

# THE BEATLES B.C. -- Before Capitol

*Last Updated: 01 JI 23*

**If you have a copy of *Introducing the Beatles* that you are trying to identify ... search on this page for 1062.**

Beatles records in the United States are typically found on the Capitol or Apple label. But people often ask about records, such as *Introducing the Beatles*, which were released by companies other than Capitol/Apple. In these articles, I will attempt to discuss the history of Beatles recordings in the US which predate their Capitol contract. Known variations of those records will be listed, along with their approximate values.

The first Beatles record released anywhere was "My Bonnie" and "The Saints," with the Beatles backing Tony Sheridan. This German record (Polydor NH 24-673) was issued in two forms (with a German intro or an English intro) and with a picture sleeve. [More information can be found in [this article](#) about the Beatles' association with Tony Sheridan.] "My Bonnie" was Tony's first record and his break into the record industry.

As many people know, the word "Beatles" was considered difficult to interpret by Germans, so Polydor billed the artist as Tony Sheridan and the Beat Brothers (October 1961). From that point on, Tony's band was known as the Beat Brothers, which caused some confusion to later Beatles fans.

In January of 1962, Beatles manager Brian Epstein began negotiating with Polydor to release "My Bonnie" in England. Because of his negotiations, the UK "My Bonnie" release (Polydor NH 66-833) showed the artist as "Tony Sheridan and the Beatles." The record sold modestly, apparently well enough to consider releasing it in America.

Decca Records in the US was responsible for issuing most of Polydor's Deutsche Grammophon series records, of which "My Bonnie" was one. Therefore, it was Decca who released the first Beatles record in the US, credited to Tony Sheridan and the Beat Brothers (Decca 31382). The single was given a three-star review by *Billboard* in its issue dated April 28, 1962, but it so failed to gain any attention that most of the commercial copies seem to have been scrapped in production due to poor airplay and sales of the single. This A-side is the "English intro" version of the song. As the first American release, it deserves mention here:



"My Bonnie"/"The Saints"

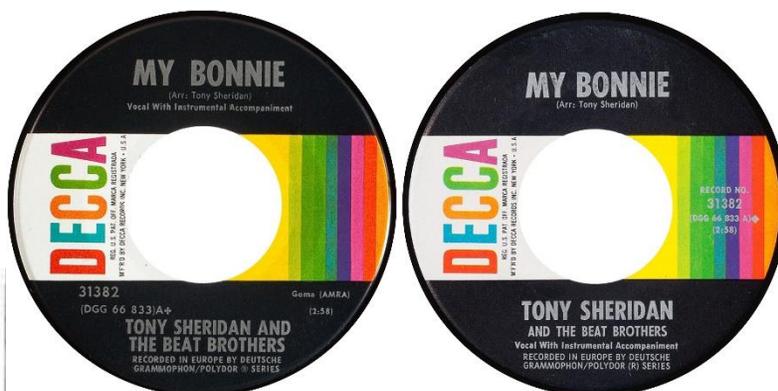
Decca 31382 DJ01

pink label. Although there are no promotional markings on the label, all Decca singles with pink labels were promotional copies. Pressed at Decca's plant in Gloversville, NY.

NOTE: This record has been counterfeited. Original copies have the matrix number stamped into the trail-off by machine. All copies with "My Bonnie" on both sides are fakes.

SI = 8

**TONY SHERIDAN AND THE BEAT BROS.**  
 ★★★ My Bonnie (GEMA, AMRA) (2:58) — ★★★ The Saints (When the Saints Go Marching In) (GEMA, AMRA) (3:18). DECCA 31382



"My Bonnie/The Saints"

Decca 31382 01G, 01P

black label with "DECCA" at left and rainbow at right.

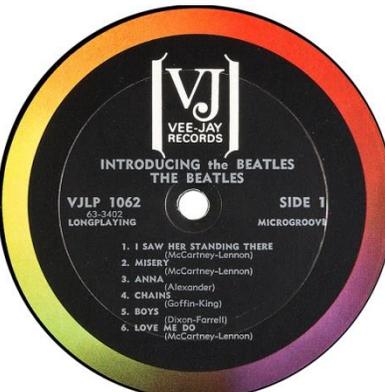
This single can be found without print in the rainbow (Gloversville) or with print in the rainbow (Pinckneyville). While Pinckneyville copies are fewer in number, the overall rarity of the single makes differentiating their values impossible.

This record has been counterfeited. Originals must have the rainbow at right and must have the matrix number stamped into the trail-off by machine. All copies with all-black labels are fakes.

SI = 10

From this point on, this article will deal exclusively with the Beatles' material recorded for Parlophone (EMI) in England and released here. The aforementioned article on the Sheridan material deals with that body of work in more detail.

## Vee-Jay Records Label Identification Numbers

 <p>A vinyl record label with a rainbow-colored border. At the top, the 'VEE JAY' logo is enclosed in an oval. The text includes '63-2967 Vocal', 'Concertone Songs-ASCAP Time: 2:00', 'PLEASE PLEASE ME (J. Lennon-P. McCartney)', 'THE BEATLES', and 'VJ 498'.</p>	 <p>A vinyl record label with a rainbow-colored border. The logo consists of the letters 'VJ' inside a square with brackets. Text includes 'VEE-JAY RECORDS', 'INTRODUCING the BEATLES THE BEATLES', 'VJLP 1062', '63-3162 LONGPLAYING', 'SIDE 1', 'MICROGROOVE', and a track list: 1. I SAW HER STANDING THERE (McCartney-Lennon), 2. MISERY (McCartney-Lennon), 3. ANNA (Alexander), 4. CHAINS (Goffin-King), 5. BOYS (Dixon-Farrell), 6. LOVE (McCartney-Lennon).</p>	 <p>An all-black vinyl record label. At the top, 'VJ' is written above 'VEE JAY RECORDS'. Text includes 'Metric Music Co. B.M.I.', '63-3191', 'Do You Want To Know A Secret (McCartney-Lennon)', 'THE BEATLES', and 'VJ-587'.</p>
<p><b>Rainbow label with Oval Logo</b>  <b>Singles: 01, 02, etc.</b>  <b>LP's: MR01, MR02, etc.</b>  <b>&amp; SR01, SR02, etc.</b></p>	<p><b>Rainbow label with Brackets Logo</b>  <b>Singles: 11, 12, etc.</b>  <b>LP's: MR11, MR12, etc.</b>  <b>&amp; SR11, SR12, etc.</b></p>	<p><b>All-Black label with VJ</b>  <b>Singles: 21, 22, etc.</b>  <b>LP's: MR21, MR22, etc.</b>  <b>&amp; SR21, SR22, etc.</b></p>
 <p>An all-white vinyl record label. At the top, 'VJ' is written above 'VEE JAY RECORDS'. Text includes 'Concertone Song ASCAP', 'Time: 2:00 Side 1', 'PLEASE, PLEASE ME (J. Lennon-P. McCartney)', 'THE BEATLES', and 'VJ-581'.</p>	 <p>An all-yellow vinyl record label. At the top, 'VJ' is written above 'VEE JAY RECORDS'. Text includes 'Concertone Song ASCAP', 'Time: 2:00 Side 1', 'PLEASE, PLEASE ME (J. Lennon-P. McCartney)', 'THE BEATLES', and 'VJ-581'.</p>	 <p>An all-black vinyl record label. At the top, 'VEE JAY' is written in large letters. Text includes '63-3191 Vocal', 'Metric Music B.M.I.', 'DO YOU WANT TO KNOW A SECRET (McCartney-Lennon)', 'THE BEATLES', and 'VJ 587'.</p>
<p><b>All-White label with VJ</b>  <b>Singles: 31</b></p>	<p><b>All-Yellow label with VJ</b>  <b>Singles: 41</b></p>	<p><b>All-Black label with VEE JAY</b>  <b>Singles: 51</b></p>

 <p>Label: All-Black with oval logo. Text includes: VEE JAY, SIDE 1 63-3915, GIL Masek Corp.-BMI, Gen. Paxton Corp.-ASCAP, MISERY (McCartney-Lennon), TASTE OF HONEY (Horn-Burrow), THE BEATLES, VJ EP 1-903.</p>	 <p>Label: All-Black with small brackets; no bars. Text includes: VEE JAY RECORDS, 63-2967 VOCAL, CONCERTONE SONGS-ASCAP, TIME: 2:00, PLEASE PLEASE ME (J. Lennon-P. McCartney), THE BEATLES, 581.</p>	 <p>Label: All-Purple with small brackets; no bars. Text includes: VEE JAY RECORDS, 63-2967 VOCAL, CONCERTONE SONGS-ASCAP, TIME: 2:00, PLEASE PLEASE ME (J. Lennon-P. McCartney), THE BEATLES, 581.</p>
<p><b>All-Black label with oval logo</b>  <b>Singles: 61</b>  <b>LP's: MR62</b></p>	<p><b>All-Black label with small brackets; no bars</b>  <b>Singles: 71</b>  <b>LP's: MR72</b></p>	<p><b>All-Purple label with small brackets; no bars</b>  <b>Singles: 81</b></p>

 <p>Label: All-Black with small brackets and bars. Text includes: VEE JAY RECORDS, 63-2967 VOCAL, CONCERTONE SONGS-ASCAP, TIME: 2:00, PLEASE PLEASE ME (J. Lennon-P. McCartney), THE BEATLES, 581.</p>
<p><b>All-Black label with small brackets and bars</b>  <b>Singles: 91</b></p>

## Please, Please Me/Ask Me Why

VJ 498

Although the Beatles had a top 20 hit in the UK with "Love Me Do," EMI affiliates outside England were reluctant to pick up the single. The US affiliate, Capitol records, declined to issue the single. When it came time for the Beatles second single to be issued, Capitol again passed on their opportunity to issue Beatles records. Parlophone (EMI) transferred US rights of all Beatles recordings to Transglobal Music Co., a partner of Capitol-EMI who sought record companies to release EMI recordings in the USA. Vee Jay Records, a Chicago-based record label known mainly for gospel and R&B (and the Four Seasons), was partnered with Transglobal and picked up the Beatles US contract, signing an agreement on Jan 10, 1963 to issue one Beatles single. Within eight days, lacquer discs of the single were prepared, and metal mothers and stampers were ordered to be produced. By January 29th, the stampers were produced. On February 7th, the songs were entered into copyright in the US, and the record was released on perhaps that same day, February 7, 1963 – although the trades did not respond until the 23<sup>rd</sup>.

"Please Please Me"/"Ask Me Why" promo copies were sent out, garnering some airplay. Apparently due to a mistake at Transglobal, promo copies and the first commercial copies misspelled the group's name "Beattles." The single was available all the way through 1963 (and into 1964), and later copies corrected this mistake.



Please Please Me/Ask Me Why

Vee Jay 498 DJ01

white label with grey rim. Label reads "Disc Jockey Advance Sample" and "NOT FOR SALE." The Vee Jay logo appears in an oval with a treble clef, henceforth called the "oval logo". Artist shown as THE BEATTLES.

SI = 7

Please Please Me/Ask Me Why

Vee Jay 498 01A

black label with color band. Oval logo. Artist shown as THE BEATTLES. On this issue, the authors' credits are almost as wide as "PLEASE PLEASE ME." "Thin print." Pressed by the American Record Pressing Co. (called **ARP** from here on)

SI = 9



Please Please Me/Ask Me Why

Vee Jay 498 01B

black label with color band. Oval logo. Artist shown as THE BEATTLES. On this issue, the authors' credits are much narrower than the song title "PLEASE PLEASE ME," which is in a bold typeface.

Pressed in styrene by Monarch Records (MR), with job number Δ 46527, corresponding to a date in late January. This is the least scarce of all of the VJ 498 singles.

SI = 8



Please Please Me/Ask Me Why

Vee Jay 498 01C

black label with color band. Oval logo. Artist shown as THE BEATTLES. On this issue, the record number is shown as # 498 instead of "VJ 498" like the preceding three records. "CONCERTONE SONGS" is in all capital letters.

Manufactured by Southern Plastics (called Southern from here on)

The above are all **original issues** (from three different plants), dating to 1963. Later in 1963, the spelling error was corrected.



Please Please Me/Ask Me Why

Vee Jay 498 02B

black label with color band. Oval logo. Artist shown as THE BEATLES. On this issue, the authors' credits are much smaller than the song title "PLEASE PLEASE ME."

Pressed in styrene by Monarch Records (MR).

SI = 8



Please Please Me/Ask Me Why

Vee Jay 498 02C

black label with color band. Oval logo. Artist's name is spelled correctly. On this issue, the titles are not in bold face. The record number is shown as # 498. The publishers' credits are in all CAPITALS.

Manufactured by Southern.

SI = 8



After the Beatles became popular in the US in the beginning of 1964, Vee Jay ordered about 1650 copies of the single to be pressed. Those copies appear on Vee Jay's newer "brackets" logo (see next page).

Please Please Me/Ask Me Why

Vee Jay 498 11B

black label with color band. The company logo is a set of brackets surrounding the letters VJ and the words "VEE JAY RECORDS." This is called the "brackets logo." The artist's name is correct, and the authors' credits are much smaller than the song title. Issued in March, 1964. Some of these were mislabeled with old "oval labels" on one side.

SI = 9



Unfortunately for Vee Jay, "Please Please Me" failed to chart in the USA. There had been some airplay and spotted sales, but this could not match the #1 status of the single in England. A few months later, the time came to issue the Beatles' third single, "From Me to You," which of course went to #1 in England. Stampers for the second Vee Jay single were sent to the factories on May 2, 1963. In fact, the single was already a hit in England by the time it was issued in America on or about May 6, 1963. This time there had been more airplay, and sales prospects were more promising.

**THE BEATLES (VeeJay 498)**  
**(B+) "PLEASE PLEASE ME"**  
 (2:00) [Concertone Songs ASCAP—Lennon, McCartney] There's an air of teen-beat originality to this session by the exciting rocksters and their support sound, which includes distinctive harmonica statements throughout. Can prove to be a Top 100 issue. Deck's an English import.  
**(B) "ASK ME WHY" (2:22)** [Concertone Songs ASCAP—Lennon, McCartney] Teeners also get an original-sounding Latinish romantic pose in this corner.

