

The Beatles: Capitol Record Club Releases

The "big two" record clubs of the 1960's belonged to RCA and to Columbia. When Capitol entered the picture in December, 1957, they were fighting an uphill battle. Other smaller record clubs would also emerge, each offering records and tapes at a volume discount, but none would ever succeed in knocking down Columbia or RCA.

The February 8, 1958, issue of *Billboard* announced, "As soon as present tests are completed and final details are worked out, Capitol Records will present a plan enabling record dealers to participate in the Capitol Record Club." In the same article, Capitol VP Lloyd Dunn noted that the movement toward a record club was important for the company to remain competitive with Columbia and RCA Victor.

Originally, Capitol's own record club pressed their records in Scranton and offered up only Capitol-related releases. Special issues (numbered in the 90000 series) were also pressed for the club at Scranton. Aside from these "club only" releases, the record club products were indistinguishable from the records that Capitol sent to be sold in stores.

Capitol advertised in the popular magazines of the day, including *Life* and *Look*, indicating that if you agreed to buy several records, not only would you get them at bargain prices, but also you would automatically be sent a popular record in your chosen genre each month without having to order it. Some people found these "selections of the month" to be useful, while others were annoyed by this practice – one which Capitol shared with the other record clubs.

The first Beatles-related "special" record to be made by the record club was a five inch flexi disc that advertised the club. Originally packaged in an envelope featuring a photograph of each Beatle, it was the accompanying letter that explained that you could get six albums (in mono or stereo) for free if you joined the club. The flexi itself, made by Eva-Tone, contains an edited version of the Beatles' rendition of "Roll Over Beethoven," which appeared in the USA on the *Beatles' Second Album*.

CAPITOL RECORDS Brings You This Amazing NEW Gift Offer:

ANY 3 FREE!
OF THESE  **12" LONG PLAY BEST SELLING ALBUMS**

IF YOU JOIN THE CAPITOL RECORD CLUB AND AGREE TO BUY ONLY 4 RECORDS DURING THE NEXT YEAR



NAT KING COLE - "This is Nat King Cole" - The most popular of all time...
GERSHWIN - "Gershwin in Blue" - The greatest of all time...
JACKIE GLEASON - "Her" - The greatest of all time...
RAY ANTHONY - "The Dream" - The greatest of all time...
TENNESSEE ERNIE - "Hymns" - The greatest of all time...
GUY LOMBARDO - "Waltz" - The greatest of all time...
STAN KENTON - "The King and I" - The greatest of all time...

HOW TO SAVE MONEY on the Albums you want... from the greatest of classics... to the biggest of hits!

1. YOU GET THREE ALBUMS FREE AT ONCE! Help yourself to ANY 3 of our 12" Long Play albums. They are yours as a gift if you join the Capitol Record Club and agree to buy at least 4 records during the coming year. You will receive them at a special price of \$1.99 each. If you don't want them, you may return them in the next 12 months - and you may return them if you wish, one after your fourth purchase.

2. THE GREATEST NAMES - THE GREATEST SOUND! Capitol Record Club has been built by 50 years of World-famous musicians and performers under exclusive contract - from the latest recordings of Beethoven to the latest Sinatra albums - are yours to enjoy in home high-fidelity. And Capitol's reputation of music - from the all-represented in the "big name" that has made Capitol the envy of the record industry.

3. FREE BONUS ALBUMS! For the records you decide to buy, you will receive a special gift in a weekly shipping charge. Albums retail at \$3.99 or \$4.99 and bills are payable 7 days after receipt in your hands. Each time you receive your additional records after your first four, you get a 12" Long Play BONUS ALBUM worth at least \$3.99... absolutely FREE! It's just as if you were getting 30% discount on the record you receive.

4. UNLIMITED CHOICE! Each in any of the three divisions. Capitol, Bluebird-Hits and Bluebird-Hits. You may choose from the greatest of all time, the latest recordings of Beethoven to the latest Sinatra albums, and an alternate for each. If you wish the selection of your division, you need not mention it. You may, but may order from any other division. **WITH FREE BONUS ALBUMS!** If you wish to receive ALL BONUS ALBUMS, you must order from the Capitol Record Club. Bills are payable 7 days after your fourth purchase. Days: A-101, 100 South Ave., New York 15, N. Y.

5. NO RISK GUARANTEE! If not delighted, you simply return the record within 7 days and your membership will be cancelled. There is no other obligation.

