

## ***Rock and Rollin' With Fats Domino***

An Article by Frank Daniels

### **Imperial LP Label Styles**

Since the 9001 series began in 1956, no members of the series exist on the earlier style, Label **IM50**; however, members of Imperial's series of ten-inch albums exist on both blue labels and red labels with that early backdrop.



#### **IM55**

Maroon label. In 1955, Imperial changed the company logo, removed the rim text and banding, and created an entirely new backdrop. This label continued into 1958, and all of the early members of the 9001 series appear with this label backdrop. Most of the albums in the series mention only the artist's name on the label, with the title appearing on the cover only.



#### **IM58**

Black label with colored "rays" on top. This new label style began in July 1958. It featured a color spectrum at the top of the label.



During the third week in August, 1963, Liberty Records bought Imperial from Lew Chudd. Chudd informed *Billboard* (8/24/63) that he intended to leave the record business and go into broadcasting. Max Feitrag, on the other hand, started up Flip Records in 1965.

### IM63

The month of October, 1963, saw another completely new design adorn Imperial singles. Associated with the purchase of Imperial by Liberty Records, the new labels have an “IR” logo at the left side and sport rim print declaring “A Subsidiary of Liberty Records, Inc. Los Angeles, California.” Two colors, white and hot pink, adorn the left side of the label containing the Imperial logo.



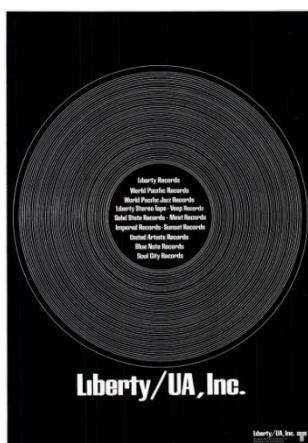
### IM66

The new label, starting in February, 1966, features a red Imperial logo with “a product of Liberty Records” underneath it. The rim text has been altered slightly to read “A Division of Liberty Records...” instead of “a subsidiary.” The white and pink motif was replaced with lime green.

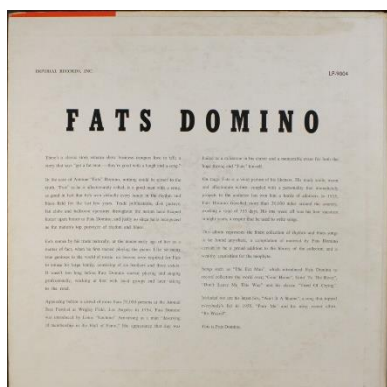
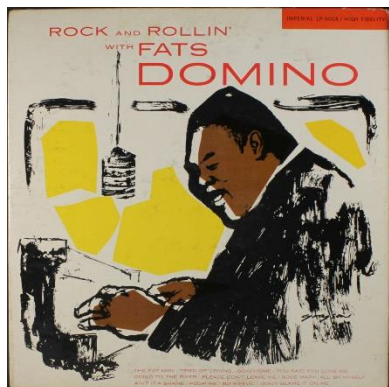
### IM69

After Transamerica became the parent company to both Liberty and United Artists, *Billboard* reported a gradual shift in the two companies’ operations (06/22/68). This led to the creation of “Liberty/UA” in August, 1969. The UA label adopted a similar change in January, 1970.

Most Imperial artists migrated to the Liberty label in 1970.



After “Ain’t That a Shame” in the summer of ’55, Fats had a string of million-selling singles. With the success of “I’m in Love Again” and “Blueberry Hill,” it was clear that he was a hit-maker for Imperial, who were quick to collect Domino’s successful records onto albums. This collection was one of the first four LPs that Imperial released simultaneously in July 1956.