With The Shadows ("Dance On"); The Tornados ("Globetrotter"); Jet Harris and Tony Meehan ("Diamonds") already in the Top Ten, yet another group comes zooming up the charts. The Beatles, whose instrumental and vocal talents, allied to a leather clad, beatnik appearance, have taken the country by storm look like making the No. 1 slot with "Please, Please Me" on Parlophone. Yet another triumph for the label's A and R manager George Martin and the first major hit for publisher Dick James. "Please, Please Me" is being rush released in the States by Vee Jay published by Concertone.

**THE BEATLES**  
 ★★★★★ Please Please Me (Concertone, ASCAP) (2:00)—★★★★ Ask Me Why (Concertone, ASCAP) (2:22).  
**VEEJAY 2967**

<p>A SLEEPER THAT'S "HAPPENING" IN A BIG WAY!!</p> <h1>"RAINBOW"</h1> <p>by  <b>GENE CHANDLER</b></p> <p>Vee Jay #468</p> <p>(Thanks DEEJAYS for Recognizing This HIT Single!)</p>	<p>NOW #2 With a BULLET on the CASH BOX TOP 100 Chart!!</p> <h1>"WALK LIKE A MAN"</h1> <p>by  <b>THE FOUR SEASONS</b></p> <p>Vee Jay #485</p>										
<p><b>PROVEN HIT SINGLES ON Vee Jay!</b></p> <table border="1"> <tr> <td style="text-align: center;"> <p>"DANCE ROMEO DANCE"</p> <p>THE ROMEOOS  <small>(Formerly THE KING PINIS)</small></p> <p>Vee Jay #494</p> </td> <td style="text-align: center;"> <p>DEE CLARK'S COUPLING!                  "I'M A SOLDIER BOY"  <small>c/w</small>                  "SHOOK UP OVER YOU"</p> <p>Vee Jay #487</p> </td> </tr> <tr> <td style="text-align: center;"> <p>"HIS AND HERS"</p> <p>by                  TONY DOUGLAS</p> <p>Vee Jay #481</p> </td> <td style="text-align: center;"> <p>Selling well Everywhere!</p> <p>"EVERY STEP"</p> <p>by                  THE DUKAYS</p> <p>Vee Jay #491</p> </td> </tr> <tr> <td style="text-align: center;"> <p>"ENDLESS NIGHT"</p> <p>by                  JIMMY CLANTON</p> <p>ACE #8066</p> </td> <td style="text-align: center;"> <p>"MY BABE"</p> <p>The                  RED WEST COMBO</p> <p>SANTO #9006</p> </td> </tr> </table>	<p>"DANCE ROMEO DANCE"</p> <p>THE ROMEOOS  <small>(Formerly THE KING PINIS)</small></p> <p>Vee Jay #494</p>	<p>DEE CLARK'S COUPLING!                  "I'M A SOLDIER BOY"  <small>c/w</small>                  "SHOOK UP OVER YOU"</p> <p>Vee Jay #487</p>	<p>"HIS AND HERS"</p> <p>by                  TONY DOUGLAS</p> <p>Vee Jay #481</p>	<p>Selling well Everywhere!</p> <p>"EVERY STEP"</p> <p>by                  THE DUKAYS</p> <p>Vee Jay #491</p>	<p>"ENDLESS NIGHT"</p> <p>by                  JIMMY CLANTON</p> <p>ACE #8066</p>	<p>"MY BABE"</p> <p>The                  RED WEST COMBO</p> <p>SANTO #9006</p>	<p><b>HOT NEW RELEASES!</b></p> <table border="1"> <tr> <td style="text-align: center;"> <p>The #2 RECORD IN ENGLAND!!</p> <p>"THE WAYWARD WIND"</p> <p>by                  FRANK IFIELD</p> <p>Vee Jay #499</p> <p>Going Great R&amp;B, C&amp;W &amp; Pop!                  Now #13 in London, England!</p> </td> <td style="text-align: center;"> <p>THE REAL BOSSA NOVA!</p> <p>"MIMA"</p> <p>by                  EDDIE HARRIS</p> <p>Vee Jay #496</p> </td> </tr> <tr> <td style="text-align: center;"> <p>THIS IS A MUST!</p> <p>"HOLD ME CLOSE"</p> <p>by                  RON MARSHALL</p> <p>MOHAWK #134</p> </td> <td style="text-align: center;"> <p>"NURSERY RHYMES"</p> <p>by                  NINO &amp; THE EBB TIDES                  MISTER PEEKE</p> <p>#123</p> </td> </tr> </table>	<p>The #2 RECORD IN ENGLAND!!</p> <p>"THE WAYWARD WIND"</p> <p>by                  FRANK IFIELD</p> <p>Vee Jay #499</p> <p>Going Great R&amp;B, C&amp;W &amp; Pop!                  Now #13 in London, England!</p>	<p>THE REAL BOSSA NOVA!</p> <p>"MIMA"</p> <p>by                  EDDIE HARRIS</p> <p>Vee Jay #496</p>	<p>THIS IS A MUST!</p> <p>"HOLD ME CLOSE"</p> <p>by                  RON MARSHALL</p> <p>MOHAWK #134</p>	<p>"NURSERY RHYMES"</p> <p>by                  NINO &amp; THE EBB TIDES                  MISTER PEEKE</p> <p>#123</p>
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<p><b>VEE JAY RECORDS</b>                  1449 S. MICHIGAN AVE., CHICAGO 5, ILL.</p>											

<p><b>NEW RELEASES</b></p> <table border="1"> <tr> <td style="text-align: center;"> <p>"TONIGHT I'LL BE LONELY"</p> <p>by                  Nino and the Ebb Tides</p> <p>Mr. Peeke #123</p> </td> <td style="text-align: center;"> <p>"HOLD ME CLOSE"</p> <p>by                  Ron Marshall</p> <p>Mohawk #134</p> </td> </tr> </table>	<p>"TONIGHT I'LL BE LONELY"</p> <p>by                  Nino and the Ebb Tides</p> <p>Mr. Peeke #123</p>	<p>"HOLD ME CLOSE"</p> <p>by                  Ron Marshall</p> <p>Mohawk #134</p>	<p>No. 2 in Britain</p> <p>"THE WAYWARD WIND"</p> <p>by                  Frank Ifield</p> <p>Vee Jay #499</p>
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<p>No. 5 in Britain</p> <p>"PLEASE, PLEASE ME"</p> <p>by                  Beatles</p> <p>Vee Jay #498</p>			
<p>The Real Bossa Nova</p> <p>"MIMA"</p> <p>by                  Eddie Harris</p> <p>Vee Jay #496</p>			

## From Me to You/Thank You Girl

VJ 522



From Me to You/Thank You Girl

Vee Jay 522 DJ01

white label with gray rim. Label reads "Disc Jockey Advance Sample" and "NOT FOR SALE." Oval label.

SI = 6

From Me to You/Thank You Girl

Vee Jay 522 01A

black label with color band. Oval logo. The title is not in bold face print. Note: the O's in the titles are circular on this issue, which was pressed by ARP. The publishing credits are NOT in all capitals. The title, author credits, and artist credit are close together.

SI = 8

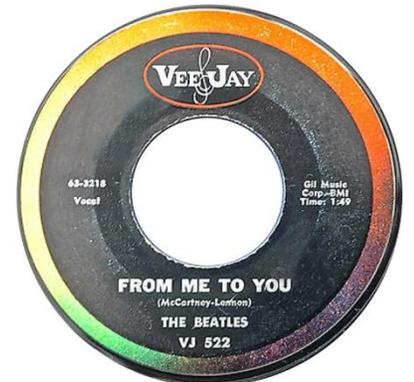


From Me to You/Thank You Girl

Vee Jay 522 01B1

black label with color band. Oval logo. The title is in bold face print. Pressed in styrene by Monarch Records (MR), with a job number of Δ 47843, corresponding to a date in late April. This is the west coast pressing and is the least scarce. There is a blank line between the word "Vocal" and the matrix number. There is also blank space above the author credit.

SI = 6

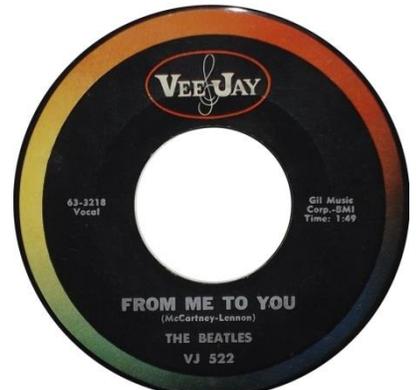


From Me to You/Thank You Girl

Vee Jay 522 01B2

black label with color band. Oval logo. The title is in bold face print. Pressed in styrene by Monarch Records (MR). This is the west coast pressing and is the least scarce. The word "Vocal" is directly under the matrix number with no blank line.

SI = 6



From Me to You/Thank You Girl Vee Jay 522 01C  
 black label with color band. Oval logo. The title is not in bold face print.  
 Note: The publishing credits are in ALL CAPITALS on this label. The title, author credits, and artist credit are spaced wide apart, and the author credits are in smaller print.  
 SI = 7



After the advent of Beatlemania, demand for the single increased, and thousands of copies were pressed during the first few months of 1964.

From Me to You/Thank You Girl Vee Jay 522 11B  
 black label with color band. Brackets logo. The title is in bold face print. These copies are from early 1964. Pressed in styrene by Monarch.  
 SI = 7



From Me to You/Thank You Girl Vee Jay 522 91  
 black label with two horizontal silver bars. NO color band. Brackets logo. Issued in 1964. Manufactured by Southern.  
 SI = 10



**THE BEATLES**  
 ★★★★★ From Me to You (Gil, BMI) (1:49)—★★★★ Thank You Girl (Conrad, BMI) (1:55). VEE JAY 522

"FROM ME TO YOU" (1:49) [Gil BMI—McCartney, Lennon]  
 "THANK YOU GIRL" (1:55) [Conrad BMI—McCartney, Lennon]  
 THE BEATLES (Vee Jay 522)

Artists, who are currently riding atop the English charts with "From Me To You," can do a bang-up sales job this side of the Atlantic with the deck. It's a real catchy cha cha twist romantic novelty that the fellas deliver in attention-getting manner. More of the same top teen sounds on the "Thank You Girl" portion.

## On Every Front, Vee Jay Provides the Hits

### INTERNATIONAL HITS

The original hit version in England!  
 Now No. 1

**"FROM ME TO YOU"**

Beatles  
 Vee Jay #522  
 (Parlophone)

### DOMESTIC HITS

The Flipside of "Ain't That a Shame" (No. 25) is  
 now on the move! "Soon" is No. 88

**"SOON"**

(I'll Be Home Again)

**4 SEASONS**

Vee Jay #512

The "From Me to You" single bubbled under the Hot 100, but never quite caught on in America, except in Los Angeles, where it reached #32 on local charts. In total, just over 21,000 copies were sold, with over 9,000 of those copies being issued in 1964 (with at least 7,500 on the brackets label). Still, Vee Jay decided to go ahead and issue the Beatles first album, which had been available since March in the UK. Vee Jay had received the album prior to May of '63 and had entered master numbers for each of the songs on the LP. By June, Vee Jay was preparing the parts to manufacture the album. Vee Jay removed the two songs that were already available as a single and retitled the album *Introducing the Beatles*, with a subtitle explaining that the group was popular in England.

In July, cover designs were drawn up, and Coburn and Company printed 6,000 front covers. Available evidence suggests that no back covers were printed, since production was halted at the time. The company was experiencing financial difficulties, and there was no reason to release an album by an unpopular group. Vee Jay was also behind in royalty payments to Transglobal and was ordered (8/8/63) to stop producing Beatles records.

The album included the songs "Love Me Do" and "PS I Love You," which were later to cause Vee Jay some considerable grief, since that single had been issued before Vee Jay was contracted to release Beatles records. The album was supposedly issued on July 22, 1963. In reality, although masters were prepared early on, the album was not released until the second week in January, 1964. For the album's eventual release, see below.

Vee Jay cannot be faulted for not having tried, but they had been unable to sell the Beatles to America. For failing to pay Transglobal, Vee Jay lost the right to issue new Beatles records in the USA (something they later disputed). Capitol Records was offered the Beatles' fourth single, and again they turned it down. Transglobal tried to sell the single to several other companies, but none of the major labels were attracted to the group. So, the fourth EMI Beatles single went to the even-smaller Swan label, where it was issued a few weeks after the UK single. Swan Records was best known for Freddy Cannon, whose most well-known hit was "Tallahassee Lassie," and was based in Philadelphia, being partly owned by Dick Clark. For a time, all Swan records carried the words "Don't Drop Out," which were a message to American teens to stay in school. An agreement was drawn up on August 16th, and the record was issued on about Sept. 16, 1963. The *Cash Box* ad dates to the issue dated September 28<sup>th</sup>.

*Chartbound!*  
**THE BEATLES**  
**"SHE LOVES YOU"**  
SWAN 4152  
**SWAN RECORDS**  
N.W. Corner 8th & Fitzwater St.  
Phila., Pa. MA7-1500

**Swan Label Copy Tells Teeners To Keep-Up Studies**

PHILADELPHIA—Swan Records has started a modest crusade to point-up the serious school drop-out situation among teeners. All of the firm's singles releases now carry the words "Don't Drop Out."

"It will not sell any records for us," explains label topper Tony Mammarella, "but it might be a good reminder to deejays and record buyers that dropping out of school is not the wise thing to do."

# She Loves You/I'll Get You

Swan 4152

## White and Red Label

The Swan single, "She Loves You," exists in five chief **label styles**. These will be identified in this table and referred to in all descriptions of the single.