THE CAPITOL RECORD CLUB
A-101, 100 South Avenue, New York 15, N. Y.

Please send me one of the THREE ALBUMS I have checked below as FREE GIFT:

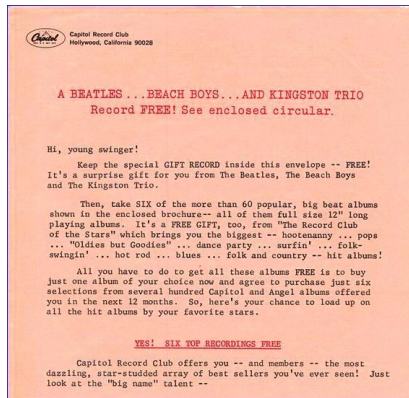
<input type="checkbox"/> 1. Sinatra	<input type="checkbox"/> 4. Ray Lombardo	<input type="checkbox"/> 7. Frank Sinatra	<input type="checkbox"/> 10. Stan Kenton
<input type="checkbox"/> 2. Gershwin	<input type="checkbox"/> 5. Tennessee Ernie	<input type="checkbox"/> 8. Guy Lombardo	<input type="checkbox"/> 11. Tennessee Ernie
<input type="checkbox"/> 3. Nat King Cole	<input type="checkbox"/> 6. Jackie Gleason	<input type="checkbox"/> 9. Stan Kenton	<input type="checkbox"/> 12. Ray Anthony

Also check me out as a Member in the Capitol Record Club in the Division checked above. I will receive a FREE BONUS ALBUM worth at least \$3.99 each month during the year following my joining. You will also send me a printed form with which to return my records if I wish to return them. I will receive my records at a special price of \$1.99 each. If you don't want them, you may return them in the next 12 months - and you may return them if you wish, one after your fourth purchase. I wish to receive a FREE BONUS ALBUM worth at least \$3.99 each month during the year following my joining. You will also send me a printed form with which to return my records if I wish to return them. I will receive my records at a special price of \$1.99 each. If you don't want them, you may return them in the next 12 months - and you may return them if you wish, one after your fourth purchase. I wish to receive a FREE BONUS ALBUM worth at least \$3.99 each month during the year following my joining. You will also send me a printed form with which to return my records if I wish to return them. I will receive my records at a special price of \$1.99 each. If you don't want them, you may return them in the next 12 months - and you may return them if you wish, one after your fourth purchase.

NAME: _____
ADDRESS: _____
CITY: _____ HOME: _____
STATE: _____

IN CANADA: 1784 CASTLEFIELD AVE., TORONTO 10, ONT.
MEMBERSHIP LISTED BY THE NATIONAL RECORDERS ASSOCIATION

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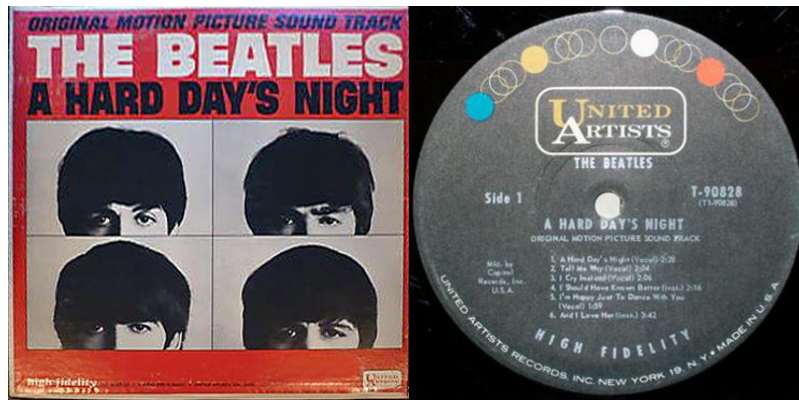
"A Surprise Gift from the Beatles, the Beach Boys, and Eva-Tone 8-4-64 the Kingston Trio!"

The above record was also (earlier?) issued as a trifold advertising mailer. This time, the mailer itself contained both the record and information together. The contents of the record are the same in either case. The documentation that accompanied the black flexi, above, mentions the *Beatles' Second Album*, while a mockup of the album cover is mentioned on the trifold card.



