

THE ROLLING STONES WORLDWIDE I: An Anthology of Original Singles & EP Releases 1963-1971 by Christopher Maus (Maus of Music, Germany; 2006; 370 pages)

This is one of those books researched, written, and published by collectors for collectors. The printing and binding are very similar to the *Cosmic Price Guide to Original Krautrock Records* (reviewed last issue): compact, thick, crisply printed glossy stock, a textured hard-cover binding, and a built-in ribbon bookmark, giving it the look and feel of a hymn book or a bible. And if you're an avid collector of the early Rolling Stones, this may in fact become your bible.

As the title suggests, this is a complete, worldwide discography of the band's seven-inch releases with full-color illustrations of more than 1,000 sleeves and labels from 50 different countries—everywhere from the UK to the Democratic Republic of Congo. The array of images here is really quite stunning in its variety. As the author explains in his introduction, in the 1960s the record industry had not yet established globally unified marketing strategies for its artists—especially not for the likes of



young upstarts like the Rolling Stones and their ilk—and the bands themselves had no artistic control over the way their music was packaged outside of their home country. Consequently, the record company affiliates in foreign countries more often than not came up with their own unique artwork for record sleeves, often featuring photos unseen elsewhere. Some countries also released unique combinations of tracks that differed from the band's domestic releases. The end result is a vast assortment of picture sleeves, some gorgeous works of graphic art, others cheap and nasty. Some are just plain absurd, like a Spanish picture sleeve for "Paint It Black" with its childlike drawing of a band of turbaned street musicians and a dancing genie.

The book is beyond thorough. Every sleeve and label variation is accounted for and dissected, including anomalies like Uruguay's "Honey [sic] Tonk Women" or Poland's secretly distributed pirate releases, pressed on X-Ray film or postcard flexidisks with wonderfully primitive artwork.

There's even a section for a country you won't find on any globe: Utopia. Pictured here are a variety of fake sleeves, manufactured by unscrupulous dealers over the years, and sold as authentic rarities from Brazil, Jamaica and even the USA.

Even if you only own a fraction of the records pictured in this book, it'll bring out your inner collector geek. For example, I was delighted to learn that my copy of the first British EP is a true 1963 original bearing the name of the original sleeve manufacturers, West Brothers. From mid-1964 onwards MacNeill Press took over the printing. (So if you only have the MacNeill Press edition, shame on you, loser! I have both!) See what I mean?

The author has already published two similar volumes on the Beatles. His next book, due in September 2007, will cover the Rolling Stones' releases from 1971-2001. That one will be strictly for diehard Stones maniacs; this one, though, is a feast for the eyes of any '60s music fan. **(MS)**

More info: www.maus-of-music.com