Style	"Nickname"	Description
01A, 11A 12A	"Wide Print"	The song title appears s p r e a d o u t and does NOT appear in quotation marks. The song credits appear in two lines, but (BMI) is the second line. All records with style 1 labels were pressed by Monarch Records of Los Angeles and bear the MR logo and Δ (delta) number. Their records were pressed from styrene, a less flexible plastic.
01B, 11B 12B	"Medium Print"	The song title, artist name, and catalog number (S-4152) all appear in the same size print. The quotation marks resemble simple hash marks; they are not rounded. On the A-side, "BMI" appears on the same line as "Corp."
01C, 11C 12C	"Thin Print"	The song title and artist name are written in a type face that is much thinner than it is tall. These records were pressed by RCA.
12D	"Thick Print"	The song title appears in <b>bold face type</b> . The quotation marks appear "serifed". I.e., they do not look like simple "hash marks" but have extra points. The artist name appears in a different style font than the title. On the A-side, "BMI" appears on a line by itself, so that the credits appear in 3 lines.
12E	"Thin Wide Print"	The song title and artist name are written in a type face that is much thinner than it is tall. The song title on each side appears s p r e a d o u t and DOES appear in quotation marks, which are also spread out. These are later records from 1965. The "AudioMatrix" stamp and "Virtue Studio" appear in the matrix.

She Loves You/I'll Get You

Swan 4152 DJ01A

glossy white label with black print. An "X" appears on the label. The label reads "PROMOTIONAL COPY NOT FOR SALE." The words "Don't Drop Out" do NOT appear on the label. Monarch pressing.

SI = 7



She Loves You/I'll Get You

Swan 4152 01A

glossy white label with red print. Label style 1. The words "Don't Drop Out" do NOT appear on the label. Monarch pressing, with job numbers of  $\Delta$  49544 and  $\Delta$  49545 – corresponding to a release date in late September.

SI = 8



She Loves You/I'll Get You

Swan 4152 DJ01B

flat white label with black print. Label style 2. Two "X"s appear on the a-side label. The label reads "PROMOTION COPY" and "NOT FOR SALE." The words "Don't Drop Out" do NOT appear on the label. Some guides incorrectly list this variant as from 1964; it dates to 1963. Mallard pressing.

SI = 7



She Loves You/I'll Get You

Swan 4152 01B

Semi-glossy white label with red print. Medium print. The words "Don't Drop Out" do NOT appear on the label. Mallard pressing.

SI = 8



She Loves You/I'll Get You

Swan 4152 DJ01C

glossy white label with black print. Label style 3. An 'X' appears on the a-side. The words "PROMOTION COPY" appear on the label. The words "DON'T DROP OUT" also appear on the label. RCA pressing.

SI = 7



She Loves You/I'll Get You

Swan 4152 01C

glossy white label with red print. Label style 3. The words "DON'T DROP OUT" appear on the label. Possibly from late 1963 and early 1964. NOTE: All copies with thin print and quotation marks are counterfeits; see the reference below to counterfeits. RCA pressing.

SI = 8



### Looking for a white and blue label copy?

These were released in 1964-65 and are listed on a later page, along with the black label copies of the single.

The Swan singles have been widely **counterfeited**. Genuine early-mid-60's copies have EITHER the master number stamped into the trail-off by machine along with the words "MASTERING RECO-ART PHILA." OR the words "Virtue Studio" etched into the trail-off. Reco-Art and (Frank) Virtue Studio were located in Philadelphia.

Any copies with bubbles in the vinyl or with pock-marked or blurred labels are fakes. Any copies with thin print (as style 3) and quotation marks on the label are counterfeits. Copies of the single can also be found with small (1/16") matrix numbers stamped into the trail-off. These are also fakes. See my article on Vee-Jay and Swan counterfeits for more details.

As 1963 ended, Vee Jay began to take notice of the added press that the Beatles were getting in the United States. Several magazine articles had appeared promoting the group, and so Vee Jay made plans to reissue the A-sides of their first two singles...as 'back to back hits.' They were not taking any chances, but in retrospect they might have sold more records had they not done so. The single came out during the last week of 1963 and began selling immediately. Promotional copies were sent out both in early January and at the end of January. By the wording on the cover, it may be that only the 506 promo copies sent out before January 15<sup>th</sup> were issued with a special promo sleeve. A picture sleeve featuring the *Introducing the Beatles* cover photo was prepared for all copies of the new single, "Please Please Me"/"From Me to You."

Vee Jay was temporarily prevented (by injunction) from issuing any Beatles records. The injunction was lifted in early February. The single was issued supposedly on Jan 30, 1964. In fact, the single had been out for nearly a month prior to that date, but January 30<sup>th</sup> is close to the date when the injunction was lifted – something that may have caused people to think that the single came out in early February.



## Please, Please Me/From Me to You

VJ 581



Please Please Me/From Me to You

Vee Jay 581 DJ01A

white label with 4 blue crossbars. Label features two brackets logos. The words "PROMOTIONAL COPY" appear twice on the label. "From Me to You" is on a single line, and the catalog number is at the bottom of the label. Around 1000 were made. Pressed by ARP. SI = 9



Please Please Me/From Me to You

Vee Jay 581 DJ01B

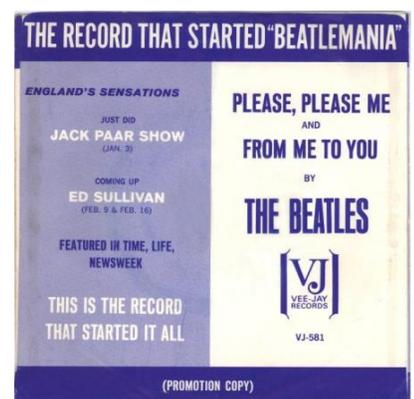
white label with 4 blue crossbars. Label features two brackets logos. The words "PROMOTIONAL COPY" appear twice on the label. "From Me to You" is on two lines, and the catalog number is above the center hole. Between 1000 and a few thousand were made. Pressed by Monarch.

SI = 7

Please Please Me/From Me to You

Vee Jay 581 DJPS1

Blue and white TITLE SLEEVE for promo record. This is known as "the record that started Beatlemania" sleeve because that line is written across the top of the sleeve. Sleeve advertises the upcoming appearance by the Beatles on the Ed Sullivan show. Extremely rare. The sleeve indicates that the Jack Paar appearance on January 3rd was recent. Promotional sleeves were sent out during the second week in January, 1964. SI = 9



Please Please Me/From Me to You                      Vee Jay 581 01A  
black label with color band. Oval logo. Six variations exist with the oval  
logo. This variation has the catalog number written as "VJ 581" and the  
titles in thin, round print. Pressed by ARP.  
SI = 2



Please Please Me/From Me to You                      Vee Jay 581 01B1  
black label with color band. Oval logo. This variation has the catalog  
number written as "VJ 581" and the titles in thick, bold print. Publishing  
credits in ALL CAPITALS. There is approximately one blank line of space  
above and below "THE BEATLES" on the label. "Concertone Songs" is on  
one line. Pressed by Monarch.  
SI = 2



Please Please Me/From Me to You                      Vee Jay 581 01B2  
black label with color band. Oval logo. This variation has the catalog  
number written as "VJ 581" and the titles in thick, bold print. Publishing  
credits in ALL CAPITALS. "Concertone Songs" is on one line. There is less  
blank space above and below "THE BEATLES" on the label. Pressed by  
Columbia.  
SI = 2



Please Please Me/From Me to You                      Vee Jay 581 01B3  
black label with color band. Oval logo. This variation has the catalog  
number written as "VJ 581" and the titles in thick print. "Concertone  
Songs" is on two lines. Pressed by Columbia.  
SI = 2



Please Please Me/From Me to You Vee Jay 581 01C  
black label with color band. Oval logo. This variation has the catalog number written as "581" and the titles in thin, round print. Publishing credits in ALL CAPITALS. Pressed by Southern.  
SI = 3



Please Please Me/From Me to You Vee Jay 581 01D  
black label with color band. Oval logo. This variation has the catalog number written as "VJ 581" and the titles in thick print. "VJ 581" is narrower than on other issues. "Concertone Songs" is on one line. Pressed by Columbia.  
SI = 3



Please Please Me/From Me to You Vee Jay 581 PS01  
PICTURE SLEEVE for commercial copies. Top of sleeve is cut straight. This sleeve has been faked. The photo on many fakes is blurry. Also, any sleeve with different colors is a fake.  
SI = 5



Please Please Me/From Me to You Vee Jay 581 11A  
black label with color band. Brackets logo. Five variations exist with the brackets logo. This variation has the catalog number written as "VJ 581." It has thin, round print. Pressed by ARP.  
SI = 2.



Please Please Me/From Me to You Vee Jay 581 11B  
black label with color band. Brackets logo. This variation has the catalog number written as "VJ 581." It has thick, bold print. Pressed by Monarch.  
SI = 2.



Please Please Me/From Me to You Vee Jay 581 11C1  
black label with color band. Brackets logo. This variation has the catalog number written as "581." It has thin, round print and the publishers' credits in all capitals. Pressed by Southern.  
SI = 3.



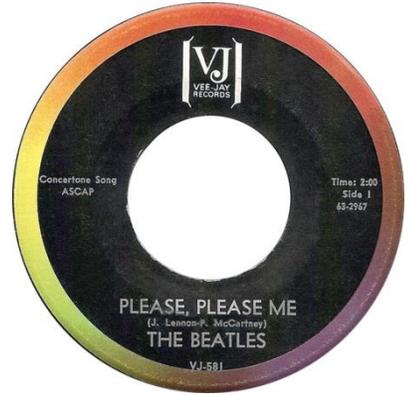
Please Please Me/From Me to You Vee Jay 581 11C2  
black label with color band. Brackets logo. This variation has the catalog number written as "581." It has thin, round print and the publishers' credits in all capitals. The song titles are much closer to the center hole than Label 11C1. Pressed by Southern.  
SI = 3.



Please, Please Me/From Me to You Vee Jay 581 11D1  
black label with color band. Brackets logo. The catalog number is written as "VJ-581." It has wide, round print. There is a comma in the A-side title. The A-side publishing credit reads "Concertone Song" (singular). "Side 1" and "Side 2" appear on the labels. No master numbers appear on the label. Pressed by Southern Plastics.  
SI = 4.



Please, Please Me/From Me to You Vee Jay 581 11D2  
black label with color band. Brackets logo. This variation has the catalog number written as "VJ-581." It has wide, round print. There is a comma in the A-side title. The A-side publishing credit reads "Concertone Song" (singular). Master numbers appear on the label. Pressed by Southern Plastics.  
SI = 5.



Please, Please Me/From Me to You Vee Jay 581 21  
All black label with color band. Logo is simply "VJ" with the words "VEE-JAY RECORDS" written underneath. Comma in "Please, Please Me." A-side credit "Concertone Song" (singular). Pressed by Southern Plastics.  
SI = 4



Please, Please Me/From Me to You Vee Jay 581 31  
All white label with black print. Logo is simply "VJ" with the words "VEE-JAY RECORDS" written underneath. Less common than the yellow-label version. Comma in "Please, Please Me." A-side credit "Concertone Song" (singular). Pressed by Southern Plastics.  
SI = 5



Please, Please Me/From Me to You Vee Jay 581 41  
All yellow label with color band. Logo is simply "VJ" with the words "VEE-JAY RECORDS" written underneath. Comma in "Please, Please Me." A-side credit "Concertone Song" (singular). The matrix number appears on the label. Pressed by Southern Plastics.  
SI = 5



Please, Please Me/From Me to You Vee Jay 581 51  
All black label; no color band. Label simply reads "VEE JAY" across the top. Pressed by Monarch.  
SI = 5



Please Please Me/From Me to You Vee Jay 581 61  
All black label; no color band. Oval logo. Pressed by ARP.  
SI = 4



Please Please Me/From Me to You Vee Jay 581 71A  
All black label; no color band. Brackets logo. Two variations exist. This one has the titles in thin, bold print. Pressed by Southern Plastics.  
SI = 4



Please Please Me/From Me to You Vee Jay 581 71B  
All black label; no color band. Brackets logo. Two variations exist. This one has the titles in thin, round print. Possibly pressed by Silver Plastics.  
SI = 4



Please Please Me/From Me to You Vee Jay 581 81  
 All purple label; no color band. Brackets logo. Pressed by Southern  
 Plastics.  
 SI = 7



Please Please Me/From Me to You Vee Jay 581 91  
 All black label with two silver crossbars. Brackets logo. Pressed by  
 Southern Plastics.  
 SI = 4



The new "Please, Please Me" single charted in the top 5, kept out of #1 by other Beatles singles.

breaking into The Cash Box Top 100. List is compiled from retail outlets.

26	<b>THE COW</b> Bill Robinson (American 1023)	39	<b>I'M WATCHING (EVERY LITTLE MOVE YOU MAKE)</b> Little Peggy March (RCA Victor 8302)
27	<b>I LOVE YOU MORE AND MORE EACH DAY</b> Al Martino (Capitol 5108)	40	<b>WHERE DID I GO WRONG</b> Dee Dee Sharp (Cameo 256)
28	<b>I SAW HER STANDING THERE</b> Beatles (Capitol 5112)	41	<b>LEAVING HERE</b> Eddie Holland (Motown 1052)
29	<b>STOP AND THINK IT OVER</b> Doris and Grace (Montel 922)	42	<b>GOOD NEWS</b> Sam Cooke (RCA Victor 8299)
30	<b>STRANGER IN YOUR ARMS/1963</b> Bobby Vee (Liberty 55654)	43	<b>MILLER'S CAVE</b> Bobby Bare (RCA Victor 8294)
31	<b>GOING BACK TO LOUISIANA</b> Bruce Channel (LeCom 722)	44	<b>PLEASE PLEASE ME</b> Beatles (Vee Jay 581)

		Position	3/7	3/14
1	<b>SHE LOVES YOU</b> (Gil—BMI) ☆BEATLES—Swan-4162	2	2	
2	<b>I WANT TO HOLD YOUR HAND</b> (Duchess—BMI) ☆BEATLES—Capitol-5112	1		1
3	<b>PLEASE, PLEASE ME</b> (Concertone—ASCAP) ☆BEATLES—Vee Jay-581	4		4
4	<b>TWIST AND SHOUT</b> (Mellin, Progressive—BMI) ☆BEATLES—Tollie-9001	43		64

<b><i>Introducing the Beatles</i></b>	VJLP 1062 (mono) and VJSR 1062 (stereo)
<b>Ad Back Copies</b>	

After Beatlemania began to erupt in the USA, Vee Jay met at the end of the first week in January to discuss releasing *Introducing the Beatles*, which was sitting dormant in the Vee Jay vaults. Since the company had already printed 6,000 front cover sleeves, only a back cover needed to be designed. The original design, featuring Tony Barrow's liner notes, had been misplaced, and since time was of the essence, Vee Jay used the art from their typical inner sleeves to make back covers for *Introducing*. Since not all of the Coburn-printed covers were used up, there seems to have been about 5,000 copies pressed.

