift set containing three stereo LPs.

According to an article in a January issue of Billboard, Capitol cooked up the "gift set" promotion in December – pushing the deluxe sets as Christmas presents. These sold well enough that Capitol added more sets in 1968 and extended the Christmas gift promotion to all fifteen available boxed sets.

The promotional bargain associated with the sets in 1967-1968 was simple: the buyer could purchase three LPs for the price of two.



3-Record Set Spearheads Cap.'s Cole Month in March

LOS ANGELES — Capitol has set March as Nat Cole Month with a newly created three-record set to spearhead the drive.

The new package, "The Nat King Cole Deluxe Set," will carry a \$9.98 suggested list and is aimed to spark interest in the vocalist's catalog of 38 albums.

Capitol has sold more than four million of Cole's albums since his death in 1965, making him one of the label's top pop attractions.

Material selected by producer Dave Cavanaugh for the deluxe set has previously been released by the label. "The album will bring back on the market material not now available," explains Brown Meggs,

the label's marketing director. Capitol's last release of Cole material was in last August when it issued the LP "Thank You Pretty Baby."

The reissue material encompassing the March special is not part of the 230 unreleased masters left at the time of Cole's death. Cavanaugh has been responsible for the Cole issue and reissue program.

The deluxe set is the latest addition to a series bowed last Christmas of music from major name artists. "Racks did well with these gift packages," Meggs says.

While Cole was still alive, Capitol had released a three-disk study, "The Nat King Cole Story," which was more expensive than the new package.

The company's newest mass product campaign centers on 15 deluxe pop box sets and seven Angel box sets which are the keys to "Santa's Bag," this year's Christmas effort.

The deluxe set idea was first introduced last year with four titles. The customer gets three albums for the price of two in each of the boxes, with three exceptions: a Frank Sinatra six-record package plus Nat Cole and Guy Lombardo sets.

To bow the program, Capitol's field salesmen will be holding Christmas parties within the next two weeks for invited dealers in their markets. A 23-minute slide film will be shown which describes the holiday program plus offers tips on how to merchandise albums better in self-service locations.



YOUNG SWINGERS (YS)
THE BEACH BOYS DE LUXE SET
Three dozen Beach Boys chart-toppers on one de luxe 3-record set is cause for celebration! You'll hear *Do You Wanna Dance?*; *Help Me, Rhonda*; *California Girls* and *When I Grow Up* on this vibrant album. Enjoy either stereo (S2813) or mono (M2813) for the special price of just \$7.98 – this issue only. Capitol.

THE BEACH BOYS

Hear 36 sensational hits on The Beach Boys De Luxe Box Set!

ON THIS de luxe set, the Beach Boys swing out with 36 of their greatest hits! Featured are *Wouldn't It Be Nice*; *Sloop John B*; *Here Today*; *Pet Sounds*; *The Girl From New York City*; *Salt Lake City*; *Help Me, Rhonda*; *Do You Wanna Dance?*; *Good to My Baby*; many others.

Limited Offer — Save this Issue Only!
This issue only, you can order the Beach Boys de luxe box set for much less than you'd expect to pay for 36 fabulous Beach Boys tunes – and even less than the low regular Club price of \$9.95! You get the equivalent of three hit-packed albums (a value up to \$14.94) for just \$7.98. Hear some of the best Beach Boys hits – *Then I Kissed Her*; *Caroline, No*; *You're So Good to Me*; *Dance, Dance, Dance*; *And Your Dreams Come True*; *In the Back of My Mind* and many more favorites.

YOUNG SWINGERS BONUS SELECTION OF THE MONTH

THE BEACH BOYS DE LUXE SET, the Young Swingers bonus selection of the month, will be sent automatically to all members of this division unless the Selection Notice on the back cover is returned. Other members may also enjoy this album by indicating *S2813 for stereo, M2813 for mono. Either version is yours for only \$7.98. Capitol.

Special low prices on Bonus Selections of the Month reflect built-in savings. For this reason, these purchases do not count towards free records, fulfillment of your Membership Agreement or Bonus Credit.