**Imperial LP-9004**

**Rock and Rollin' With Fats Domino**

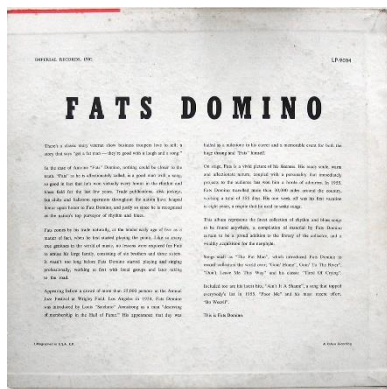
**Label 55**

First Appearance in Trade Magazines: July 1956

The first back cover (bc1) is pasted on top of the front cover. There is no print below the liner notes. There is no Imperial logo.

The second back cover (bc2) reads “Lithographed in USA KP” in the lower left and “A Robyn Recording” in the lower right. There is no Imperial logo.

“Robyn” indicates Abraham “Bunny” Robyn, a renowned recording engineer.



## Rhythm & Blues Albums

### ROCK AND ROLLIN' WITH FATS DOMINO (1-12")—Imperial 9004

Fats Domino has been making the national best-selling pop charts with regularity in his recent single releases and it can be expected that this package will pick up plenty of sales. Included are a dozen selections, many of them smashes in both rhythm and blues and pop markets. There are, for instance “Rose Marie,” “Ain’t It a Shame,” “Poor Me,” etc. Needless to say, the performances are great and will be treasured by those who dig the idiom.

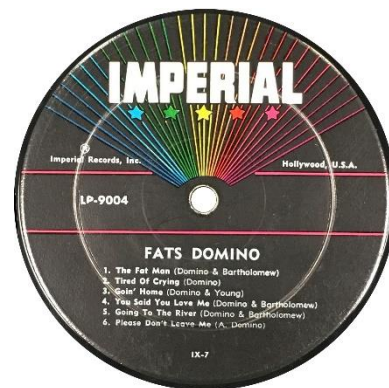
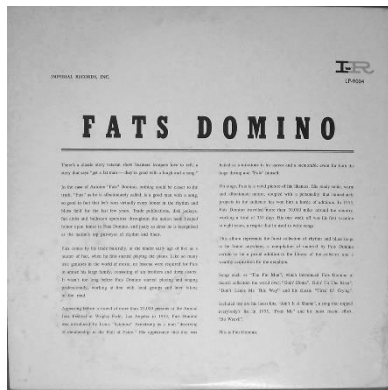
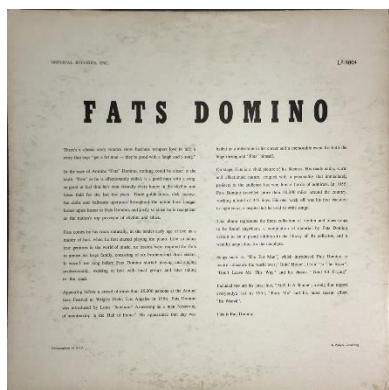


## Label 58

Copies on this label style appear with back cover bc2 (mentioned above), or with back cover bc3, or (still later) with back cover bc4.

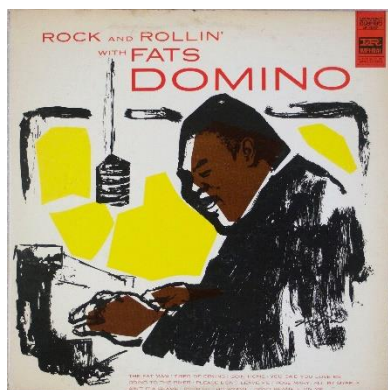
The third back cover (bc3) folds over to the front, which is pasted on top of it. It reads “Lithographed in USA” in the lower left and “A Robyn Recording” in the lower right. There is no Imperial logo.

The fourth back cover (bc4) has no print below the liner notes. The Imperial logo appears in the upper right corner. There is a gray bar below Fats Domino’s name.



No copies of this album are presently known to exist on Label 63.





# **Imperial LP-12387**

*Rock and Rollin' With Fats Domino*

(rechanneled stereo)

## **Label 66**

Released: c. June 1968

Imperial redesigned the front cover to accommodate the new logo.

The new back cover has the horizontal gray bar removed, the new logo and catalog number information added, and has the reference to Bunny Robyn restored.



## **Label 69**

Released: 1969-70

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