Copies exist with various back covers. These are identified in turn, in both mono and stereo, in this article.

**If you are trying to identify your copy**, it would be good to first check the [Vee Jay and Swan counterfeits page](#). The *Introducing the Beatles* album has been so widely faked that counterfeits are much more common than genuine copies of the album -- particularly "stereo" copies. If your copy is not genuine, be sure to look through that page's listings to locate it among the counterfeit issues.

### ***Introducing the Beatles* VJLP 1062 (ad-back mono, MC1)**



The back cover to this issue pictures twenty five "other fine albums of significant interest" by other Vee Jay artists such as Jimmy Reed. The front cover has "Printed in U.S.A." in the lower left hand corner.

*Introducing the Beatles* VJLP 1062 (Label 01A)

Black label with color band. Oval logo. Among the songs are "Love Me Do" and "PS I Love You." With the oval logo, the record exists with three label styles. This variation has the song titles centered on the label. "Long Playing" (two words) and "Microgroove" appear on the label. Pressed by ARP.

Released January 10, 1964.

SI = 7



*Introducing the Beatles* VJLP 1062 (Label 01B)

Black label with color band. Oval logo. Among the songs are "Love Me Do" and "PS I Love You." With the oval logo, the record exists with three label styles. This variation has the song titles left-justified in thin print. Pressed by Monarch with a job number of Δ 5702.

Released January 10, 1964.

SI = 7



*Introducing the Beatles* VJLP 1062 (Label 01C)

Black label with color band. Oval logo. Among the songs are "Love Me Do" and "PS I Love You." With the oval logo, the record exists with three label styles. This variation has the song titles left-justified in unusual print. "LONGPLAYING" (one word) and "MICROGROOVE" appear on the label. Pressed by Southern.

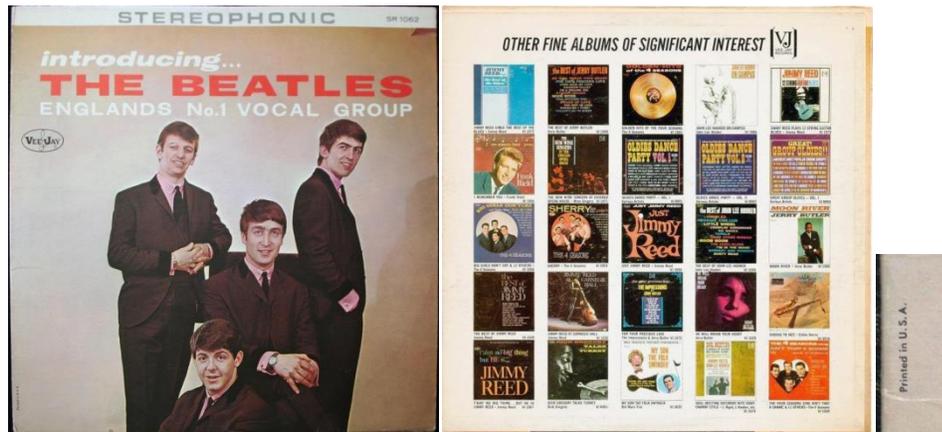
Released January 10, 1964.

SI = 8



**There may be 3,500 copies of this LP in mono with the ad-back cover.**

**Introducing the Beatles VJSR 1062 (ad-back stereo, SC1)**



*Introducing the Beatles* VJSR 1062 (Label 01A)  
 Black label with color band. Oval logo. Among the songs are "Love Me Do" and "PS I Love You." With the oval logo, the record exists with three label styles. This variation has the song titles centered on the label and STEREO at the top of the label. "Long Playing" (two words) and "Microgroove" appear on the label. Pressed by ARP.  
 Released: January 10, 1964.  
 SI = 7



*Introducing the Beatles* VJSR 1062 (Label 01B)  
 Black label with color band. Oval logo. Among the songs are "Love Me Do" and "PS I Love You." This variation has the song titles left-justified on the label and STEREO at the right side of the label. Pressed by Monarch, with a job number of Δ 5689.  
 SI = 7



*Introducing the Beatles* VJSR 1062 (Label 01C)  
 Black label with color band. Oval logo. Among the songs are "Love Me Do" and "PS I Love You." This variation has the song titles left-justified on the label and STEREO at the left side of the label. Pressed by Monarch.  
 SI = 8

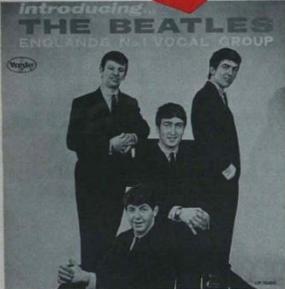


The stereo album is a record that PLAYS IN STEREO. The label reads STEREO either at the top or on the side. Any copy claiming to be stereo which does not play in stereo is a fake. Any copy claiming to be stereo which does not say stereo on the label is a fake.

There may be 1,500 copies of this LP in stereo with the ad-back cover.

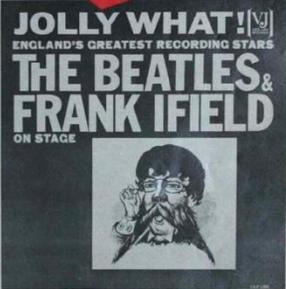
VJ is only ~~#12~~ <sup>#1</sup> in sales  
 ...but here is why  
 you should go with us

**#1**



INTRODUCING THE BEATLES VLP 1062

**#2**



THE BEATLES & FRANK IFIELD VLP 1085

**& THE HOTTEST SINGLE VJ 581**  
**PLEASE, PLEASE ME & FROM ME TO YOU**

**VJ**  
 V-J'S NEW HOME - 9056 SANTA MONICA BLVD. - LOS ANGELES 60, CALIFORNIA - CR 3-5800

## Vee Jay Wins One Round in Beatles Case

CHICAGO—Vee Jay won a round in its court battles with Capitol over Beatles records. An appellate court "stay" on a Capitol injunction permits Vee Jay to again manufacture and sell its Beatles single, "Please Please Me."

Vee Jay's album, "Introducing the Beatles," is still blocked from the market by Capitol's injunction issued by the New York federal court. Capitol had obtained this order on behalf of its publishing subsidiary, Ardmore-Beechwood, Ltd., of England, which owns the copyright to "Love Me, Do" and "P.S. I Love You," two tracks in the Vee Jay LP. Vee Jay will argue this injunction Wednesday in an effort to have it lifted.



**"INTRODUCING THE BEATLES"—Vee Jay LP 1062**

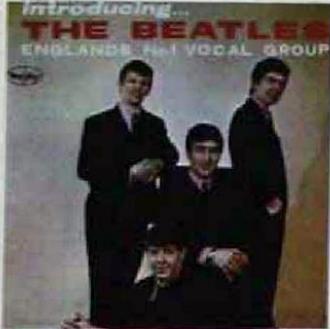
All America has succumbed to Beatlemania and this package of vocal-instrumental stylings by England's number one rock group on Vee Jay is sure to get maximum sales and deejay activity. The boys with the wagging wigs lash out with forceful treatments of "I Saw Her Standing There," "Chains" and "Baby It's You" and nine others geared for top teen approval. Watch it move out.

**POP SPOTLIGHT**

**INTRODUCING THE BEATLES**

Vee Jay VJLP 1062 (M)

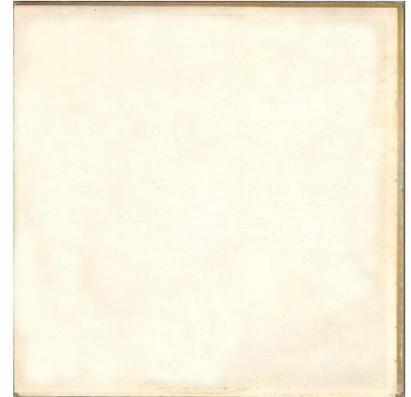
The Beatles, no matter what the label, are about the hottest thing around the pop scene these days and here's another strong example of their exciting, driving sound. The boys perform "Twist and Shout," "I Saw Her Standing There," "Chains," "Baby It's You," etc. This one can do its share of business.



<b><i>Introducing the Beatles</i></b>	VJLP 1062 (mono) and VJSR 1062 (stereo)
<b>Blank-Back Copies</b>	

In their haste to get the album out before Capitol's first Beatles LP, Vee-Jay Records had not prepared the back cover to the LP as they would like to have done. The run of ad-back slicks was a temporary maneuver as a new back cover was being prepared. However, these appear to have run out before the new cover was ready. Some of the "blank back" covers are coupled with front covers that were part of the original 6,000 printed by Coburn. All later covers (which do not have "Printed in USA" on the cover) were printed by Ivy Hill.

These have the SAME FRONT COVER as the above issue, although only SOME copies say "Printed in U.S.A." Their back covers are as follows:



### ***Introducing the Beatles VJLP 1062 (blank-back mono, MC2)***

*Introducing the Beatles* VJLP 1062

The back cover to this issue is glossy white and is blank.

Black label with color band. Oval logo. The album contains "Love Me Do" and "PS I Love You." Occurs in the same label variations as the Ad Back version (Label 01A, Label 01B, and Label 01C). Issued shortly before *Meet the Beatles* in January, 1964.

Possibly 1,500 copies were pressed.

### ***Introducing the Beatles VJSR 1062 (blank-back stereo, SC2)***

*Introducing the Beatles* VJSR 1062

The back cover to this issue is glossy white and is blank.

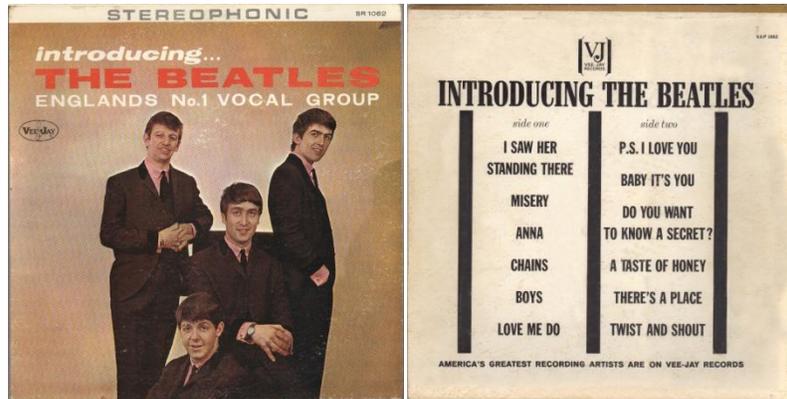
Black label with color band. Oval logo. The album contains "Love Me Do" and "PS I Love You." Occurs in the same label variations as the Ad Back version (Label 01A, Label 01B, and Label 01C). Issued shortly before *Meet the Beatles* in January, 1964.

This is a stereo record and PLAYS IN STEREO. The label reads. **Any copy claiming to be stereo which does not play in stereo is a fake. Any copy claiming to be stereo which does not say stereo on the label is a fake.**

## Introducing the Beatles

"Love Me Do" Column Back Copies

VJLP 1062 (mono)  
and  
VJSR 1062 (stereo)



### Introducing the Beatles VJLP 1062 (column-back mono, MC3)

*Introducing the Beatles* VJLP 1062 (Label 01B45)

The back cover to this, the final "original" issue lists the song titles in two columns. "Love Me Do" and "PS I Love You" are listed and are featured on the album. Black label with color band. Oval logo. Issued in January, 1964. The record exists with four label styles. In addition to Label 01A, Label 01B, and Label 01C, there are copies known to exist with the Monarch print on a smaller label that was normally used only for 45 RPM releases.



Perhaps 70,000 copies were pressed with cover MC03 and a record with the oval label.

*Introducing the Beatles* VJLP 1062 (Label 11D, issued with cover MC03)

The back cover to this, the final "original" issue lists the song titles in two columns. "Love Me Do" and "PS I Love You" are listed and are featured on the album. Black label with color band. Brackets logo. The MONO Brackets logo copies are harder to find than the mono Oval logo copies. Issued January, 1964.

Perhaps 5,000 copies were pressed with this label.



## Introducing the Beatles VJSR 1062 (column-back stereo, SC3)



*Introducing the Beatles* VJSR 1062 (stereo)

**MANY COUNTERFEIT COPIES HAVE CIRCULATED OF THIS ALBUM IN STEREO.** ALL known genuine copies of this album in stereo say STEREO on the (oval style) label and play in stereo. Occurs in the same label variations as the Ad Back version (Label 01A, Label 01B, and Label 01C). Issued shortly before *Meet the Beatles* in January, 1964. The cover of an original must also indicate stereo. **There are NO genuine stereo copies that have "Love Me Do" on the back cover and a brackets label.**

Fake covers exist in the hundreds of thousands, and so any copy of the album claiming to have this cover must be verified by an expert. To date, about TWENTY original copies of this album in stereo with "Love Me Do" in the song titles are known to exist. **If you have a "sealed" copy, expect it to be one of the many fakes.** It is possible to steam the back slick from a "Love Me Do" mono cover and paste it onto a stereo cover. Due to the price variation, this should be inspected for. The price given is that of a reported sale, but if more copies surface, the value may fluctuate. Very few copies were pressed.

<b><i>Introducing the Beatles</i></b>	<b>VJLP 1062 (mono) and</b>
<b>"Please Please Me" Column Back Copies</b>	<b>VJSR 1062 (stereo)</b>

When the time came to issue the Beatles' fifth EMI single, Capitol was ready for them. The company issued an extensive promotional campaign, reportedly spending \$50,000 to promote the group (*Billboard* 1/25/64). "The Beatles are coming" was plastered everywhere, a la Paul Revere's proclamation "The British are coming!" And they came with force. During the period (mid January to early February) when Vee Jay was subject to an injunction not to release any Beatles product, they were also sued by Beechwood Music, the publishing company which owned the US rights to "Love Me Do" and "PS I Love You" – a company that was linked to Capitol Records. Beechwood had the right to dictate who would release those songs in the USA, and by January of 1964, Capitol had

decided that they wanted them. Vee Jay was prevented from issuing *Introducing the Beatles* (or any "new" records) using those two songs.

