## **Mercury 25000 Series: The First Thirty**

**Produced by Frank Daniels** 

## Introduction

In January, 1949, Mercury announced that they would begin releasing long-playing albums in February. These records, classical releases, probably came out in mid-March – based on an ad in the March  $19^{th}$  issue of *Billboard*. Immediately thereafter, they test-marketed their first popular LP – a reissue of Majestic's *Student Prince* album. This sold well and was followed by their own recording of selections from *South Pacific* and *Kiss Me Kate*. That led to several roll-outs of ten-inch popular LPs.

The first label style was a semi-glossy black label with gold print. This label style lasted from 1949 to 1952 (album MG-25152 is known).

The light blue and white label with black print appears on a few releases. Currently I do not know when this label style came out.

The black label with silver print exists with a semi-glossy finish and with a matte finish. It continued until May/June, 1955, when Mercury phased out their ten-inch LPs.

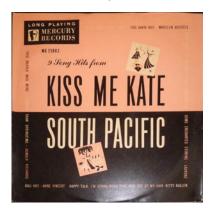
At least one label was red from 1952 on. These were not connected to the Olympian Series that was deep red and which indicated that the recordings were in High Fidelity.



## MG 25000 Series Albums



MG-25001Paul BaronThe Student PrinceRelease Date:March/April, 1949 (original release BB August 9, 1947)A reissue of Majestic MZ-4.





Kiss Me Kate/South Pacific

-More good news "SOUTH PACIFIC" S ME KATI

MERCURY RECORDS

PACIFIC

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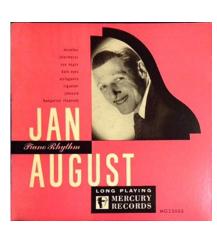
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"KISS ME KATE"

MERCURY

RECORD

\$2.85 Incl. Fed. Tax



MG-25003 Release Date:

MG-25002

**Release Date:** 

Jan August June, 1949

Frank Parker

May, 1949

Piano Rhythm

Contains the cover art and three songs from Mercury A-31 (1948). The five other songs come from Mercury singles: 5112A, 5112B, 5140A, 5140B, and 5231.



Release Date:

Tony Martin

Tony Martin June, 1949

LP issue of A-26 from 1948 with the addition of Mercury songs 3022A and 3042A.



MG-25005Billy EckstineBilly Eckstine SingsRelease Date:June, 1949 (withdrawn?)According to a Billboard ad from July, Mercury was releasing a set of sides from National. However,National wound up issuing an album with that same title in October.



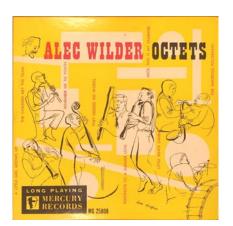
MG-25006Benay VenutaSings All-Time Old-Time FavoritesRelease Date:June, 1949

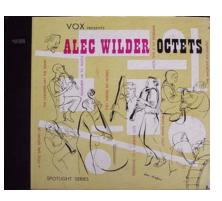
Contains four songs from Mercury A-28 (1948). Two other songs come from Mercury single 5300, and the remaining two were previously-unreleased tracks.



MG-25007 Release Date: Frankie Laine June, 1949

Songs that Made Me Famous





MG-25008Alec WilderOctetsRelease Date:June, 1949 (original release BB May 24, 1947)A reissue of Vox VSP-301.



MG-25009 Release Date:



Latin-American Rhythms

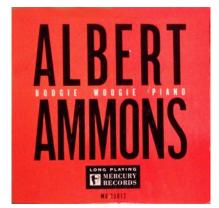


MG-25010Frances LangfordRainbow RhapsodyRelease Date:June, 1949Contains four songs from Marcury A-25 (1948)The other songs come from Marcury singles: 2029A

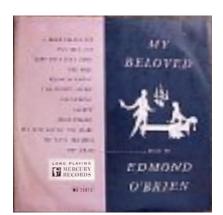
Contains four songs from Mercury A-25 (1948). The other songs come from Mercury singles: 3029A; 3041A; 3050B; and 5183A.



MG-25011Eddy HowardSelected Song FavoritesRelease Date:June, 1949The songs were recorded for Majestic in 1947.



MG-25012Albert Ammons Boogie Woogie PianoRelease Date:June, 1949A collection of Mercury single sides



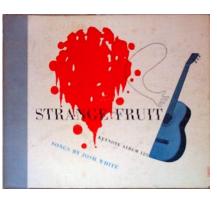
MG-25013 Edmond O'Brien June, 1949 **Release Date:** A reissue of Mercury A-15 from 1946.

My Beloved



MG-25014

MG-25015



Josh White Release Date: Fall, 1949

Strange Fruit: Songs by Josh White

A reissue of Keynote No. 125, plus two songs from Keynote No. 108.