History of Capitol Deluxe Sets

Since the LPs debut in 1948, boxed sets for classical records have been relatively common. The major labels, however, generally avoided boxing up sets of popular recordings. Even though Elvis Presley was more popular than sliced bread for a few years, RCA Victor did not release a multi-record set of his material during that period.

When Capitol became part of EMI, they were able to release in the United States some of HMV's classical boxed sets, including Verdi's *Simon Boccanegra* (GCR-7126; October, 1958). With stereo albums beginning to come out, Capitol chose to make the sets easily distinguishable from one another by marking stereo sets with a burgundy-colored spine.

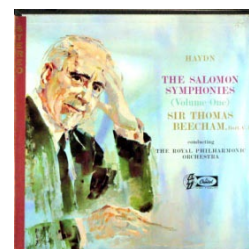
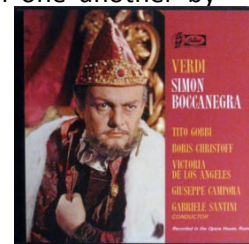
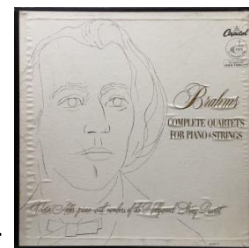
Capitol's first successful three-record set in the popular genre was probably the *Nat King Cole Story* (SWCL-1613), which brought many of Nat's early hits to the buying public in stereo for the first time. That set from 1961 continued to sell well throughout the decade and may have provided Capitol with the idea that boxed sets of pop music would sell.

Following that set's success, Capitol labeled their next set a "Deluxe Set." They did not always apply that label to their deluxe multi-sets, but in 1967 Capitol made that the name of their series of boxed sets. The early boxes usually resembled books, but from 1967 on they take on the more familiar form – the form of box that we find on the Beach Boys set. For all of the sets through the end of 1968 the boxes have the familiar burgundy spines to indicate a stereo or Duophonic release. Since only the *Beach Boys Deluxe Set* was also available in mono, it alone has the option of a black-spined mono set.

Since 1965 Capitol had been observing the participation of the Columbia Record Club in a sweepstakes scheme that also involved the distribution of boxed sets. By 1968, Capitol had its Jacksonville plant press up some boxed sets for similar distribution through the record club – which was also operating a similar sweepstakes. The sweepstakes began creating legal problems for the companies offering them, but the boxed sets were popular.



After the Longines Society bought the Capitol Record Club in late 1968, Longines continued to make multi-sets of Capitol material available through its clubs. On the commercial front the deluxe sets were quite popular on average.



Col. Disk Club Enters The 'Box Set' Market

NEW YORK—The Columbia Record Club has entered the "box set" field with the introduction of the 10-record set, "The Lively Years." The \$19.95 compilation of 120 top tunes of the 1950's and 1960's is tied in with a free bonus disk, "The Hits of 1964-1965" and a 1,700-prize \$250,000 sweepstakes. A full-page ad in the June 1 issue of Look magazine heralds the special offer, with the Club identified in the main sweepstakes headline and reference to Columbia Records in a paragraph boasting of the label's "brilliant dynamic dimension sound" and "tradition of sound leadership." An attached mailing card is also addressed to the Club in New York.

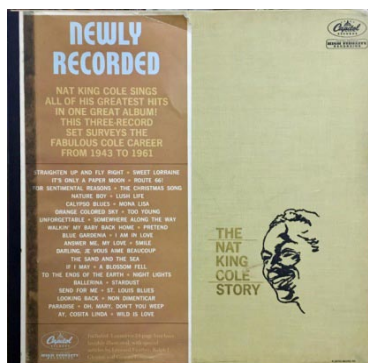
Home Audition
The offer allows the "box set" to be auditioned at home for 10 days. The mono version at \$19.95 and the stereo package at \$21.95 may be secured through a \$5.18 monthly installment plan which includes all shipping and handling.