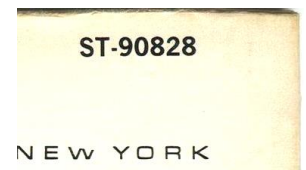
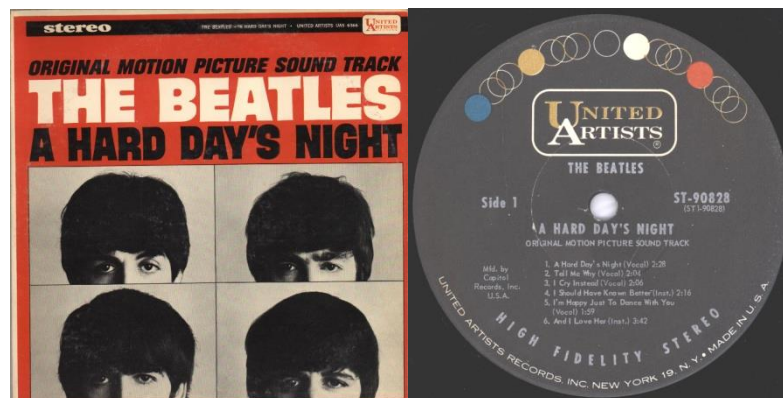
"A Surprise Gift from the Beatles, the Beach Boys, and manufacturer unknown the Kingston Trio!"

One of the first duties of Capitol's "newest" plant in Jacksonville, Illinois, appears to have been to service the Capitol Record Club. From a certain point on, all "record club" releases in the 90000 series – which now included the products of other record companies – were pressed in Jacksonville from lacquers made in New York. In November, 1966, United Artists terminated their exclusive association with the Columbia Record Club and began to allow Capitol to manufacture and distribute their records through the club. By the following month, Capitol was advertising the *Hard Day's Night* album through the club. As with their other releases, this record was available in both mono and stereo.



A Hard Day's Night UAL 3366/T 90828

Capitol Record Club issue, mono. Issued in November, 1966. The only specially-marked Record Club issue of any Beatles record documented to have been issued in mono. Both label and cover list the record club's catalog number. The cover is folded differently than covers manufactured for UA; these covers have a "4" on the back and were made by the same company that made covers to accompany records pressed at Capitol's factory in Jacksonville, IL.

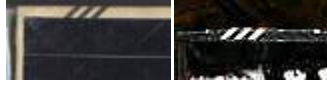


A Hard Day's Night UAS 6366/ST 90828

Capitol Record Club issue, stereo. Issued in November, 1966. Both label and cover list the record club's catalog number. The cover is folded differently than covers manufactured for UA; these covers have a "4" on the back and were made by the same company that made covers to accompany records pressed at Capitol's factory in Jacksonville, IL.

Capitol's Black Rainbow Label

As 1968 ended, Capitol found it no longer profitable to manufacture records for their own record club. As announced in the December 14, 1968, issue of *Billboard*, Capitol sold the rights to distribute "record club" versions of their own (Capitol) product to the Longines-Wittnauer Company, whose Longines Symphonette Society boxed sets were quite popular. The odd fact is that Capitol continued to manufacture records at their Jacksonville plant for the club, although from this point on they only pressed records that bore NON-Capitol labels (UA, MGM, Polydor, Sun, etc.) in the 90000 series! By this time also, Capitol had stopped releasing records in both mono and stereo, now preferring stereo.



Copies of non-gatefold Capitol albums that were released through the record club from 1969 through 1972 have three "hash marks" at the upper left hand corner of the cover. These are visible from the front (see above) and distinguish the albums from Capitol's regularly issued LP's.



Capitol-label releases that were pressed by Decca for Longines and distributed by Longines were first made available in early 1969. The black label, shown above, continued until about July of that year, just after the regular Capitol releases changed to the new green label. The print at the rim of the label states that the records were "Manufactured under license from Capitol..." rather than "Mfd. by Capitol." Album covers were changed also to indicate this. The following Beatles records are known on the black label style:



There are two black-label pressings of *Revolver*. The first has no space between the song titles and the statement “Recorded in England” on side one. The second has a blank space between the song titles and “Recorded in England.”

