

The Ventures were one of the most prolific recording artists of the 1960s, with an unbroken series of albums over a ten-year time span providing in excess of 550 tracks, as well as a steady number of distinct singles releases, to fuel compilations worldwide — compilations in the form of LPs, 56 of which are documented and evaluated in this survey, and well over two hundred EPs, treated elsewhere on this website. Special attention is paid to the Japanese market: commencing production in earnest late in the day, it drew well ahead of the field by contributing thirty of the 56, a dozen of which appeared in 1969, by which time the focus was firmly on attractive gatefold issues equipped with lavish illustrations and detailed annotation. Budget productions from elsewhere, though not plentiful, provided useful coverage of less familiar numbers.



Front cover artwork played a significant part in the marketing of long players. The second part of this survey illustrates the most notable design changes made over the course of the 60s to Ventures product, starting from early on: in 1961-1962 Dolton homed in on no fewer than four of the first seven albums, the musical content of which was left intact but where the outer appearance was altered, speedily and radically — in many cases subsequently not for the better.