The bonus premium LP stars Robert Goulet, Andy Williams, Tony Bennett, Bobby Vinton, Barbra Streisand, Jerry Vale, Percy Faith, Johnny Cash, Steve Lawrence and Andre Previn. Sweepstakes prizes include 20 Pontiac Bonneville's, 10 mink coats, 50 color TV sets and 150 tape recorders. The winning numbers on the return mailer card have been selected by an electronic computer under the supervision of the D. L. Blair Corp. The contest runs until July 31.

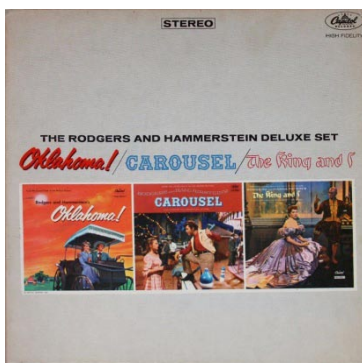
Columbia's involvement with "box sets" prompted Ed Nash, general manager of the Capitol Record Club, to indicate that

Capitol was also looking into "box set" merchandise—without contests—and would be testing them this fall. In the past, the Longines Symphonette and the Reader's Digest have sold "box set" merchandise.

In 1969, Capitol dropped the Deluxe Set title but continued to offer boxed sets to the buying public. Of all the boxed sets that Capitol put out in 1970, by far the only popular one was George Harrison's *All Things Must Pass*; this was also the only one to consist entirely of new material.



The Nat King Cole Story

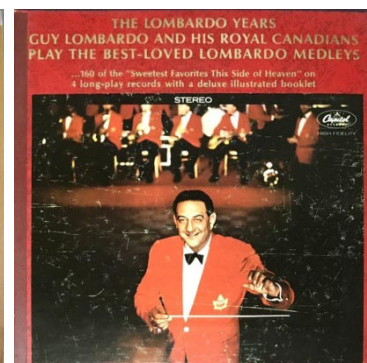


The Rodgers and Hammerstein Deluxe Set



The Kingston Trio

The Folk Era



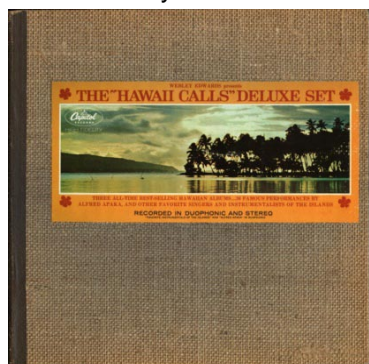
Guy Lombardo *The Lombardo Years*

SWCL-1613

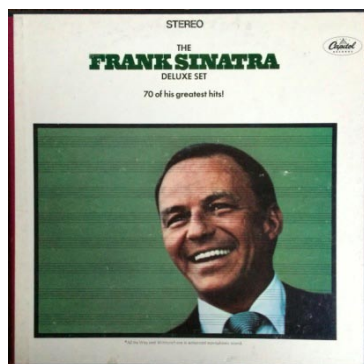
STCL-1790

STCL-2180 (October, 1964)

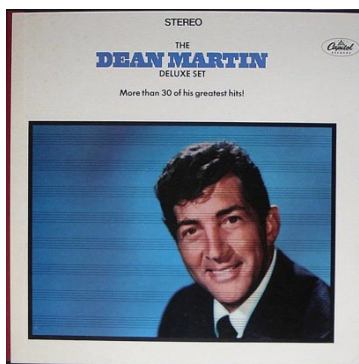
STDL-2181 (October, 1964)



Webley Edwards *The "Hawaii Calls" Deluxe Set*



Frank Sinatra



Dean Martin



Jackie Gleason

STCL-2182 (October, 1964)

STFL-2814 (October, 1967)

DTCL-2815 (October, 1967)

STCL-2816 (October, 1967)

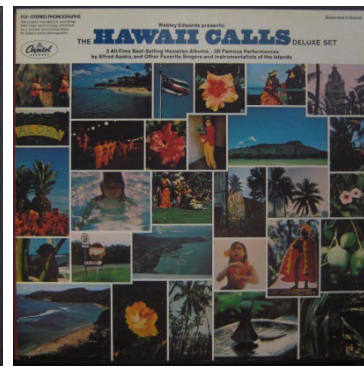
While Capitol's club has just gotten into the multiple record box set business, with packages by Nat Cole, Jackie Gleason and Guy Lombardo, the Longines Symphonette Society has been limited in its scope of products obtainable from outside sources. The Capitol Club's catalog will now allow Longines to create box sets from companies whose contracts with Capitol allow for that kind of merchandising. The Symphonette's mailing list is one of its major assets.