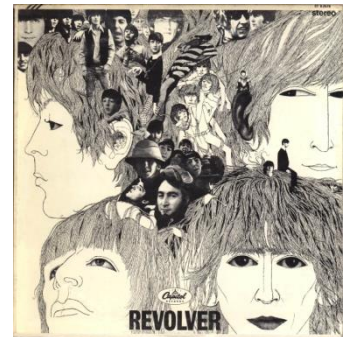
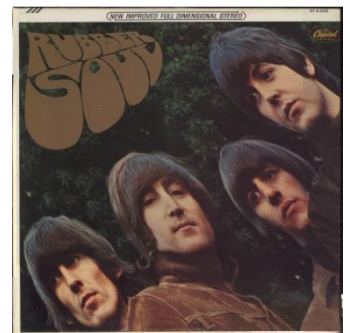
The original (record club) covers to *Meet the Beatles*, *Beatles’ Second Album*, *Something New*, *Beatles VI*, *Rubber Soul*, *Yesterday...And Today*, and *Revolver* have the catalog number on the back slick, wrapped around to the front. This number appears in the upper right corner. None of the original record-club covers have the “File Under” dot.

Later copies of the covers to *Meet the Beatles*, *Something New*, *Rubber Soul*, *Yesterday...And Today*, and *Revolver* are missing the cover number. However, in the case of *Rubber Soul* and *Revolver*, the removal of that information is not the most striking cover change.

The first cover to *Rubber Soul*, appearing only on black-label copies, has the “New Improved Full Dimensional Stereo” banner in black on the back cover – wrapped around to the front. Later black-label copies and all green-label copies have the stereo banner on the front cover slick.

The first cover to *Revolver*, appearing only on black-label copies, has the “three stripes” in black on white – wrapped around to the front. Later black-label copies and all green-label copies have the three stripes in white on a black background.

Meanwhile, only one album is known to have been pressed in Canada for distribution through the Canadian Capitol Record Club. That LP is *Yesterday...And Today*, as shown below. It has a backdrop obtained from the USA.



- | | |
|-----------------------------|-------------------|
| <i>Meet the Beatles!</i> | Capitol ST-8-2047 |
| <i>Beatles Second Album</i> | Capitol ST-8-2080 |
| <i>Something New</i> | Capitol ST-8-2108 |
| <i>Beatles VI</i> | Capitol ST-8-2358 |

<i>Help!</i>	Capitol SMAS-8-2386	(Longines print information visible) (or catalog number not on cover)
<i>Rubber Soul</i>	Capitol ST-8-2442	("New Improved Full Dimensional Stereo" in black on back slick) ("New Improved Full Dimensional Stereo" in color on front slick)
<i>Yesterday...and Today</i>	Capitol ST-8-2553	
<i>Revolver</i>	Capitol ST-8-2576	(top of front cover has white background with black stripes) (top of front cover has black background with white stripes)

NOTE: Because of the slight delay in receiving the stereo mixes of "I'm Only Sleeping," "Doctor Robert," and "And Your Bird Can Sing," original vinyl pressings of *Yesterday...and Today* have those songs in rechanneled stereo. They appear in true stereo for the first time on vinyl in the US on the record club release, leading some people to mistakenly believe that "record club issues are superior." In reality, record club releases would typically be of inferior quality later on, to make up for their low sale prices, and the three songs had already appeared in true stereo in every tape format.

The additional "8" in the catalog number indicated a record-club pressing of a Capitol record. Later, "7" and "5" would also be used. "5" is the additional number that would appear on all Apple records released by the record club.

Green Label With Round Stereo



Several months after Capitol adopted its green label with "C" logo, in July, 1969, so did the record club; the change likely came in October. On this new label, the licensing statement still indicates that the records were made for Capitol Records. On early copies, the word "STEREO" appears in the same type face that had been used on the black-label issue – with "round" letters like the ones that were being used on regular-issue Capitol albums.

Copies made in early 1971 have label backdrops that are in an unusual shade of pale green. Most copies have a darker green backdrop. The full catalog was not available through the club.

Those Beatles-related records that were issued through the Capitol Record Club from October, 1969, through Spring, 1971, were:



There are two pressings of *Meet the Beatles!* on the green label with round STEREO. Based on matrix information, the earlier of the two has additional vertical space between the first song title and the side number to the right.

There are two pressings of *Something New* on the green label with round STEREO. Based on matrix information, the earlier of the two has additional vertical space between the first song title and the side number to the right.

There are two pressings of *Help!* on the green label with round STEREO. Based on matrix information, the earlier of the two has less vertical space between the first song title and the side number to the right.

There are two pressings of *Yesterday...And Today* on the green label with round STEREO. These differ only minutely. On one, the "1" preceding the first song title on side one is under the "O" of "STEREO" and the "ER" of the album title. On the other pressing, the "1" is slightly to the right of "STEREO," and is under the "TE" of the album title.

