

Surfers' Choice

Dick Dale and his Del-Tones

Released November 1, 1962.

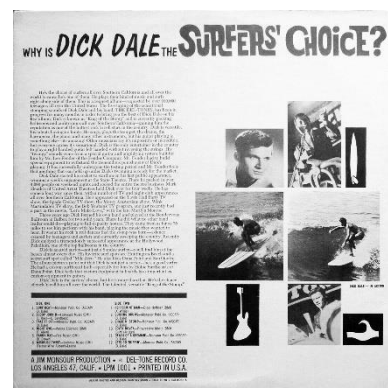
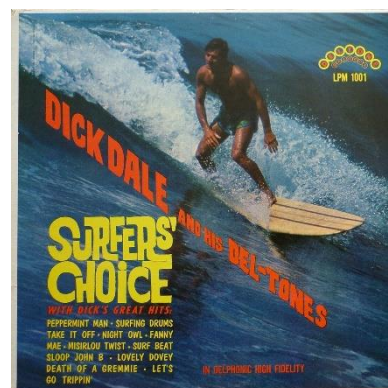
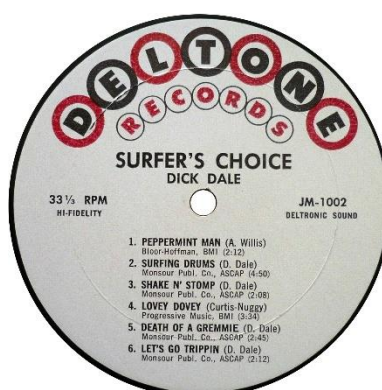
First appearance in trade magazines: December 22, 1962.

Label 62

Del-Tone

LPM-1001

White label with matrix numbers JM-1001 and JM-1002



Records has signed rock and roll singer Dick Dale to a recording contract. The 20-year old vocalist is also negotiating for a picture contract. . . . Bob Keene of Del-Fi

Richard Monsour, aka Dick Dale, started his recording career as a rock-and-roller by meeting up with Bob Keene (Keane, Kuhn) of Del-Fi Records. It was March 1958, and Keene wound up listening to Dale's demonstration recordings of songs like "Ooh-Whee-Marie." Dale and Keene never quite connected. Whereas Bob Keene went on to sign Ritchie Valens to his label, Dick Dale began releasing singles with the help of his father, James Monsour, who financed and produced Dick's recordings.

★★★★ SURFERS' CHOICE. Dick Dale. Del-tone LPM 1001 (M)—Dick Dale, an exciting performer both as a vocalist and guitarist, turns out some attractive work on this swinging LP that should interest the teens. Dale socks over such songs as "Peppermint Man," "Fanny Mae," "Lovely Dovey," and other rockers, aided by his guitar work and combo support. It's a wild album with a lot to offer.

Dale invented and pioneered instrumental surf music that year, and each of his Del-Tone singles seemed to attract more attention than the one before. By fall 1962, he was ready to release his first album, *Surfers' Choice*. By early January, the album had sold 50,000 copies and was selling at a rapid pace. This led to a bidding war by larger labels hoping to pick up on the record's success.

★ FKWB #1 ★ KRLA #1

★ MUSIC CITY HIT LIST

★ #1. PEPPERMINT MAN #5020

★ #2. MISIRLOU #5019

★ #2. SURFER'S CHOICE L.P. #1001

★ DEL - TONE

★ K/MEN #1 ★ KAFY #2 ★ KFXM #1

DICK DALE

&
His DEL-TONES

"The Hottest Band in the Land"

4 BIG SMASHES!!

👉 BUSTING WIDE OPEN 👈

• ALL AT ONCE •

1. PEPPERMINT MAN
2. MISIRLOU
3. SURFBEAT

The No. 1 Singles on The West Coast!

Plus

"Surfer's Choice" #1001

The HOTTEST L.P. in L.A. SOLD OVER 50,000!

DEL-TONE RECORDS 11125 So. Wilton Pl. Los Angeles, Calif. PL. 6-7844

On February 14, 1963, Capitol Records won the bidding war for Dick Dale. Instead of merely distributing the record, Capitol would press and release the album — along with Dale's singles and the Del-Tone label. Although Dick Dale had been recording surf music for several years (and his influence drove the surf-music movement), Capitol was catching on at a time when they were already becoming known for releasing vocal surf music — most notably the Beach Boys.

