



CAPITOL STEREO RECORD · THE FULL SPECTRUM OF SOUND

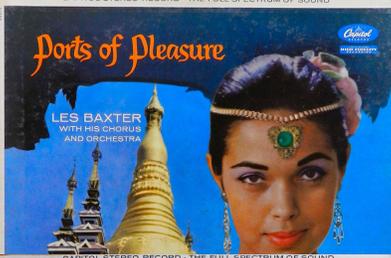
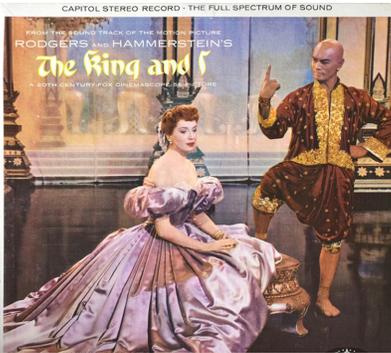
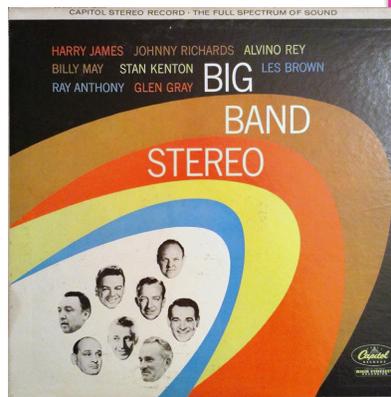
### Capitol's Introduction of Stereo



In July, 1958, Capitol Records announced that they would soon release fifteen stereophonic albums onto the market. Following the lead of RCA Victor, Capitol was quick to bring stereo to an interested public. They released stereo albums in groups, with the first group containing ten popular music albums. Another pop LP, *Burnished Brass* by the George Shearing Quintet, had been announced for a simultaneous stereo/mono release, but to date no copies of the LP have appeared on the market that date prior to 1962, and the front and back covers to that 1962 release have markings that are appropriate to 1962 but not to 1958.

Capitol's first ten pop stereo LP's were:

<i>The Stereo Disc</i>	Demonstration Record	SWAL-9032
<i>The Stars in Stereo</i>	Various Artists	SW-1062
<i>Big Band Stereo</i>	Various Artists	SW-1055
<i>The King and I</i>	Soundtrack	SW-740
<i>Ports of Pleasure</i>	Les Baxter	ST-868
<i>Sea of Dreams</i>	Nelson Riddle	ST-915
<i>Concert Modern</i>	Les Brown	ST-959
<i>Selections from South Pacific</i>	Fred Waring	ST-992
<i>Songs from St. Louis Blues</i>	Nat "King" Cole	SW-993



## Capitol Intros Stereo Disk Line; 26 New Monaural Pop-Classical Albums

HOLLYWOOD — Capitol Records will introduce its initial line of stereo packages August 18th with a ten popular and five classical disk release. A new Capitol monaural release, twenty pop and "Capitol" of the World pop, and six classical packages, is set for July 21st.

Capitol stereo records will be priced at a dollar more per record than corresponding monaural albums. Also, the stereo record number is the same as the corresponding monaural album. However, for stereo records, the letter "S" is added to the monaural prefix. For example, a "T" album, which usually retails for \$3.98, will bear the stereo prefix "ST" and will usually retail for \$4.98. A \$4.98 "PT" monaural album will usually be a \$5.98 "SP" stereo package. The Capitol stereo story will be told in a new full-color inner sleeve.

The following is the initial Capitol pop stereos: "The Stereo Disk"; "Stars In Stereo"; "Big Band Stereo"; "The King And I" Soundtrack; "Ports Of Pleasure"-Les Baxter; "Sea Of Dreams"-Nelson Riddle; "Les Brown Concert Modern"; "Selections From 'South Pacific'"; "Fred Waring And His Pennsylvanians"; "Songs From 'St. Louis Blues'"; "Nat 'King' Cole"; and "Burnished Brass"-George Shearing (new release).

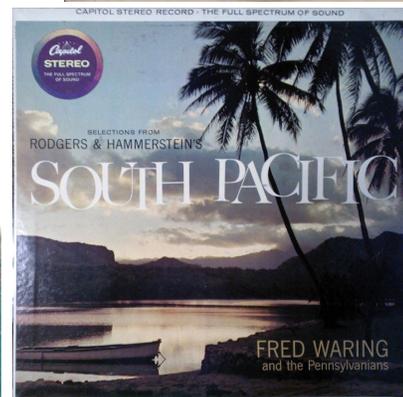
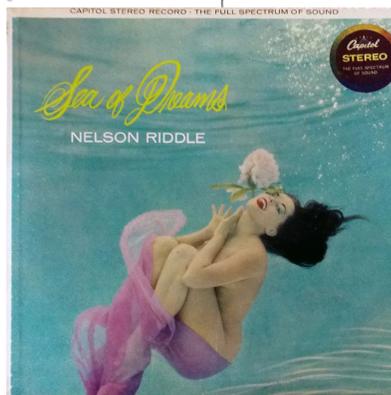
A big promotion program has been established by Capitol to thoroughly exploit the July 21st "New Worlds of Music From the Capitol Tower" release.