Nat King Cole



Ernie Ford



Hawaii Calls



Edith Piaf

STCL-2873 (March, 1968)

STCL-2942 (October, 1968)

DTCL-2952 (October, 1968)

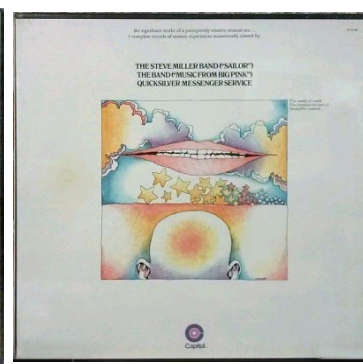
DTCL-2953 (October, 1968)



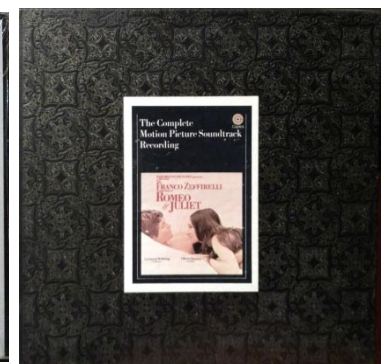
Judy Garland



Stan Kenton



The Steve Miller Band/ The Band/ Quicksilver Messenger Service



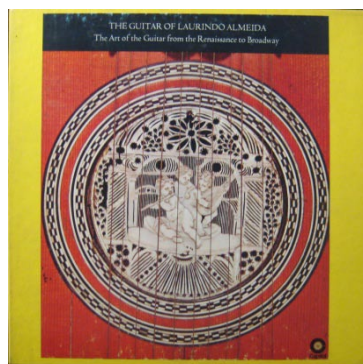
Romeo and Juliet: the Complete Motion Picture Soundtrack Recording

STCL-2988 (October, 1968)

STCL-2989 (October, 1968)

STCR-288

SWDR-289



The Guitar of Laurindo Almeida



Zorbá, Canterbury Tales, Celebration



Various Artists *The Big Bands*



Various Artists *The Stars of Country Music*

STER-291

SWCR-292

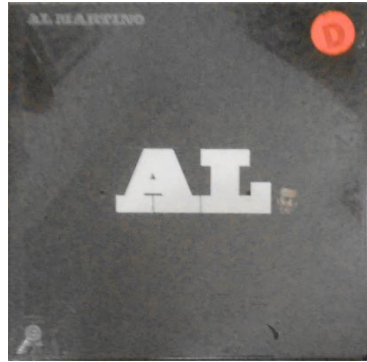
STFL-293

STFL-295



Marlene Dietrich *The Magic of Marlene*

DTCL-300



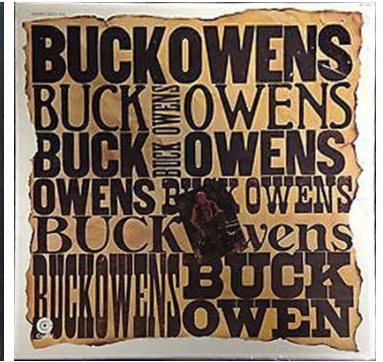
Al Martino *Al*

STCL-572



Wayne Newton

STCL-573



Buck Owens

STCL-574



Stan Kenton/June Christy/The Four Freshmen

STCL-575



Peggy Lee

STCL-576



The Lettermen

STCL-577



Guy Lombardo
George Harrison

STCL-578

All Things Must Pass STCH-639