Capitol Snags Dick Dale After Hot Bidding

FEBRUARY 23, 1963 • SIXTY-NINTH YEAR • 50 CENTS

the dick dale phenomenon

on november 1, 1962, "surfers' choice" was released. the album has sold 75,000 in southern california alone in 3 months! this is the story of this skyrocketing new star...

The phenomenon must be seen to be believed. There has been nothing like it since frenzied teen-agers swooned noisily at the Paramount in New York as Frank Sinatra, curly haired and unsure of himself, breathed "All of Me" into the microphone.

Some compare the astonishing reaction to the legendary Presley explosion. But both comparisons are invalid: Dick Dale is something entirely new, entirely different. His style is unique. The only valid comparison between Dick Dale and early Sinatra or Presley is in the ferocious loyalty of his fans.



HOW TO SELL 75,000 ALBUMS IN THREE MONTHS—IN SOUTHERN CALIFORNIA ALONE It's seldom been done before. How did Dick Dale do it? Because he has a staggeringly loyal following among over 100,000 teen-agers in Southern California alone! He has been appearing with his band... The Del-Tones... in beach communities for three years. The 23 year old sensation first appeared at the famed Rendezvous Ballroom in Balboa in 1960. Until his arrival, the ballroom could look forward to only two or three hundred patrons on a weekend night. Dick Dale came in, and something amazing began. Crowds of teen-agers filled the huge ballroom. In only a few weeks, it hit capacity... 3500 to 4000 every weekend night... Thursday, Friday and Saturday. And in the winter months, normally a heavy dropoff period, attendance actually increased. This fantastic box office pull continued for the entire two year period of Dick Dale's booking at the Rendezvous. Then, in January of 1962, he moved to the Pasadena Civic Auditorium. There he broke every existing

record by drawing capacity crowds of over three thousand every weekend night for the entire month of January! (And in Balboa, box office at the Rendezvous plummeted from 4000 to 200.) The overflow crowds in Pasadena refused to be turned away, insisting upon dancing in the outer lobbies, on the steps, and in the streets outside the Pasadena Civic. At times, there were 3000 inside the house, and 4000 waiting outside! In staid, conservative Pasadena, the phenomenon was unbelievable. (Especially to Pasadena police. They never dreamed there were that many teen-agers in the area.)

In February of this year, Dick Dale appeared at a special benefit show at the Los Angeles Sports Arena, promoted by radio station KFWB. Such stars as Fabian, Molly Bee, Chris Montez and Henry Mancini each had spots on the program. So did Dick Dale, and the crowd of 15,000 kept him on for an hour to cap the show.

At present, Dick is appearing at the Harmony Park Ballroom in Anaheim, and his fantastic music packs the house to capacity every night he plays.

IS DICK DALE A DJ CREATION? No. His first single, "Let's Go Trippin'," wasn't released until September 1961, long after he was breaking attendance records. Dick Dale's tremendous success can be attributed only to his remarkable teen-age following.



THE PIED PIPER OF BALBOA—A Dick Dale audience, at first glance, might seem like any crowd of highly enthusiastic young people. But when you look closely, you notice an amazing difference. They are actually well behaved! The place is filled to capacity... but there are no fights, no rowdiness, nobody getting out of line. And here is the secret of Dick Dale's astonishing success. He is the acknowledged "leader" of the kids. They respect him because he speaks to them with an almost evangelical fervor... pointing out that in order to achieve the kind of respect they want from adults, they must give that kind of respect to others. There is nothing new about the speeches he makes from the bandstand. After all, it's really the Golden Rule in current jargon. The remarkable thing is that the kids listen to him... and practice what he tells them! So amazing is this effect that thousands of parents in the area are

applauding his efforts. Instead of objecting to their kids attending the dances where Dick Dale appears, they are urging their youngsters to go! If teen-agers could vote, Dick Dale might well be Governor of California.



THE NEW SOUND OF DICK DALE: "King of the Stomp" You have to hear this fantastic music to understand. You'll hear something unique. And an artist so versatile that he not only sings... but plays the guitar, trumpet, trombone, piano, organ, drums, and just about every other instrument you can name. He is completely self-taught, and most recently has been striving for proficiency on the saxophone.

(This drive for excellence and versatility is not confined to music and musical instruments alone. Dick is an accomplished horseman and archer, and he is, as the title of his album indicates, an excellent surfer.)

Dick Dale created the Stomp. Or rather, as he says, the driving, rhythmic beat of his sound did. The kids just moved with the music, and a new dance was born.