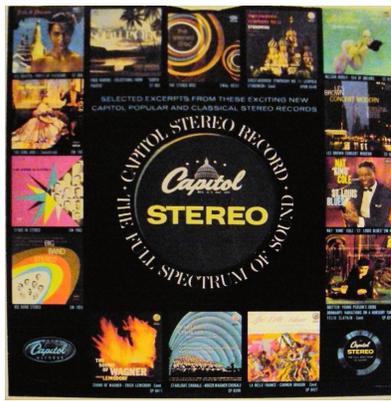
An eye-catching Pop Pyramid, consisting of ten 12x14 album covers mounted on corrugated board, highlights the display pieces. The Pop Pyramid features a double-sized theme card tied in with the new album covers of Ray Anthony, Joe Bushkin, Nat "King" Cole, Otto Cesana, the new Webley Edwards Hawaiian package, Harry James, Jonah Jones, Ron Goodwin, Vicky Autier, and the album of Swedish music.

Other window and counter pieces are die-cut and enamel-backed posters on the new Les Baxter package and the new Jonah Jones album. Additionally, new browser box cards in full color have been reproduced on the Harry James, George Shearing and "Popular Jazz Gold Album" packages.

Designed as an attractive window card for such locations as travel agencies, is a new poster display reading "Travel Via 'Capitol' of the World Albums". The colorful display piece features 32 of the best-selling 'Capitol' of the World albums.

The entire program will be further exploited through advertising with full page popular and FDS classics ads spearheading the most extensive advertising campaign in Capitol's history. These advertisements are expected to reach 75,000,000 readers through Time, Holiday, Harper's, Esquire, Saturday Review, The New Yorker, Atlantic and numerous other publications. Additional full page advertisements will announce the premiere release of Capitol stereo records.



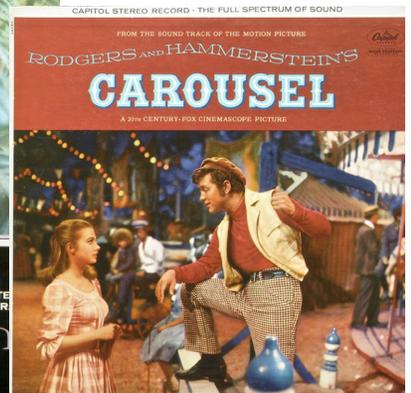
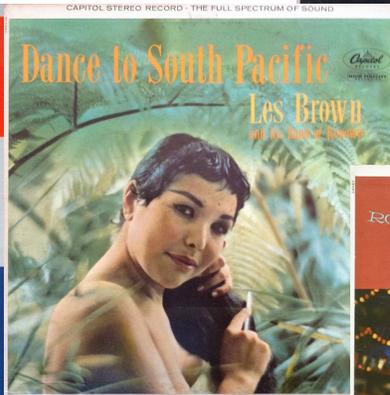
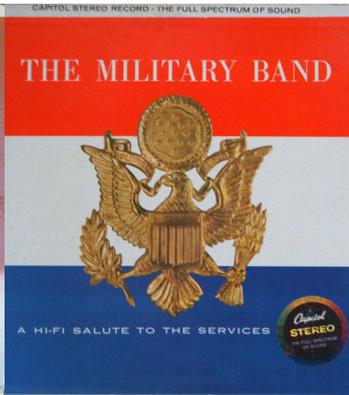
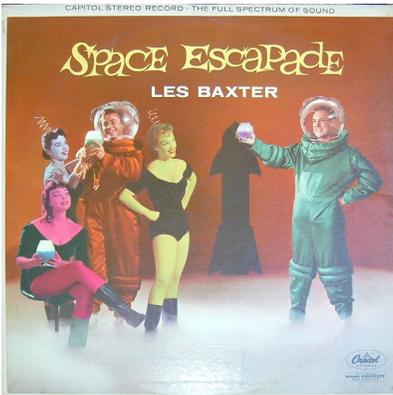
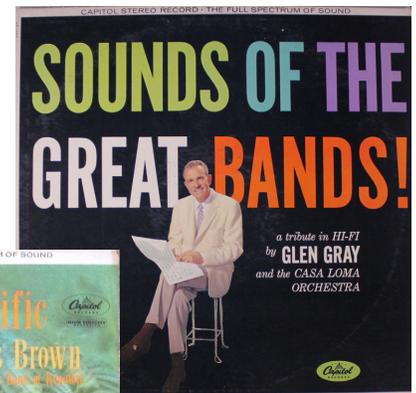