<i>Meet the Beatles!</i>	Capitol ST-8-2047
<i>Beatles Second Album</i>	Capitol ST-8-2080
<i>Something New</i>	Capitol ST-8-2108
<i>Beatles VI</i>	Capitol ST-8-2358
<i>Help!</i>	Capitol SMAS-8-2386 (catalog number not on cover spine) (catalog number on cover spine)
<i>Rubber Soul</i>	Capitol ST-8-2442
<i>Yesterday...and Today</i>	Capitol ST-8-2553
<i>Revolver</i>	Capitol ST-8-2576

NOTE: It is likely that Longines removed *Beatles VI* from the record club catalog in late 1969. It is also believed that *The Beatles' Second Album* was removed from the catalog early in 1970. These albums are much scarcer on the green label than are their counterparts.

Some green-label copies of the *Help!* album came with stock covers. Others have the number "82386" on the spine and the "Manufactured under license" statement on the back cover.

In 1970, the Capitol Record Club released the Polydor LP, *In the Beginning (Circa 1960)*. Once again, the record was pressed at the Jacksonville plant.



In the Beginning (Circa 1960) Polydor 24-4504/SKAO 93199

The following (non-Beatles) record club releases are known on the Apple label:



Post Card (Mary Hopkin)



Under the Jasmin Tree (Modern Jazz Quartet) Apple ST-5-3353



Space (Modern Jazz Quartet) Apple STAO-5-3360



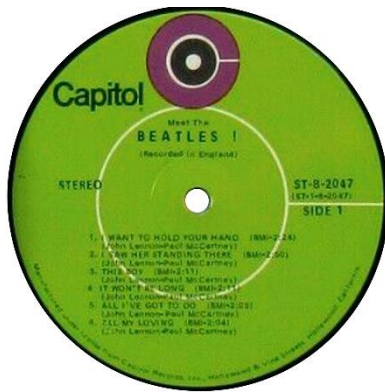
Interestingly, some copies of *Abbey Road* were manufactured by RCA during that period. The labels remind us of the Decca-made record-club albums put out by Longines. Although these exhibit similar production characteristics, they were made by RCA,

were not record club issues, and were not released through the club.



STEREO

Green Label With Thin Stereo



Capitol's record club never did adopt the red label style of 1971, continuing to use the green label during that transitional period. At some point later in the run – most likely in early 1972, Decca/Longines stopped printing labels with the same typeface as had been employed on the black-label copies and on the earlier green-label copies. From this point on, the word "STEREO" appears in narrow print, as shown above. These copies are considerably more difficult to find than the earlier ones, although there is usually no value difference.



Green Label or Orange Label With Longines Print



By about the February 1973, Longines was placing their own name on the labels (and in some cases, the covers), indicating that the record club was theirs. Only a few "green label" Capitol Beatles records were issued through the club on this label style:

Something New Capitol ST-8-2108
Rubber Soul Capitol ST-8-2442

During this period, the arrangement between Longines and Decca ceased. Instead of pressing Capitol Record Club issues at Decca/MCA's Pickneyville, IL, plant, those records were now being pressed by PRC Recording Corporation in Richmond, IN. These copies are easily distinguished by their different pressing rings.

In November, 1972, Capitol changed their label style to an "all-orange" label; however, the club had plenty of green label blanks in stock. After using up their green labels, they ordered orange labels. First, these used the same print across the label as their green counterparts. By this time, the club was on the wane, though, and only one Beatles record is known in that style. After the pressing of the *Revolver* orange-label club issue, the club finally did use orange labels with Longines print in the rim text, and without any print across the label. Those records are from 1974.

Revolver Capitol ST-8-2576



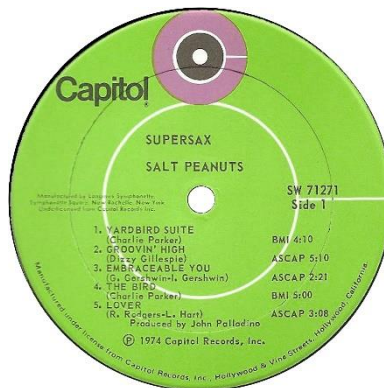
Still, *Revolver* was not the last Beatles-related album to be issued by the club. That distinction went to the United Artists album, *Live and Let Die*, which featured music by Paul McCartney and Wings. The first pressing of this 1973 release indicates that it was manufactured by Capitol; the second pressing was made by PRC/Longines.