POPULAR 25000 Series 5 10 Inch \$2.85 STUDENT PRINCE MG25001 SOUTH PACIFIC-MG25002 JAN AUGUST, Piano MG25003 TONY MARTIN Sings MG25004 BILLY ECKSTINE Sings MG25005 BENAY VENUTA Sings All Time-Old Time Favorites MG25006 FRANKIE LAINE Favorites MG25007 ALEC WILDER Octets MG25008 MACHITO and His Latin American Music MG25009 FRANCES LANGFORD Rainbow Rhapsody MG25010 EDDY HOWARD Selected Song Favorites MG25011 ALBERT AMMONS Boogie Piano Stylings MG25012 EDMOND O'BRIEN My · Beloved MG25013

Count Basie and Lester Young Count Basie

Fall, 1949 (BB July 15, 1950) **Release Date:** LP release of album Mercury A-39, minus one song, plus four songs from Lester Young - all from Keynote.

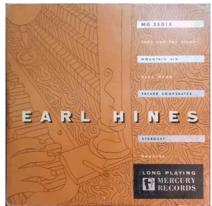


MG-25016Irving FazolaDixielandersRelease Date:c. Fall, 1949A collection of sides recorded for Keynote.



MG-25017Jack FinaRelease Date:c. Early 1950A collection of Mercury sides.

Piano Classics



MG-25018Cozy Cole/Charlie ShaversEarl Hines AlbumRelease Date:BB July 15, 1950 (Original issue BB October 4, 1947)A reissue of Keynote K-145 minus "Curry in a Hurry" and "Just One More Chance." Issued Spring, 1949,<br/>as album A-41.



MG-25019 **Release Date:**  Jan August Summer, 1950

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WHY DO I LOVE YOU

MERCURY RECORDS

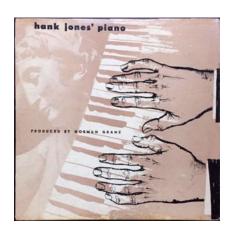
MG-25020 **Release Date:** 

NG 25020

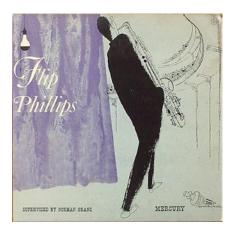
Machito Summer, 1950

Rhumba With Machito

More Favorites



MG-25022 Hank Jones Hank Jones' Piano Summer, 1950 Release Date: LP pressing of album A-61 from 1948; reissue of Clef 104



MG-25023 Flip Phillips Summer, 1950 **Release Date:** A collection of Mercury recordings





MG-25024 Frankie Laine Frankie Laine **Release Date:** July, 1950 The same as album A-81 with the addition two sides from single 5337.



MG-25025 **Release Date:** 

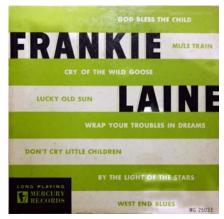
Frankie Laine Frankie Laine BB July 15, 1950



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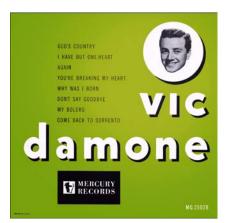
MG-25026 Release Date:

Frankie Laine Frankie Laine BB July 15, 1950



MG-25027 Release Date:

Frankie Laine Frankie Laine BB July 15, 1950



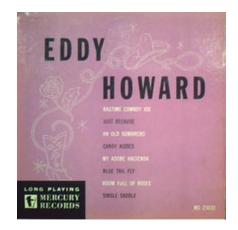
MG-25028Vic DamoneVic DamoneRelease Date:BB July 15, 1950A collection of Mercury songs.



MG-25029 Release Date:

Vic Damone July, 1950

Vic Damone



MG-25030Eddy HowardERelease Date:July, 1950A collection of Majestic recordings.

Eddy Howard

**Back Covers** 



25001 original back cover (1949)

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Spring-Summer, 1949 (sometimes cropped differently) Cardboard cover folded front-to-back Lists up to 10010, 15005, and 25018



Summer, 1949, to 1950 Cardboard cover folded front-to-back Lists up to 10025, 15005, and 25018

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1950 and 1951 Soft paper cover Lists up to 10048, 15008, and 21018

Albums that were originally released in one cover configuration appear with later configurations as long as they continued to be in print. Sometimes, Mercury changed the front cover graphics as well. Shown here are the generic back cover graphics that Mercury used on the 25000 series from 1949 to 1955. Later albums in the series have back covers dedicated to the release, complete with liner notes.



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1952 Soft paper cover with New Logo Lists up to 25085

1952 Cardboard cover with paper slicks Lists up to 25085

MERCURY LONG PLAYING MICROGROOVE RECORDS

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1952 to ? Cardboard cover folded back-to-front Lists up to 25106; A at bottom right

1952 to ? Cardboard cover folded back-to-front Lists up to 25112; B at bottom right



1952 to 1955 Cardboard cover folded back-to-front; lists up to 25095; C at bottom right