# Cap Release Includes 13 Stereo Pkgs.

HOLLYWOOD — Capitol Records is releasing 13 stereodisk packages, six on the pop side, five classical albums and two Christmas items. Pop stereodisk packages include the original "Carousel" sound track; George Shearing Quintet's "Black Satin"; Les Baxter's "Space Escapade"; Glen Gray's "Sounds of the Great Bands"; Felix Slatkin's "The Military Band," and Les Brown's "Dance to South Pacific."

Following on the heels of the first Capitol release of stereo LP's, the label announced that October the immediate release of a followup of thirteen stereophonic albums onto the market. This next group of albums contained six popular music albums and additional classical records. The pop albums that Capitol released in that grouping include:

<i>Carousel</i>	Soundtrack	SW-694
<i>Black Satin</i>	George Shearing Quintet	ST-858
<i>Space Escapade</i>	Les Baxter	ST-968
<i>Sounds of the Great Bands!</i>	Glen Gray	SW-1022
<i>The Military Band</i>	Felix Slatkin	SW-1056
<i>Dance to South Pacific</i>	Les Brown	ST-1060



Like the first group, these albums all appeared on Capitol's newly-designed label for 1958 -- called **Label 58** in these pages -- and were advertised at the top of the cover with the phrase **THE FULL SPECTRUM OF SOUND**.

The back covers featured a circular design with what would be a color *spectrum*, or "rainbow." The inner sleeves (properly called Protective Envelopes) sported a large spectrum logo in the center on one side, while the other side explained the difference between monophonic and stereophonic records.

The introduction of stereo was a successful venture. Even as Capitol worked on producing inexpensive stereo phonographs, their record division pitched stereo albums to the industry, to audiophiles, and to the general public.



The trade magazines were impressed with Capitol's first stereo albums, and the advent of the stereo LP almost obscured the fact that the major labels had been releasing stereo reel-to-reel tapes for a whole year.

For the month of November, Capitol prepared another grouping of stereo albums. Like the first group, this third batch was destined to feature some relatively new records and some proven sellers. The November 17, 1958, issue of *Billboard* heralded the impending release of six more stereo pop albums, plus five that were designated as "classical" records.

# Cap. Skeds 11 Nov. Stereos

Top pop sets include four items. Perhaps the leader would be Frank Sinatra's "Only the Lonely." Seldom has the solo voice been captured with such realism. Sinatra is right there in the middle with the Nelson Riddle Ork all around him. The Fred Waring set, with a handsome blend of vocal and instrumental sound is just about as hot an item, while Billy May's "Big Fat Brass" set, figures to be a great speaker - shaker. A lot of folks will find the original cast of "The Music Man," also a stereo treat with its "in the theater" quality. The line-up includes:

Frank Sinatra, "Only the Lonely," SW 1053; "Fred Waring and the Pennsylvanians in Hi Fi," SW 845; "Billy May's Big Fat Brass," ST 1043; "The Music Man," Original Cast, SWA 0990; Ray Anthony, "Dancing Over the Waves," ST 1028; "The Ballad Style of Stan Kenton," ST 1068;



## CAROUSEL Sound Track—Capitol SW 694 STEREO & MONAURAL

This fine movie sound-track film was a best-seller for Capitol as a monaural package, and it should enjoy equal success in stereo. The wonderful Rodgers and Hammerstein score—warbled by Gordon MacRae, Shirley Jones and others—is enhanced in stereo. The lyrical "Carousel Waltz" and "June Is Bustin' Out All Over" are especially fine.



## BLACK SATIN The George Shearing Quintet & Ork—Capitol ST 858 STEREO & MONAURAL

This melodic package was a solid sales item in its monaural version, and has much to offer stereo-wise, via Shearing's tasteful, delicate pianistics and the easy swinging jazz-flavor of the entire album. Listenable, spinable mood music. Selections include: "You Don't Know What Love Is," "The Folks Who Live on the Hill," and other lovely oldies.