Live and Let Die



United Artists UA-LA-100-G/SWAO-95120



Capitol record club issues from other artists, dated 1973 and 1974. Capitol's Jacksonville plant stopped pressing non-Capitol albums for the club in summer 1973.

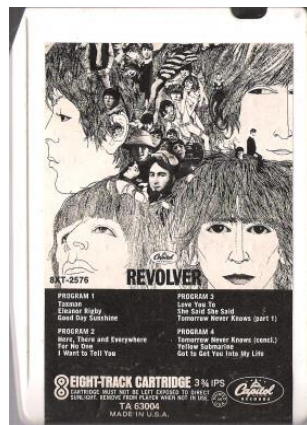
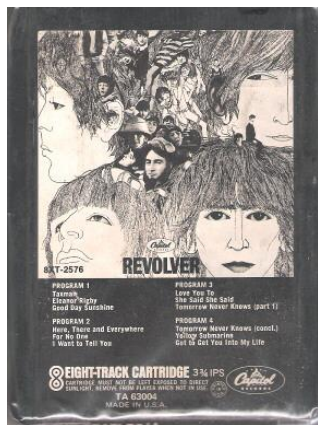


Record Club Issue Tapes

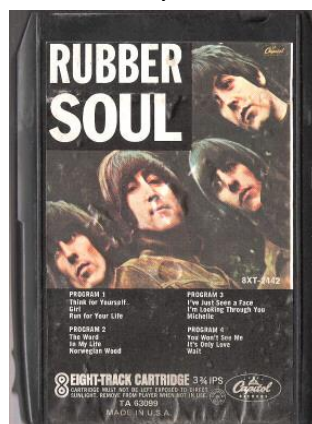
Just as the tape formats are generally harder to find than their LP counterparts, so also record club issue cassettes and eight tracks are much scarcer than record club issue LP's, making them quite a find for those who know what they are looking for.

Eight Tracks

Record club issue eight track tapes were available in two different style white cartridges -- one with straight sides that was sort of off-white and one with indented sides that was a purer shade of white. Record club issue eight tracks were also available in black. Apparently, the off-white tapes came out first, then the black, and finally the intended white tapes, but this has not been confirmed. No distinction in values has yet been given. The eight tracks known from the record club are:



- Revolver* Capitol 8XT-2576/TA 63004
- Something New* Capitol 8XT-2108/TA 63092
- Meet the Beatles!* Capitol 8XT-2047/TA 63093
- Yesterday...and Today* Capitol 8XT-2553/TA 63098
- Rubber Soul* Capitol 8XT-2442/TA 63099
- Beatles VI* Capitol 8XT-2358/TA 63100
- In the Beginning* Polydor 8F-4504/TA 60360



Cassettes

Of the three formats marketed by the club during the Longines period, the cassette format is easily the most difficult to find. Capitol only introduced cassettes commercially in 1968; therefore, when most of the record club issues were being made, cassette was still an experimental format, selling far fewer copies than either the LP or the 8 track.



<i>Revolver</i>	Capitol 4XT-2576/CA 63004	
<i>Something New</i>	Capitol 4XT-2108/CA 63092	exists ??
<i>Meet the Beatles!</i>	Capitol 4XT-2047/CA 63093	exists ??
<i>Yesterday...and Today</i>	Capitol 4XT-2553/CA 63098	exists ??
<i>Rubber Soul</i>	Capitol 4XT-2442/CA 63099	

Due to the scarcity of early cassettes, only *Revolver* and *Rubber Soul* have not been verified. All of the tapes are drastically undervalued in the market, in my opinion, compared to their rarity. Although tapes were still available through the club, Longines stopped advertising tapes in late 1973.

In the September 28, 1974, issue of *Billboard*, Longines announced that they were drastically cutting back their mail-order operation. Sixty workers quit or were fired, and the magazine announced that Longines was shopping around the Capitol Record Club, with “no takers.” A month later, some of the club’s assets were sold off to RCA Victor, and operation of the Capitol Record Club ground to a halt.

After the closure of the Capitol Record Club, Capitol releases would be authorized through Columbia's record club, with the additional prefix of "5". Beach Boys albums are common in that configuration, but Capitol never allowed the Beatles' catalog to be issued through a record club after that point, although some solo post-Apple material was licensed through Columbia and RCA.

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