At once, Vee Jay records reissued its *Introducing the Beatles* album, this time with the more acceptable "Please Please Me" and "Ask Me Why" in the place of "Love Me Do" and "PS I Love You." Vee Jay was by no means out of legal trouble, however. By January 24th, they were making stampers for the new LP, and since Vee Jay was not allowed to issue Beatles product in late January, the LP was ready by the second week in February.

**Introducing the Beatles VJLP 1062 (column-back mono, MC4)  
Rainbow label with oval logo**

Earlier back covers have **no comma** in the title "Please Please Me." (MC4A).

Later copies show the title as "Please, Please Me" (MC4B1).

Some copies with the comma have a small "2" in the lower right hand corner (MC4B2).



*Introducing the Beatles* VJLP 1062 (Label 02B)

The back cover to this issue lists the song titles in two columns. "Please Please Me" and "Ask Me Why" are listed and are featured on the album. Black label with color band. **Oval logo.**

The record exists with two label styles. This label has thin print. Pressed by Monarch with a job number of Δ 6307.

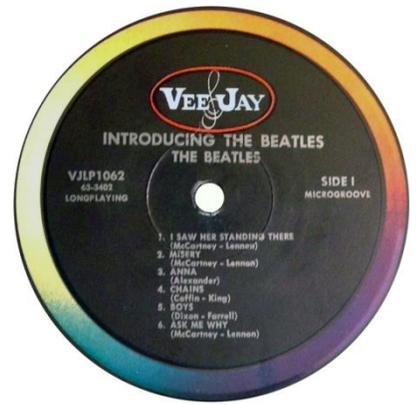
SI = 3



*Introducing the Beatles* VJLP 1062 (Label 02C)

The back cover to this issue lists the song titles in two columns. "Please Please Me" and "Ask Me Why" are listed and are featured on the album. Black label with color band. **Oval logo**. This label has "LONGPLAYING" (one word) and "MICROGROOVE" on it. Unusual typeface. Pressed by Southern Plastics.

SI = 4



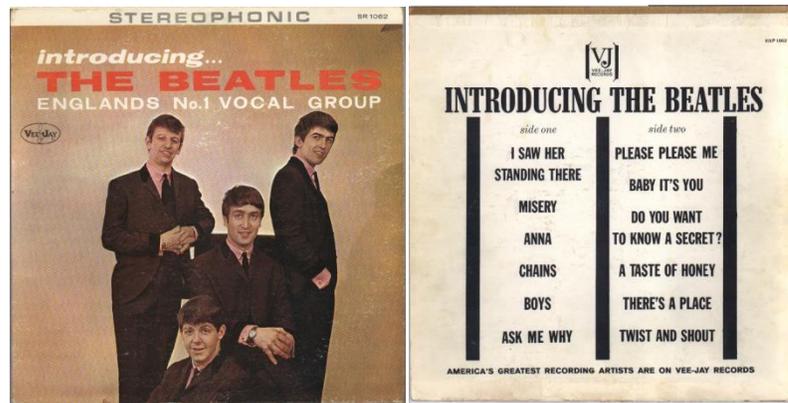
### **Introducing the Beatles VJSR 1062 (column-back stereo, SC4)**

#### **Rainbow label with oval logo**

Earlier back covers have **no comma** in the title "Please Please Me." (SC4A).

Later copies show the title as "Please, Please Me" (SC4B1).

Some copies with the comma have a small "2" in the lower right hand corner (SC4B2).



Some stereo copies of this album with the "Please, Please Me" column-back cover were released in mono covers that were marked for stereo, either by embossing at the top right corner or by a sticker. This information holds regardless of the label style on the record.

white stereophonic sticker (SS1):



gold foil STEREOPHONIC sticker with ovals (SS2):



gold foil STEREOPHONIC sticker with black rectangle (SS3):



gold foil STEREO sticker (SS4):



red stereo sticker (SS4):



black stereo sticker (SS5):



black embossing (SE6):

*Introducing the Beatles* Vee Jay VJLP-1062 (Label 02B45)

The back cover to this issue lists the song titles in two columns. "Please Please Me" and "Ask Me Why" are listed and are featured on the album. Black label with color band. **Oval logo.**

This record PLAYS IN STEREO. The label reads STEREO either at the top or on the side. In addition, the matrix number in the trail-off has an "S" suffix. Any copy claiming to be stereo which does not play in stereo is a fake. Any copy claiming to be stereo which does not say stereo on the label is a fake.

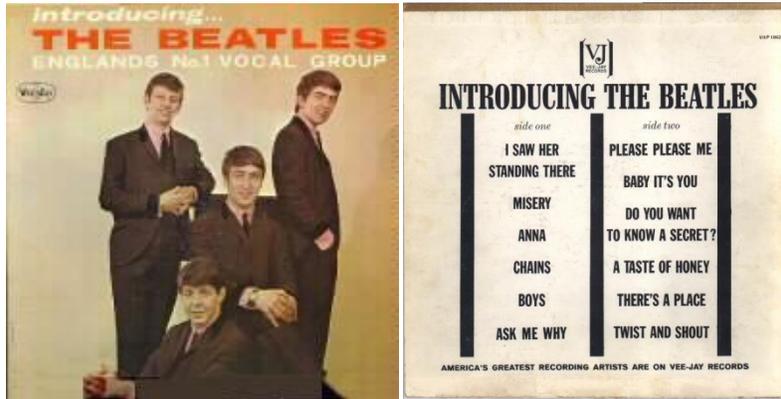
This variation has the Monarch print on a smaller label that was normally used only for 45 RPM releases.

SI = 7



**Introducing the Beatles VJLP 1062 (column-back mono, MC4)  
Rainbow label with brackets logo**

Earlier back covers have **no comma** in the title "Please Please Me." (MC4A).  
 Later copies show the title as "Please, Please Me" (MC4B1).  
 Some copies with the comma have a small "2" in the lower right hand corner (MC4B2).  
 See above (with oval-logo copies) for description.



*Introducing the Beatles* Vee Jay VJLP-1062 (Label 12A)  
 The back cover to this issue lists the song titles in two columns. "Please Please Me" and "Ask Me Why" are listed and are featured on the album. Black label with color band. **Brackets logo**.  
 The record exists with six label styles. This variation has the song titles centered on the label. Pressed by ARP.  
 SI = 3



*Introducing the Beatles* Vee Jay VJLP-1062 (Label 12A45)  
 The back cover to this issue lists the song titles in two columns. "Please Please Me" and "Ask Me Why" are listed and are featured on the album. Black label with color band. **Brackets logo**.  
 This variation has the ARP print on a smaller label that was normally used only for 45 RPM releases.  
 SI = 5



*Introducing the Beatles*

Vee Jay VJLP-1062 (Label 12B)

The back cover to this issue lists the song titles in two columns. "Please Please Me" and "Ask Me Why" are listed and are featured on the album. Black label with color band. **Brackets logo**.

This variation has the song titles left-justified on the label. The titles are in thin print. Pressed by Monarch.

SI = 2



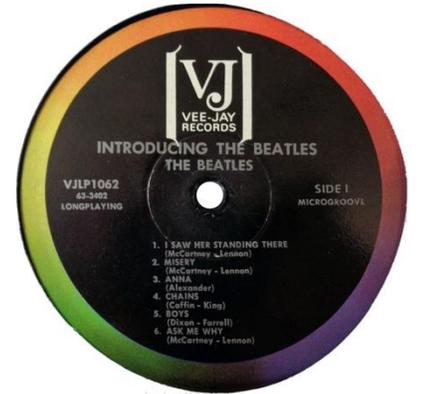
*Introducing the Beatles*

Vee Jay VJLP-1062 (Label 12C)

The back cover to this issue lists the song titles in two columns. "Please Please Me" and "Ask Me Why" are listed and are featured on the album. Black label with color band. **Brackets logo**.

This variation has the song titles left-justified on the label. The titles are in a weird typeface. Pressed by Southern.

SI = 3



*Introducing the Beatles*

Vee Jay VJLP-1062 (Label 12D1)

The back cover to this issue lists the song titles in two columns. "Please Please Me" and "Ask Me Why" are listed and are featured on the album. Black label with color band. **Brackets logo**.

This variation has the song titles in a medium font. "LONGPLAYING" (one word) and "MICROGROOVE" on label. "URJ" and "ARC" in matrix. Pressed by Allentown Record Company.

SI = 3



*Introducing the Beatles*

Vee Jay VJLP-1062 (Label 12D2)

The back cover to this issue lists the song titles in two columns. "Please Please Me" and "Ask Me Why" are listed and are featured on the album. Black label with color band. **Brackets logo**. This variation is like the one above, but "LONG PLAYING" appears as two words. Pressed by Allentown Record Company.

SI = 2



*Introducing the Beatles*

Vee Jay VJLP-1062 (Label 12E)

The back cover to this issue lists the song titles in two columns. "Please Please Me" and "Ask Me Why" are listed and are featured on the album. Black label with color band. **Brackets logo**. This variation has the titles in thin, bold print. The "MR" logo is crossed out in the matrix. Possibly pressed by H.V. Waddell Co.

SI = 2



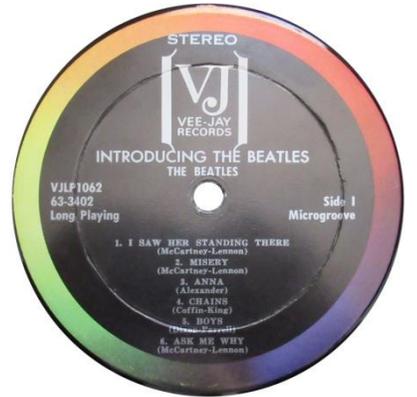
**Introducing the Beatles VJSR 1062 (column-back stereo, SC4)  
Rainbow label with brackets logo**

*Introducing the Beatles*

Vee Jay VJLP-1062 (Label 12A)

The back cover to this issue lists the song titles in two columns. "Please Please Me" and "Ask Me Why" are listed and are featured on the album. Black label with color band. **Brackets logo**. The cover may indicate "stereo" by means of a banner across the top (part of the cover), or by a sticker added to a mono cover, or by means of machine stamped gold print on the cover. This record PLAYS IN STEREO. The label reads STEREO. In addition, the matrix number in the trail-off has an "S" suffix. Any copy claiming to be stereo which does not play in stereo is a fake. This record exists with five label styles. This variation has the song titles centered on the label and STEREO at the top. Pressed by ARP.

SI = 5



*Introducing the Beatles*

Vee Jay VJLP-1062 (Label 12B1)

The back cover to this issue lists the song titles in two columns. "Please Please Me" and "Ask Me Why" are listed and are featured on the album. Black label with color band. **Brackets logo**. The cover may indicate "stereo" by means of a banner across the top (part of the cover), or by a sticker added to a mono cover, or by means of machine stamped gold print on the cover. This record PLAYS IN STEREO. The label reads STEREO either at the top or on the side. In addition, the matrix number in the trail-off has an "S" suffix. Any copy claiming to be stereo which does not play in stereo is a fake. This variation has the song titles left-justified on the label and STEREO at the right in medium print. Pressed by Monarch with a job number of Δ 6313.

SI = 5

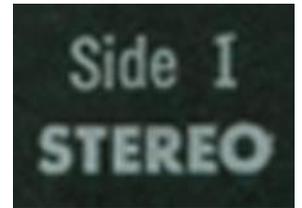


*Introducing the Beatles*

Vee Jay VJLP-1062 (Label 12B2)

The back cover to this issue lists the song titles in two columns. "Please Please Me" and "Ask Me Why" are listed and are featured on the album. Black label with color band. **Brackets logo**. The cover may indicate "stereo" by means of a banner across the top (part of the cover), or by a sticker added to a mono cover, or by means of machine stamped gold print on the cover. This record PLAYS IN STEREO. The label reads STEREO either at the top or on the side. In addition, the matrix number in the trail-off has an "S" suffix. This variation has the song titles left-justified on the label and STEREO at the right in small print. The word Side is in Title Case. The catalog number is slightly larger than the other Label 12Bs. There is some vertical blank space between the side number and STEREO. Pressed by Monarch.

SI = 5



*Introducing the Beatles*

Vee Jay VJLP-1062 (Label 12B3)

The back cover to this issue lists the song titles in two columns. "Please Please Me" and "Ask Me Why" are listed and are featured on the album. Black label with color band. **Brackets logo**. The cover may indicate "stereo" by means of a banner across the top (part of the cover), or by a sticker added to a mono cover, or by means of machine stamped gold print on the cover. This record PLAYS IN STEREO. The label reads STEREO either at the top or on the side. In addition, the matrix number in the trail-off has an "S" suffix. Any copy claiming to be stereo which does not play in stereo is a fake. This variation has the song titles left-justified on the label and STEREO at the right in small print. The word Side is in Title Case. There is very little space between the side number and STEREO. Pressed by Monarch.

SI = 5



*Introducing the Beatles*

Vee Jay VJLP-1062 (Label 12B4)

The back cover to this issue lists the song titles in two columns. "Please Please Me" and "Ask Me Why" are listed and are featured on the album. Black label with color band. **Brackets logo**. The cover may indicate "stereo" by means of a banner across the top (part of the cover), or by a sticker added to a mono cover, or by means of machine stamped gold print on the cover. This record PLAYS IN STEREO. The label reads STEREO either at the top or on the side. In addition, the matrix number in the trail-off has an "S" suffix. Any copy claiming to be stereo which does not play in stereo is a fake. This variation has the song titles left-justified on the label and STEREO at the right in small print and SIDE in all capitals. Pressed by Monarch.