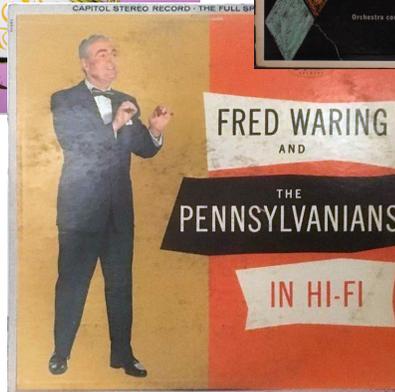
## SOUNDS OF THE GREAT BANDS! Glen Gray & the Casa Loma Ork. Capitol SW 1022

## DANCE TO SOUTH PACIFIC Les Brown Band. Capitol ST 1060

THE STAR CAROL—"Tennessee" Ernie Ford. Capitol ST 1071. STEREO & MONAURAL. Here's a sales natural—stereo or monaural. Ford offers tender, reverent vocal treatments of his favorite Christmas carols. Selections include "Joy to the World," "The First Noel," "Silent Night" and "Adeste Fideles." Prime yule programming wax for jocks.

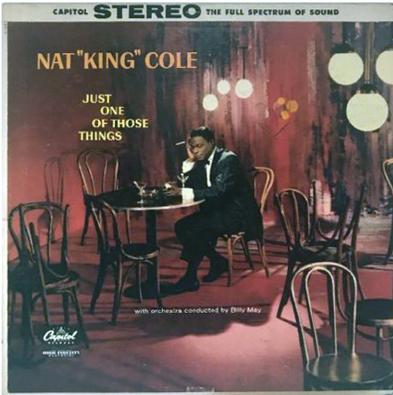
The second group consisted of the following popular albums:

- |  |               |          |
|--|---------------|----------|
| <i>Only the Lonely</i>                 | Frank Sinatra | SW-1053  |
| <i>In Hi-Fi</i>                        | Fred Waring   | SW-845   |
| <i>Big Fat Brass</i>                   | Billy May     | ST-1043  |
| <i>The Music Man</i>                   | Original Cast | SWAO-990 |
| <i>Dancing Over the Waves</i>          | Ray Anthony   | ST-1028  |
| <i>The Ballad Style of Stan Kenton</i> |               | ST-1068  |



Both Capitol Records and the scrutinizing media drew attention to the presence of the album by Frank Sinatra in this batch of stereo albums. Sinatra was an enormous draw, and a stereo album by Sinatra was a sure seller. Capitol had included among its stereo album selections two albums that might sell well at Christmas, allowing them to plan for a more aggressive release schedule in 1959.

The new year saw Capitol promote stereo further, subtly, by increasing the size of the word STEREO on the album slick. When viewed from the front, it was now quite clear that each stereo album was in stereo.



Capitol's promotional material for spring continued their use of the "full spectrum of sound" as the buzz-phrase describing their stereo records.

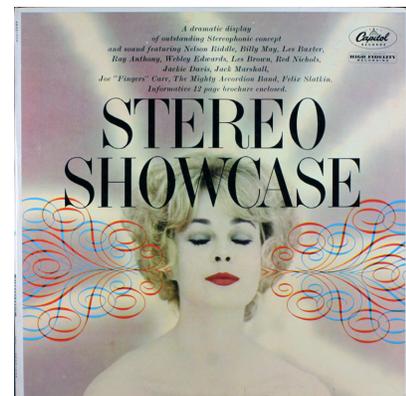
Summer brought about a change in terminology. Capitol revised their inner sleeves and adjusted all of their promotional items to refer to Capitol's stereo as

**FULL DIMENSIONAL STEREO.**

Frank Sinatra's new album in late July referred to stereo in those terms, and Capitol would use that expression for many years.

By November, it was commonplace for the major labels to issue albums in stereo without any particular fanfare, but in the initial months stereo was something truly special. People bought stereo demonstration albums -- or got them for free -- just so they could hear the sound moving around the room for the first time ever. Radio stations were in the process of converting to stereo.

With all the changes in the music industry, it was a fascinating time, and Capitol Records was one of the major labels -- topping the charts with their stereo releases. Some albums from 1958 are harder to find with that first stereo cover. Look for it on American albums as an indicator of a stereo album from Capitol that actually came out before the end of 1958 -- when stereo was still something amazing to hear from a record.



**STEREO SHOWCASE**



**Capitol SKAO 1268. (Stereo & Monaural) —** The set gives a representative sample of material contained in 12 LP's, the label's current release. It's predecessor proved a strong item saleswise, and this could follow suit. As a sound demonstration disk, or for a preview of things to be heard in the releases the set is ideal. There is also a booklet that lists the other selections in the various albums from which these tracks are taken. Low-price should also be a buy incentive.