

Special Promotions, 1971-72

In the heat of summer 1971, Ron Warix was working for a wholesaler in the eastern USA. They were, in his words, “a large oldies outlet and jukebox operator.” Warix had a good relationship with Capitol Records and placed an order for a special pressing of a single for WTLC in Indianapolis – a station best known as a soul powerhouse with African-American ownership.

At about the same time or shortly thereafter, Warix ordered a group of back catalog singles from Capitol’s Special Markets division. With one exception, these were all out-of-print American Capitol singles. Warix selected the titles himself, and in the case of one Beatles single, he actually sent them a copy of the single so they would have the label copy. Capitol’s Jacksonville plant pressed up 1000 copies of each single, but Capitol balked at the fact that there were three Beatles singles in the group. Warix says that the Beatles singles were cancelled, but all three of them seem to have gotten out in fairly large quantities. Based on an ad in *Billboard*, the special reissue singles may have been available during the first few months of 1972.

“Tender Loving Care”/“Uptight (Everything’s Alright)” **Nancy Wilson**

Label 69d

Capitol

CP-65

Red/orange target label with “C” logo. There is a white dot on the backdrop behind the Capitol logo.



Since the station’s initials, T-L-C, often stood for “Tender Loving Care,” Warix asked that Capitol press up two songs from Nancy Wilson as part of the group. Since these had not come out as a single before, they received a new (Capitol Special Markets) catalog number.

Each of the special-issue singles on the pages below came out with its most recent catalog number in the Capitol system. On these pages, each of the special issues appears next to the label of its original release on Capitol Records.

"He'll Have to Stay"/"Under Your Spell Again"

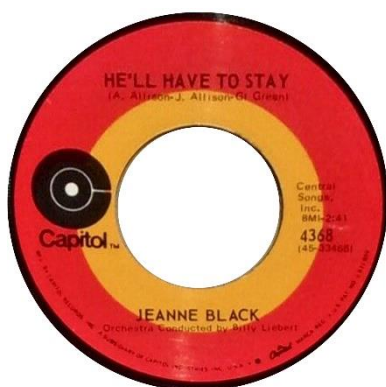
Jeanne Black

Label 69d

Capitol

4368

Red/orange target label with "C" logo. There is a white dot on the backdrop behind the Capitol logo.



"Lisa"/"Journey of Love"

Jeanne Black/Jeanne and Janie

Label 69d

Capitol

4396

Red/orange target label with "C" logo. There is a white dot on the backdrop behind the Capitol logo.



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“Where Have All the Flowers Gone”/“O Ken Karanga”
The Kingston Trio

Label 69d

Capitol

4671

Red/orange target label with “C” logo. There is a white dot on the backdrop behind the Capitol logo.



“I’m a Woman”/“Big Bad Bill”
Peggy Lee

Label 69d

Capitol

4888

Red/orange target label with “C” logo. There is a white dot on the backdrop behind the Capitol logo.



This building at 5550 Progress Road in Indianapolis was the office and warehouse for Sound Classics Inc in the early 70s.



“Theme from ‘A Summer Place’”/“Sealed With a Kiss”
The Lettermen

Label 69d

Capitol

5437

Red/orange target label with “C” logo. There is a white dot on the backdrop behind the Capitol logo.



“Big Spender”/“Trapped (in the Web of Love)”
Peggy Lee

Label 69d

Capitol

5557

Red/orange target label with “C” logo. There is a white dot on the backdrop behind the Capitol logo.



"Golden Earrings"/"Mañana"
Peggy Lee

Label 69d

Capitol

6013

Red/orange target label with "C" logo. There is a white dot on the backdrop behind the Capitol logo.



"Roll Over Beethoven"/"Misery"
The Beatles

Label 69d

Capitol

6065

Red/orange target label with "C" logo. There is a white dot on the backdrop behind the Capitol logo.



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“Boys”/“Kansas City”
The Beatles

Label 69d

Capitol 6066

Red/orange target label with “C” logo. There is a white dot on the backdrop behind the Capitol logo.

October, 1970, to March, 1972



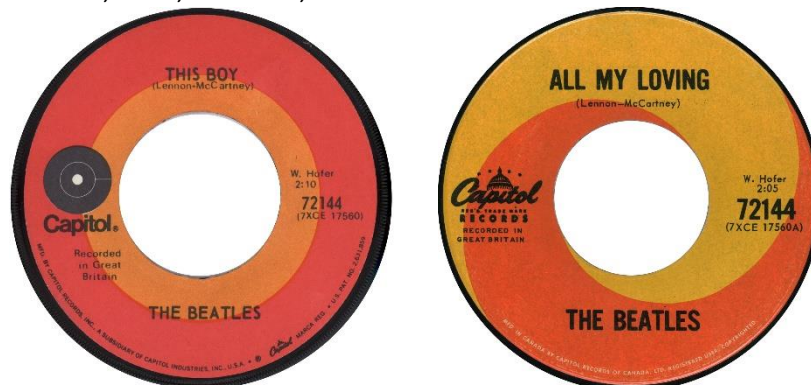
“All My Loving”/“This Boy”
The Beatles

Label 69d

Capitol 72144

Red/orange target label with “C” logo. There is a white dot on the backdrop behind the Capitol logo.

October, 1970, to March, 1972



In the group of singles came this US Capitol pressing of a single that was a hit in Canada in 1964, and which received airplay from radio stations in the United States. Capitol did not press this single *by mistake*; instead, it was briefly available as part of a set that Sound Classics released in conjunction with Capitol’s Special Products division. Mr. Warix believes that 300 to 500 copies of each of the Beatles singles got out before Capitol stopped their release.