As Dick Dale is breaking Southern California wide open, he'll hit like a tidal wave in every town in the country. We are witnessing the explosive beginning of one of the giant attractions of the music business. We invite you to join us. Capitol is proud to present the amazing Dick Dale and his fabulous sound... in his smash first album, **SURFERS' CHOICE**, and in two great singles, **MISERLOU** b/w "TIL MIDNIGHT, and **PEPPERMINT MAN** b/w "SURF BEAT. Prepare for the tremendous excitement that comes along only once in a decade... the birth of a top recording star!

CALL YOUR CRDC REPRESENTATIVE IMMEDIATELY, AND ORDERS AS FOLLOWS:
Album *Surfers' Choice* (DIT-1886)
Singles *Miserlou* No. 4939
Peppermint Man No. 4940



Will Put Out Coast LP Under Del-Tone

By LEE ZHITO

HOLLYWOOD—Capitol Records has signed Dick Dale, thereby winning one of the hottest battles for talent in recent disk history. As part of the deal, Capitol has acquired the Del-Tone record master of "Surfer's Choice" and masters to his Del-Tone singles, "Peppermint Man" and "Miserlou." The LP as well as the two singles have been this area's dominating chart entry and have grabbed much station play. Capitol will issue the LP immediately. It already has sold about 75,000 copies.

Unique part of the arrangement is that Capitol will distribute "Surfer's Choice" under the Del-Tone label, the first time in the firm's history that it is handling an outside label.

Dale grabbed national attention on the strength of his sales record around Southern California. His "Peppermint Lounge" was this area's No. 1 singles seller. "Miserlou" was in No. 2 position. "Surfer's Choice" was the No. 2 best selling album, second only to "The First Family." It was one of the rare times that one artist rode the crest of the singles and LP charts here.

Promised Promotion

In wooing Dale into the fold, Capitol beat out virtually all the major and the top Indies. Capitol won Dale on the basis of offering strong promotion to place him in full orbit as a national and international artist, as opposed to the heavy guarantees which have been the norm recently. Guarantee was estimated to be about \$25,000.

Deal was concluded last week between Capitol and Jim Monsour, Dale's father-manager, who also owns Del-Tone Records. Terms call for Monsour to serve as producer of Dale's Capitol records, with all future diskings to be owned by Capitol and to appear on its label.

New Firm

Agreement is between a newly

formed corporation, Dick Dale Enterprises, Inc., and Capitol.

Capitol wasted no time getting behind Dale. It sent a recording crew to the Harmony Park Ballroom in Anaheim last Friday (15) for an on-the-spot recording of Dale and Del-Tones. Idea was to test sound at the location, but another possibility was release of the on-the-spot recording.

Monsour plans to keep his Del-Tone label active, using it to introduce new artists.

By early March, Capitol had prepared releases of Dale's first album and his two most popular singles. The album became part of Capitol's main series.

Label 63

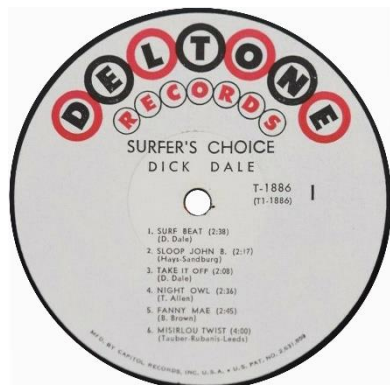
Del-Tone (Capitol)

T-1886 (mono)

White label with Capitol Records rim print.

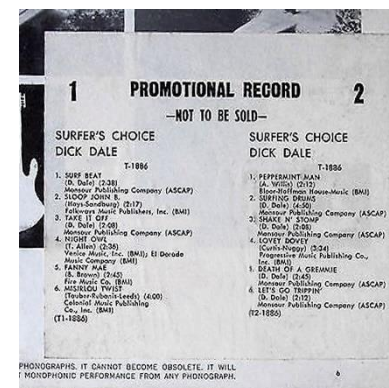
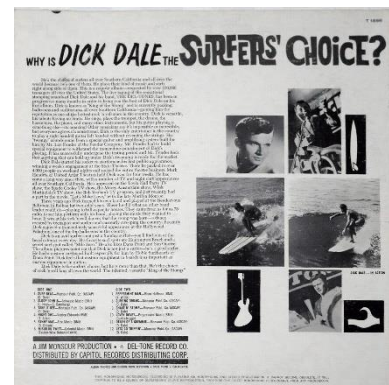
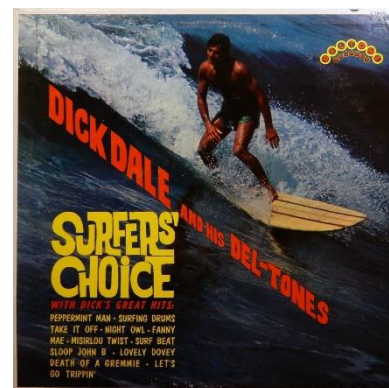
63S (Keystone print)