SI = 5



*Introducing the Beatles*

Vee Jay VJLP-1062 (Label 12D)

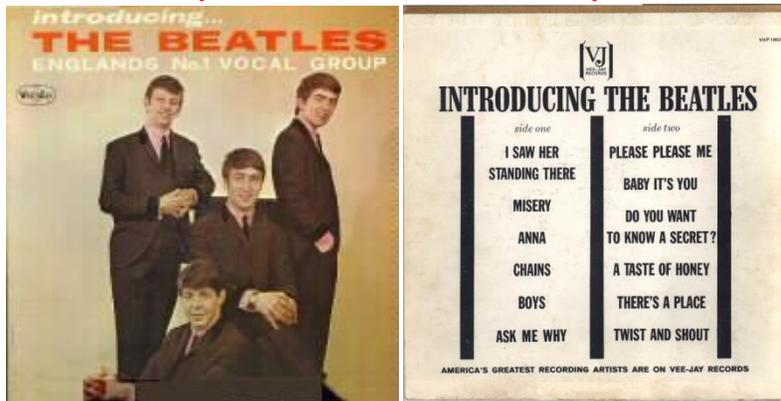
The back cover to this issue lists the song titles in two columns. "Please Please Me" and "Ask Me Why" are listed and are featured on the album. Black label with color band. **Brackets logo**. The cover may indicate "stereo" by means of a banner across the top (part of the cover), or by a sticker added to a mono cover, or by means of machine stamped gold print on the cover. This record PLAYS IN STEREO. The label reads STEREO either at the top or on the side. In addition, the matrix number in the trail-off has an "S" suffix. Any copy claiming to be stereo which does not play in stereo is a fake. Any copy claiming to be stereo which does not say stereo on the label is a fake. This variation has medium print. . "URJ" and "ARC" in matrix. STEREO appears twice on the label near the top. Pressed by Allentown Record Company.

SI = 6



The album began to sell rapidly and became a hot item. Vee Jay contracted out for others to press their records using whatever labels they would make at the pressing plant, explaining the unusual variations.

**Introducing the Beatles VJLP 1062  
Label without Rainbow Color Band  
(column-back mono, MC4)**



*Introducing the Beatles*

Vee Jay VJLP-1062 (Label 22A1)

The back cover to this issue lists the song titles in two columns. "Please Please Me" and "Ask Me Why" are listed and are featured on the album. All black label. Logo is simply "VJ" underneath which "VEE-JAY RECORDS" is written (in two lines). This record exists with two label variations. This variation has SIDE in all capitals. Possibly pressed by Columbia Terre Haute.

SI = 2



*Introducing the Beatles*

Vee Jay VJLP-1062 (Label 22A2)

All black label. Logo is simply "VJ" underneath which "VEE-JAY RECORDS" is written (in two lines). This variation has Side in title case. Possibly pressed by Columbia Records.

SI = 2



*Introducing the Beatles*

Vee Jay VJLP-1062 (Label 62)

All black label. **No** color band. Oval logo. Possibly pressed by Columbia Bridgeport.



*Introducing the Beatles*

Vee Jay VJLP-1062 (Label 71)

"Please Please Me" and "Ask Me Why" are listed on the cover and are featured on the album; however, the labels show "Love Me Do" and "PS I Love You" in error. All black label. No color band. Small brackets logo. Any copies with large brackets labels are later fakes. Pressed by Southern Plastics.

SI = 10



*Introducing the Beatles*

Vee Jay VJLP-1062 (Label 72)

The back cover to this issue lists the song titles in two columns. "Please Please Me" and "Ask Me Why" are listed on the cover and are featured on the album. All black label. No color band. Small brackets logo. Any copies with large brackets labels are later fakes. Pressed by Southern Plastics.

SI = 7.



**Introducing the Beatles VJSR 1062  
Label without Rainbow Color Band  
(column-back stereo, SC4)**

*Introducing the Beatles*

Vee Jay VJSR-1062 (Label 22A1)

All black label. Logo is simply "VJ" underneath which VEE-JAY RECORDS is written (in two lines). The cover may indicate "stereo" by means of a banner across the top (part of the cover), or by a sticker added to a mono cover, or by means of machine stamped gold print on the cover. This is a stereo record and PLAYS IN STEREO. The label reads STEREO either at the side. In addition, the matrix number in the trail-off has an "S" suffix. Any copy claiming to be stereo which does not play in stereo is a fake. This record exists with two label variations. This variation has STEREO in thin letters. Possibly pressed by Columbia Records.

SI = 4



*Introducing the Beatles*

Vee Jay VJSR-1062 (Label 22A2)

All black label. Logo is simply "VJ" underneath which VEE-JAY RECORDS is written (in two lines). The cover may indicate "stereo" by means of a banner across the top (part of the cover), or by a sticker added to a mono cover, or by means of machine stamped gold print on the cover. This is a stereo record and PLAYS IN STEREO. The label reads STEREO either at the side. In addition, the matrix number in the trail-off has an "S" suffix. Any copy claiming to be stereo which does not play in stereo is a fake. This variation has STEREO in wide, bold letters. Possibly pressed by Columbia Records.

SI = 5



The *Introducing the Beatles* album was **faked** many times, as early as the late '60's. Many of these fakes claim to be stereo. Many of these fakes have the "Love Me Do" song title on the back. Some copies have brown borders surrounding the regular cover. **NO** original has this border. On some fakes, George does not have a shadow on the front cover; he has one on the originals. Some fakes have color band labels which are not well centered. Original color band labels are well-centered. The article in this series about counterfeits discusses several counterfeit variations.

This sticker promoting two songs, 1062-S1, is found on some mono and stereo covers with column-back cover MC4 or SC4.





The album wound up being a top seller for Vee Jay, being kept from the top spot on the charts only by other Beatles records. However, since Vee Jay did not belong to the RIAA, the album did not receive a “gold record” like the one above, which is computer generated.

At about this time in January, 1964, Swan Records gave the "She Loves You" single a second pressing. This time, all possible efforts were taken to make the record a hit, including the addition of a picture sleeve.

Purchase	Artist	Title	Release Date	Certification Date	Label	Type	Award Description	Format	Category
<a href="#">amazon.com</a> <a href="#">iTunes</a> MORE	BEATLES, THE	PLEASE PLEASE ME	JANUARY 01, 1964	JULY 24, 2014	CAPITOL RECORDS	STANDARD	GOLD	SINGLE	GROUP
<a href="#">amazon.com</a> <a href="#">iTunes</a> MORE	BEATLES, THE	INTRODUCING THE BEATLES	JANUARY 14, 1964	JULY 24, 2014	CAPITOL RECORDS	STANDARD	GOLD	ALBUM	GROUP
<a href="#">amazon.com</a> <a href="#">iTunes</a> MORE	BEATLES, THE	LOVE ME DO	APRIL 01, 1964	JULY 24, 2014	CAPITOL RECORDS	STANDARD	GOLD	SINGLE	GROUP
<a href="#">amazon.com</a> <a href="#">iTunes</a> MORE	BEATLES, THE	PLEASE PLEASE ME	JANUARY 01, 1964	JULY 24, 2014	CAPITOL RECORDS	STANDARD	PLATINUM	SINGLE	GROUP
<a href="#">amazon.com</a> <a href="#">iTunes</a> MORE	BEATLES, THE	INTRODUCING THE BEATLES	JANUARY 14, 1964	JULY 24, 2014	CAPITOL RECORDS	STANDARD	PLATINUM	ALBUM	GROUP
<a href="#">amazon.com</a> <a href="#">iTunes</a> MORE	BEATLES, THE	TWIST AND SHOUT	JANUARY 01, 1964	JULY 24, 2014	CAPITOL RECORDS	STANDARD	PLATINUM	SINGLE	GROUP
<a href="#">amazon.com</a> <a href="#">iTunes</a> MORE	BEATLES, THE	LOVE ME DO	APRIL 01, 1964	JULY 24, 2014	CAPITOL RECORDS	STANDARD	PLATINUM	SINGLE	GROUP
<a href="#">amazon.com</a> <a href="#">iTunes</a> MORE	BEATLES, THE	DO YOU WANT TO KNOW A SECRET	MARCH 01, 1964	JULY 24, 2014	CAPITOL RECORDS	STANDARD	GOLD	SINGLE	GROUP
<a href="#">amazon.com</a> <a href="#">iTunes</a> MORE	BEATLES, THE	TWIST AND SHOUT	JANUARY 01, 1964	JULY 24, 2014	CAPITOL RECORDS	STANDARD	GOLD	SINGLE	GROUP

# She Loves You/I'll Get You

Swan 4152

## 1964 Reissue Without George Martin Print

The Swan single, "She Loves You," exists in five chief *label styles*. These will be identified in this table and referred to in all descriptions of the single.

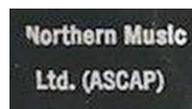
Style	"Nickname"	Description
11A, 11F 12A	"Wide Print"	The song title appears s p r e a d o u t and does NOT appear in quotation marks. In the A-side publishing credits, there are two lines, but (BMI) alone is the second line. All records with style 1 labels were pressed by Monarch Records of Los Angeles and bear the MR logo and Δ (delta) number. Their records were pressed from styrene, a less flexible plastic. Style 11F has the titles on both sides in a bold font along with THE BEATLES. Although these labels do not mention George Martin, they may have been printed after 12A, since they are so scarce that only a few copies are known to exist.
11B, 12B	"Medium Print"	The song title, artist name, and catalog number (S-4152) all appear in the same size print. The quotation marks resemble simple hash marks; they are not rounded. On the A-side, "BMI" appears on the same line as "Corp."
11C, 12C	"Thin Print"	The song title and artist name are written in a type face that is much thinner than it is tall. These records were pressed by RCA at their Rockaway plant.
11D	"Thick Print"	The song title appears in <b>bold face type</b> . The quotation marks appear "serifed". I.e., they do not look like simple "hash marks" but have extra points. The artist name appears in a different style font than the title. On the A-side, "BMI" appears on a line by itself, so that the publishing credits are in 3 lines. These records were pressed by RCA at their Indianapolis plant.
12E	"Thin Wide Print"	The song title and artist name are written in a type face that is much thinner than it is tall. The song title on each side appears s p r e a d o u t and DOES appear in quotation marks, which are also spread out. These are later records from 1965. The "AudioMatrix" stamp and "Virtue Studio" appear in the matrix. These records were pressed by American Record Pressing Co. (ARP).

She Loves You/I'll Get You

Swan 4152 (Label 11A1)

Black label with silver print. On this single, there is a blank line on the left side of the label between the publishing credits and organization: between "Gil Music Corp" and "(BMI)." The words "DON'T DROP OUT" appear on the label.

SI = 4



She Loves You/I'll Get You

Swan 4152 (Label 11A2)

Black label with silver print. On this single, there are NO blank lines between the publishing credits and organization: between "Gil Music Corp" and "(BMI)." The words "DON'T DROP OUT" appear on the label. Pressed by Monarch.

SI = 2



She Loves You/I'll Get You

Swan 4152 (Label 11B1)

Black label with silver print. Medium print with quotes. The words "DON'T DROP OUT" appear on the label. On some copies, the words "DON'T DROP OUT" are staggered, so that the "O" of "OUT" is over the "Mu" of "Music" on side A, and the "O" of "OUT" is over the "M" of "Music" on side B. Pressed by Mallard.

SI = 2



She Loves You/I'll Get You

Swan 4152 (Label 11B2)

Black label with silver print. Medium print with quotes. The words "DON'T DROP OUT" appear on the label. On some copies, the words "DON'T DROP OUT" are lined up more, so that the "O" of "OUT" is over the space before "Music" on side A, and the "O" of "OUT" is over the "r" of "Northern" on side B. The sides may be found mismatched with 11B1. Pressed by Mallard.

SI = 2



She Loves You/I'll Get You

Swan 4152 (Label 11B3)

Black label with silver print. Medium print with quotes. The words "DON'T DROP OUT" appear on the label. These copies resemble 11B2; however, the song titles and everything below them are moved further down on the label. Pressed by Mallard.

SI = 2



She Loves You/I'll Get You

Swan 4152 (Label 11B4)

Black label with silver print. Medium print with quotes. The words "DON'T DROP OUT" appear on the label. These copies resemble 11B2; however, the second line of song credits is aligned somewhat to the right, so that Corp is essentially left-aligned under Gil. Pressed by Mallard.

SI = 2



She Loves You/I'll Get You

Swan 4152 (Label 11C)

Black label with silver print. Thin print with NO quotes. The words "DON'T DROP OUT" appear on the label. Copies with thin print and quotation marks are counterfeits. Pressed by RCA Rockaway.

SI = 2



She Loves You/I'll Get You

Swan 4152 (Label 11D)

Black label with silver print. Thick print with quotes. The words "DON'T DROP OUT" do not appear on the label. Pressed by RCA Indianapolis.

SI = 1



She Loves You/I'll Get You

Swan 4152 (Label 11F)

Black label with silver print. Bold titles without quotes. The words "DON'T DROP OUT" appear on the label. Pressed by Monarch. The labels were probably printed by Bert-Co.

SI = 10



She Loves You/I'll Get You

Swan 4152 (PS01)

This picture sleeve has been counterfeited. The counterfeit's picture lacks the quality of the original. Also, some counterfeits have perforated edges. Not so with the original.

Probably in late 1964, the words "Produced by George Martin" were added to existing Monarch, Mallard, and RCA labels. A new label style appears only in 1965, with "Produced by George Martin" on the label.



## She Loves You/I'll Get You

### 1964 Reissue With George Martin Credit

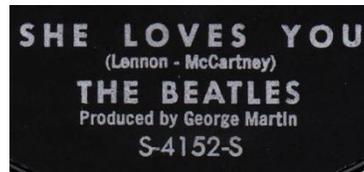
Swan 4152

She Loves You/I'll Get You

Swan 4152 (Label 12A)

Black label with silver print. words "DON'T DROP OUT" appear on the label. **"Produced by George Martin" appears under "THE BEATLES" on the A-side only.** Pressed by Monarch.

SI = 4

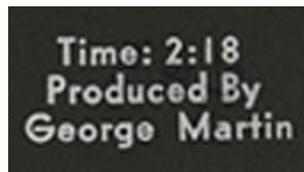


She Loves You/I'll Get You

Swan 4152 (Label 12B)

Black label with silver print. Medium print with title in quotation marks. "DON'T DROP OUT" appears on the label. "Produced By George Martin" appears at right. Pressed by Mallard.