Factory: Scranton



63L (Bert-Co print)

Factories: Los Angeles



Capitol promoted their release with a flexi disc of "Misirlou" that they included in the pages of *Billboard* magazine's March 16, 1963, issue.



THERE'S A REAL DISK FOR YOU ON PAGE 31

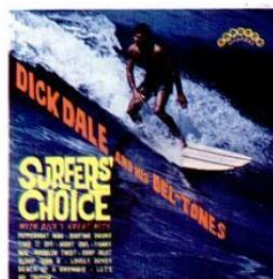
NEW YORK—An innovation in business paper publishing with great significance for the music-record industry is presented in this week's *Billboard*. Attached to Page 31 is a flexible plastic disk as part of a Capitol Records message. The disk features a sampling of the talents of Dick Dale, the teenage sensation, whose first disk getting Capitol distribution is now in release.

This technique, inaugurated by Capitol, enables the entire worldwide industry to actually hear Dale, through *Billboard's* international distribution — perhaps the widest such sampling in record industry annals. Though not comparable to the wide range high fidelity disks actually on sale, the recording technique utilized here is applicable not only to teen-type entertainment, but to virtually any form of music.



POP SPOTLIGHT
SURFER'S CHOICE
Dick Dale & the Deltones
Capitol DT 1886

Dale has picked up impressive power since being distributed by Capitol Records. The album should prove a big seller on the West Coast and there's a good chance that the sales will spread nationwide now. All the best selling Dale singles are in this album, "Peppermint Man," "Surfing Drums," "Surf Beat" and "Misirlou Twist" among them.



Label 63

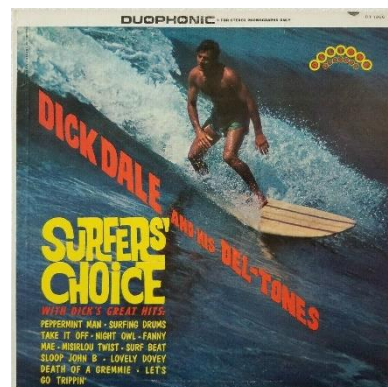
Del-Tone (Capitol)

White label with Capitol Records rim print.

DT-1886 (Duophonic)

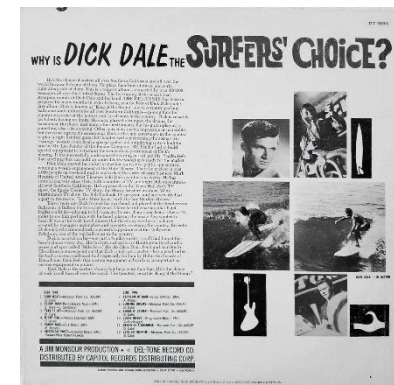
63S (Keystone print)

Factory: Scranton



63L (Bert-Co print)

Factories: Los Angeles



Dick Dale was christened King of Surf Guitar. The surf movement belonged to him. He once told me his secret, "It's all about ATTITUDE." That's what made him the Surfers' Choice.

We know this type of plastic film record has its second limitations, but it does give you the unique opportunity to hear the sound of Dick Dale. Next time... try the real thing!

DICK DALE SURFER'S CHOICE

MISIRLOU b/w EIGHT TILL MIDNIGHT

PEPPERMINT MAN b/w SURF BEAT

this is the sound of dick dale:
the driving rhythmic beat, the something new, the something unique, that has brought him the ferocious loyalty of over 100,000 teen-agers in southern california alone. This is the sound of a new giant of the music business.

Capitol is proud to present the amazing sound of Dick Dale to the nation, and we invite you to join us in the explosive birth of this exciting new star!

CALL YOUR GROCER REPRESENTATIVE IMMEDIATELY, AND ORDER AS FOLLOWS:
Album Surfer's Choice (DT-1886)
Single Misirlou (No. 2579)
Peppermint Man (No. 4580)

Capitol