SI = 3

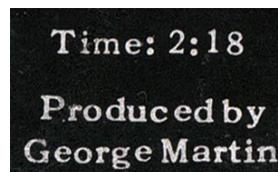


She Loves You/I'll Get You

Swan 4152 (Label 12Ca)

Black label with thin silver print. The words "DON'T DROP OUT" appear on the label. "Produced by George Martin" appears at right. Pressed by RCA Rockaway.

SI = 3



She Loves You/I'll Get You

Swan 4152 (Label 12Cb)

glossy white label with thin blue print. The words "DON'T DROP OUT" appear on the label. The words "Produced by George Martin" appear at right. Since the label is white, people wrongly assume that this record was released before the switch to the black label. Instead, these copies (with the George Martin credit) were released in 1965. This is the most common "white label" variation of "She Loves You" and is only about as scarce as the other "Martin credit" copies. Its high resale value is generally attributed to its being confused with the earlier "white label" issue. Pressed by RCA Rockaway.

SI = 4



She Loves You/I'll Get You

Swan 4152 (Label 12E)

Black label with silver print. Tall thin font. The words "DON'T DROP OUT" appear on the label. "Produced by George Martin" appears at right. Pressed by ARP.

SI = 8



These singles were counterfeited. See the notes in [the counterfeit section](#) of these pages – about distinguishing an original from a fake, and for photos of typical fakes.



**HEADING TOWARD THE 3,000,000 Mark**  
**SHE LOVES YOU by THE BEATLES on SWAN**



**IF YOU WANT THIS KIND OF PROMOTION & SELLING**  
**CONTACT: SWAN RECORDS** Corner 8th & Fitzwater Sts. Philadelphia, Pa.

## --/I'll Get You

Swan 4152

### One-sided single (1964)

Swan also issued several a one-sided promotional single featuring "I'll Get You." Each variation had an all-white label with black print. All of these, except for the RCA label, have "DON'T DROP OUT" on the label.



I'll Get You/

Swan 4152 (DJ11A)

White label with black print. "PROMOTIONAL COPY" appears on the label. "NOT FOR SALE" appears at right. The b-side has a blank white label and no play groove -- just smooth vinyl. Pressed by Monarch.

SI = 8



I'll Get You/

Swan 4152 (DJ12B)

White label with black print. "PROMOTION COPY" appears on the label along with two "X's". The b-side has a blank white label and a no play groove – just smooth vinyl. The words "Produced by George Martin" appear on the a-side label. Pressed by Mallard.

SI = 8



I'll Get You/

Swan 4152 (DJ12C1)

White label with black print. No promotional markings. The b-side has a blank black label and a silent play groove. The words "Produced by George Martin" appear on the label. Pressed by RCA Rockaway.

SI = 8



I'll Get You/

Swan 4152 (DJ12C2)

White label with black print. Label style 3. The words "PROMOTION COPY" appear on the a-side label. The b-side has a blank white label and a silent play groove. The words "Produced by George Martin" appear on the label. Pressed by RCA Rockaway.

SI = 8

The reissued Swan single hit number one.

Meanwhile, Vee Jay also thought of another way to capitalize off its two Beatles singles, including them on an album of studio recordings by one of the label's other artists. Frank Ifield is best known for his version of "I Remember You." Since "From Me to You" and "Thank You Girl" had not yet been mixed for stereo, the songs appear in mono on the stereo album. This was the only US appearance of "From Me to You" on an album until 1973. This album was issued in February, 1964.

**The Beatles and Frank Ifield on Stage**

**Jolly What! "Old Man" Cover (MC1)**

**VJLP 1085**



*The Beatles and Frank Ifield On Stage*

Vee Jay VJLP 1085 (Label 01B)

Cover features the drawing of a man with glasses, a moustache, and a Beatle haircut. Black rainbow label with oval logo. About 60,000 copies exist of the album altogether. These copies were pressed by Monarch with a job number of Δ 6295. Released in mid-February 1964.

SI = 4



*The Beatles and Frank Ifield On Stage*

Vee Jay VJLP 1085 (Label 11A)

Cover features the drawing of a man with glasses, a moustache, and a Beatle haircut. Black rainbow label with brackets logo. On each side, the word "Side" is written in Title Case. These copies were pressed by ARP.



*The Beatles and Frank Ifield On Stage*

Vee Jay VJLP 1085 (Label 11B1)

Cover features the drawing of a man with glasses, a moustache, and a Beatle haircut. Black rainbow label with brackets logo. On each side, the



word "Side" is written in Title Case. These copies were pressed by Monarch.

SI = 4

*The Beatles and Frank Ifield On Stage* Vee Jay VJLP 1085 (Label 11B2)

Cover features the drawing of a man with glasses, a moustache, and a Beatle haircut. Black rainbow label with brackets logo. On each side, the word "Side" is written in ALL CAPS. These copies may have been pressed by Columbia, since the typeface is the same as Label 21A.

SI = 4



*The Beatles and Frank Ifield On Stage* Vee Jay VJLP 1085 (Label 21A)

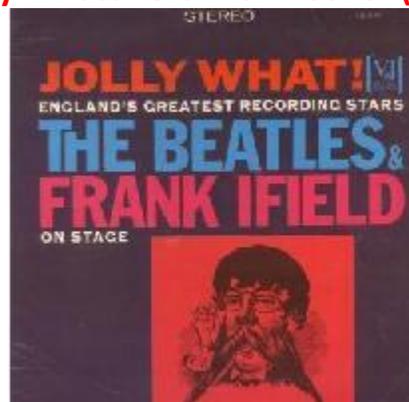
Cover features the drawing of a man with glasses, a moustache, and a Beatle haircut. All-black label with "VJ." These copies were pressed by Monarch. Copies with this label have been heavily counterfeited. Pressed by Columbia?

SI = 3



## **The Beatles and Frank Ifield on Stage**

### **Jolly What! "Old Man" Cover (SC1)**



**VJS 1085**

*The Beatles and Frank Ifield On Stage* Vee Jay VJLPS 1085 (Label 01B)

Cover features the drawing of a man with glasses, a moustache, and a Beatle haircut. Black rainbow label with oval logo. This is a stereo album; "Please Please Me," "Ask Me Why," and the Ifield songs should PLAY IN STEREO. Also, the label says stereo. Pressed by Monarch with a job number of Δ 6298. About 4,000 stereo copies exist altogether.

SI = 6



*The Beatles and Frank Ifield On Stage* Vee Jay VJLPS 1085 (Label 11A)

Cover features the drawing of a man with glasses, a moustache, and a Beatle haircut. Black rainbow label with brackets logo. This is a stereo album; "Please Please Me," "Ask Me Why," and the Ifield songs will PLAY IN STEREO. Also, the label says stereo. STEREO at top. Pressed by ARP.

SI = 7



*The Beatles and Frank Ifield On Stage* Vee Jay VJLPS 1085 (Label 11B)

Cover features the drawing of a man with glasses, a moustache, and a Beatle haircut. Black rainbow label with brackets logo. This is a stereo album; "Please Please Me," "Ask Me Why," and the Ifield songs will PLAY IN STEREO. Also, the label says stereo. STEREO at right. Pressed by Monarch.

SI = 7



*The Beatles and Frank Ifield On Stage* Vee Jay VJLPS 1085 (Label 21A)

Cover features the drawing of a man with glasses, a moustache, and a Beatle haircut. All-black label with STEREO in thin print. This is a stereo album; "Please Please Me," "Ask Me Why," and the Ifield songs should PLAY IN STEREO. Also, the label says stereo.

SI = 6



The above two albums are also called *Jolly What!* because these words appear at the top of the front cover. The albums have been counterfeited. All originals should have printing on the spine and should otherwise resemble other Vee Jay albums. The album was reissued with artwork from the "Love Me Do" US picture sleeve. Since the change happened in September 1964, and since Vee Jay stopped issuing Beatles records in mid-October, both mono and stereo issues are rare.

***The Beatles and Frank Ifield on Stage***

**VJLP 1085**

**Beatles Portrait Cover (MC2)**



*Beatles and Frank Ifield On Stage*

Vee Jay VJLP 1085 (MC02)

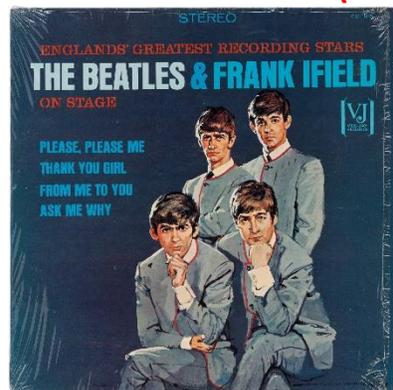
Cover features a drawing of the four Beatles and lists the four Beatles songs featured on the album. May be found with any of the labels with which the other cover is found. Possibly 3,000 copies printed.

SI = 8

***The Beatles and Frank Ifield on Stage***

**VJS 1085**

**Beatles Portrait Cover (SC2)**



*Beatles and Frank Ifield On Stage*

Vee Jay VJSR 1085 (SC02)

Cover features a drawing of the four Beatles and lists the four Beatles songs featured on the album. May be found with oval, brackets, or all black "VJ" label styles. May be found with any of the labels with which the other cover is found. This is a stereo album; "Please Please Me," "Ask Me Why," and the Ifield songs must PLAY IN STEREO. Also, the label says stereo. Possibly 500 copies printed. The mono cover may also be found with a sticker indicating that the record is in stereo.

SI = 9

## Ask Me Why/Anna

## Vee Jay Spec. DJ No. 8



While the Ifield/Beatles album was not popular, Vee Jay Records kept right on issuing Beatles singles. In order to continue to promote the *Introducing the Beatles* album, Vee Jay issued promo copies of an "Ask Me Why"/"Anna" single. No copies were ever commercially released. The matrix information indicates that these singles were made before the matrices for the coming "Twist and Shout" single. In fact, Bruce Spizer reports that Vee Jay documentation indicates that Vee Jay was testing the waters for potential Vee Jay singles. They considered both "Ask Me Why" and "Anna" to be potential singles, and by March (1964) the latter song and "Chains" had been issued a tentative number, VJ 586. That number was never used.

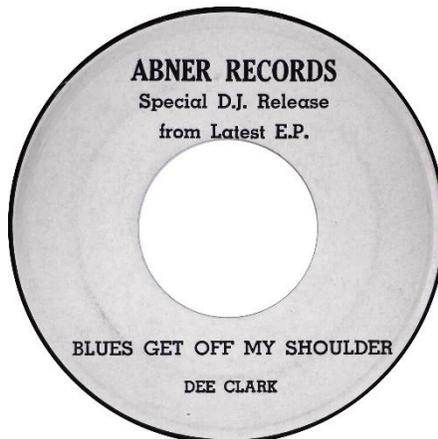
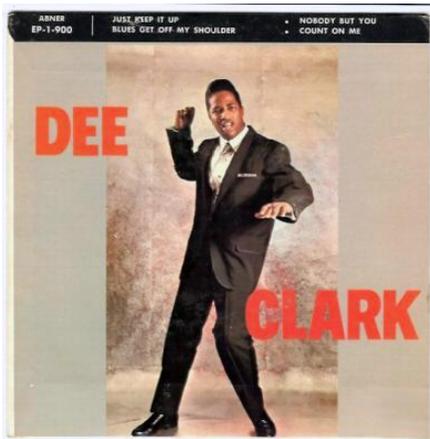
Ask Me Why/Anna

Vee Jay Spec. DJ No. 8 (DJ01A)

white label with 4 blue crossbars. Two brackets logos on label. Label reads "PROMOTIONAL COPY" twice. Fewer than 10 known copies.

SI = 10

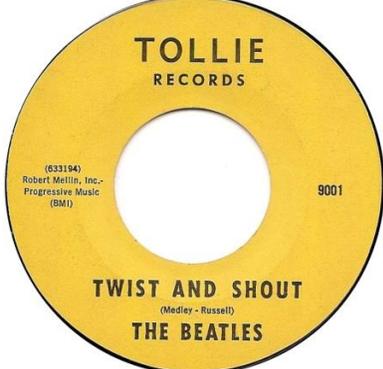
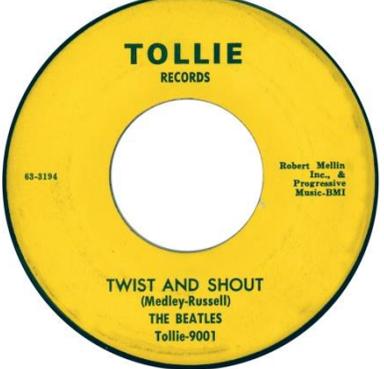
Vee Jay Records, and its subsidiary, Abner Records, had issued seven "Special DJ Release" records prior to this one. From what we know about the series, each of them promoted songs that were not then available as standard singles. For example, both "Anna" and "Ask Me Why" were EP tracks, as was the song promoted for Dee Clark in his known release in the Special DJ series. Abner released a Dee Clark EP in 1959 in mono and stereo. They were interested in promoting one of the EP's tracks, "Blues, Get Off My Shoulder," so they issued the promo single. By November of that year, Vee Jay determined that the song should appear on a single. It came out as Abner 1032, although it was the flipside, "How About That," that saw chart action.



In October 1959, in conjunction with its appearance on VJLP-1020, Vee Jay coupled one single selection by Sarah McLawler and Richard Otto (VJ 313) with one of their even earlier singles tracks (VJ 199). The result, "The High and the Mighty"/"Flamingo," formed another of the Special DJ releases.

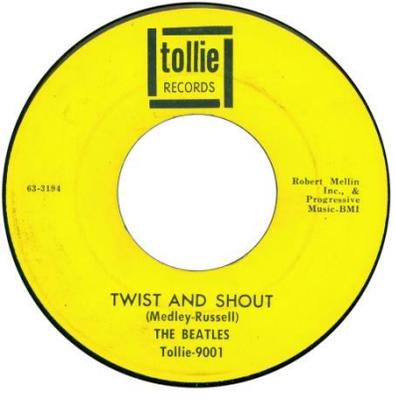
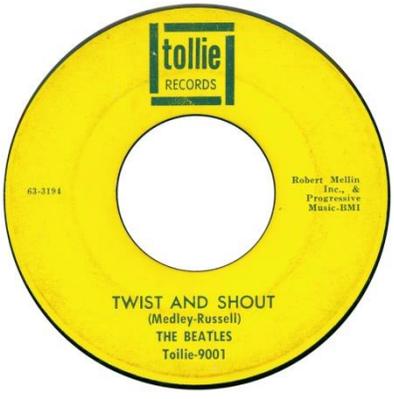


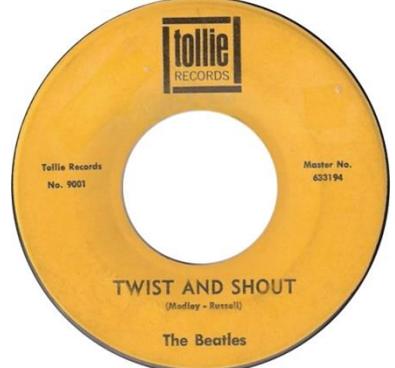
## Tollie Records Label Identification Numbers

		
<p><b>Yellow label with block TOLLIE and block titles</b> Singles: 01</p>	<p><b>Yellow label with block TOLLIE and standard titles</b> Singles: 11</p>	<p><b>Yellow Label with drawn logo; number has no prefix</b> Singles: 21</p>
		
<p><b>Yellow Label with drawn logo; number has T prefix</b> Singles: 22</p>	<p><b>Black Label with drawn logo; number has T prefix</b> Singles: 31</p>	<p><b>Yellow label, purple CCW logo, B E A T L E S</b> number has no prefix Singles: 41</p>



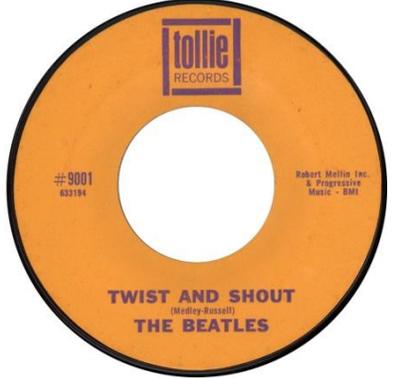
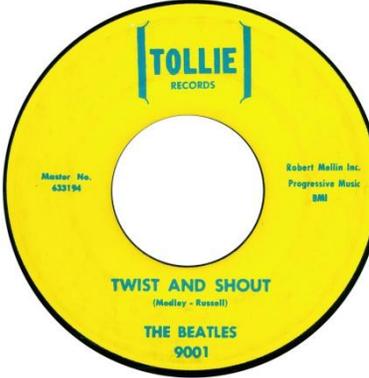
**Yellow label, purple CCW logo, B E A T L E S;**  
number has T prefix  
Singles: 42

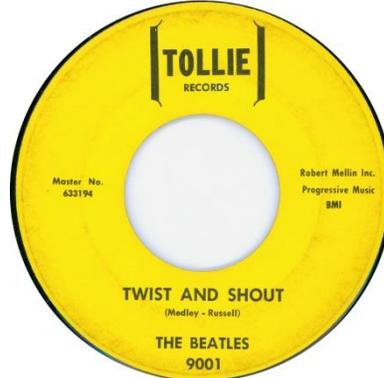
		
<p><b>Yellow label, purple CCW logo; standard titles</b> Singles: 51</p>	<p><b>Yellow label, black CW logo; standard titles</b> Singles: 61</p>	<p><b>Yellow label, blue/green CW logo; standard titles</b> Singles: 62</p>

		
<p><b>Yellow label, purple CCW logo; large gap above The Beatles</b> Singles: 71</p>	<p><b>Yellow label, black CCW logo; large gap above The Beatles</b> Singles: 72</p>	<p><b>Yellow label, purple CCW logo; title, artist in all caps; No publishing credits</b> Singles: 81</p>



**Yellow label, purple CCW logo; title, artist in all caps; With publishing credits**  
Singles: 82

		
<p><b>Gold label, purple CCW logo; all print in purple Singles: 91</b></p>	<p><b>Yellow label, black CCW logo; large gap above THE BEATLES, large master # Singles: 101</b></p>	<p><b>Yellow label, brackets logo, blue print Singles: 111</b></p>


<p><b>Yellow label, brackets logo, black print Singles: 112</b></p>

## Twist and Shout/There's a Place

## Tollie T-9001

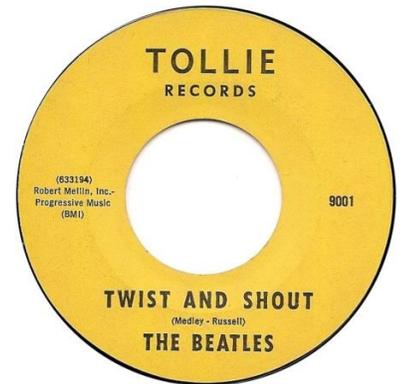
On its new "Tollie" subsidiary, Vee Jay issued a chart topper: "Twist and Shout"/"There's a Place." The single came out in late February, 1964 (traditional date March 2). There are **sixteen** label variations of this single, mostly on yellow labels, although an all black style exists. There are five different Tollie logos used on those labels, including one with Tollie in brackets! The vinyl of the fakes is usually somewhat pocked marked.

Twist and Shout/There's a Place

Tollie T-9001 (01)

Yellow label. TOLLIE RECORDS in thick, black, block print. Pressed by Monarch.

SI = 2

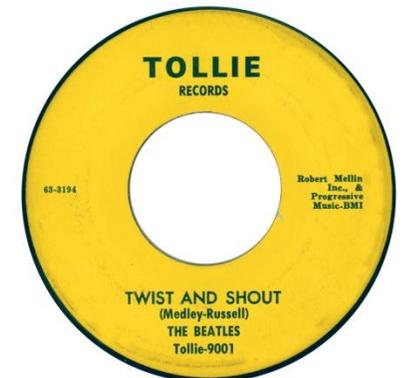


Twist and Shout/There's a Place

Tollie T-9001 (11)

Yellow label. TOLLIE RECORDS in dark blue/green block print. Pressed by ARP. The earliest copies have McCartney misspelled as Mccartney on the B-side; most copies have the capitalization correct.

SI = 3

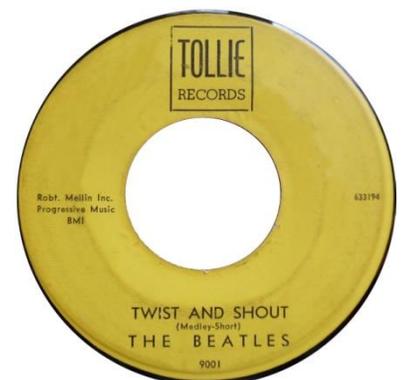


Twist and Shout/There's a Place

Tollie T-9001 (21)

Yellow label. "TOLLIE" drawn in box. Catalog number shown as 9001. Pressed by Southern.

SI = 6



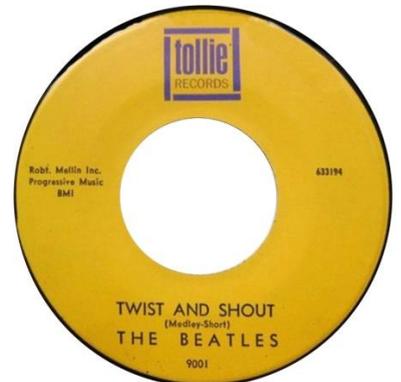
Twist and Shout/There's a Place  
Yellow label. "TOLLIE" drawn in box. Catalog number shown as T-9001  
with -A and -B suffixes. Pressed by Southern.  
SI = 2



Twist and Shout/There's a Place  
Black label. "TOLLIE" drawn in box. Catalog number shown as T-9001  
with -A and -B suffixes. Pressed by Southern.  
SI = 3



Twist and Shout/There's a Place  
Yellow label with purple counterclockwise logo. "T H E B E A T L E S" is  
spread out widely in a thin, round font. The catalog number appears as  
"9001." Pressed by Southern.  
SI = 3



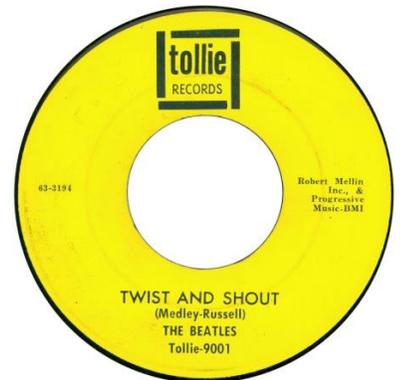
Twist and Shout/There's a Place  
Yellow label with purple counterclockwise logo. "T H E B E A T L E S" is  
spread out widely in a thin, round font. The catalog number appears as  
"T-9001," followed by A or B. Pressed by Southern.  
SI = 3



Twist and Shout/There's a Place  
Yellow label with purple counterclockwise logo. Standard type, as label variant #11. Pressed by ARP.  
SI = 3



Twist and Shout/There's a Place  
Yellow label with black clockwise logo. Standard font as label variant #11. Pressed by ARP. This record has been heavily counterfeited. If the matrix does not have the stamped logos of companies used by Vee Jay, your copy is counterfeit.  
SI = 2



Twist and Shout/There's a Place  
Yellow label with blue/green clockwise logo. Standard font as label variant #11. Pressed by ARP.  
SI = 3



Twist and Shout/There's a Place  
Yellow label with purple counterclockwise logo. Catalog number at left and "The Beatles" at bottom. Pressed by Silver Plastics.  
SI = 2

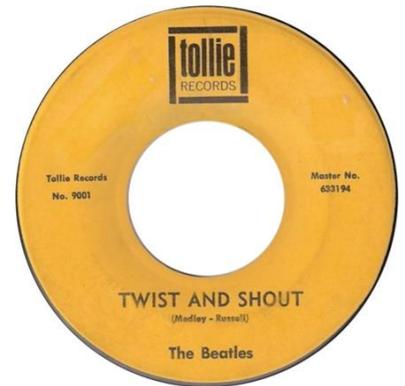


Twist and Shout/There's a Place

Tollie T-9001 (72)

Yellow label with black counterclockwise logo. Catalog number at left and "The Beatles" at bottom. Pressed by Silver Plastics.

SI = 2



Twist and Shout/There's a Place

Tollie T-9001 (81)

Yellow label with purple counterclockwise logo. Title and artist in BLOCK PRINT, as the Monarch pressing, but there are no publishing credits. Pressed by Silver Plastics.

SI = 2

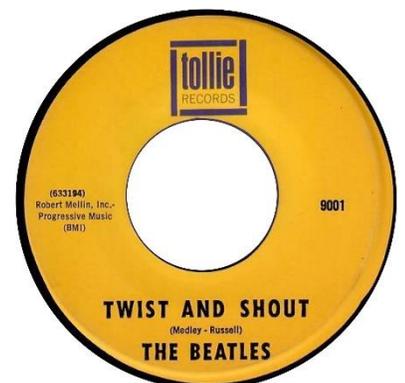


Twist and Shout/There's a Place

Tollie T-9001 (82)

Yellow label with purple counterclockwise logo. Title and artist in BLOCK PRINT, as the Monarch pressing, complete with publishing credits. [Image computer generated.] Pressed by Silver Plastics.

SI = 6

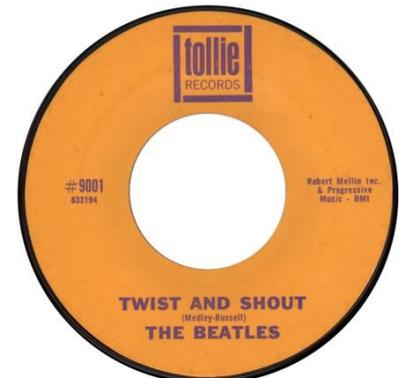


Twist and Shout/There's a Place

Tollie T-9001 (91)

Gold label with all print in purple. Catalog number shown as #9001 Pressed by Columbia.

SI = 3

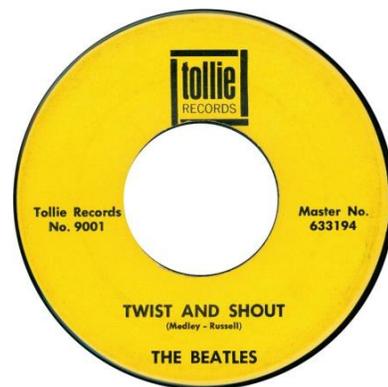


Twist and Shout/There's a Place

Tollie T-9001 (101)

Yellow label with black counterclockwise logo. Thick black print. Pressed by Silver Plastics?

SI = 2

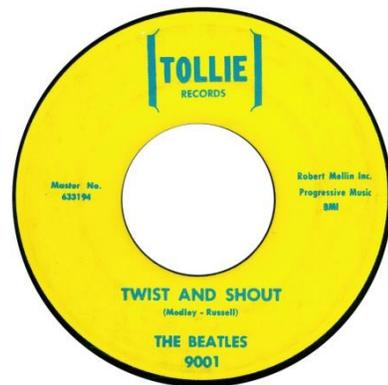


Twist and Shout/There's a Place

Tollie T-9001 (111)

Yellow label with brackets logo. All print is in blue. Pressed by Southern Plastics.

SI = 4

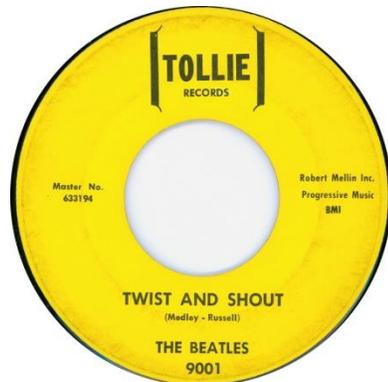


Twist and Shout/There's a Place

Tollie T-9001 (112)

Yellow label with brackets logo. All print is in black. Pressed by Silver Plastics?

SI = 5



**NOTE:** Copies on colored vinyl are counterfeits. There was no genuine picture sleeve for this single.

## Pick of the Week

"TWIST AND SHOUT" (2:10)

[Mellin, Progressive BMI—Medley, Russell]

"THERE'S A PLACE" (1:58) [Gil BMI—McCartney, Lennon]

THE BEATLES (Tollie 9001)

The group that turned the industry upside down should quickly continue their fantastic ways with this single on Tollie, the new VeeJay label. It's the Isley Bros. smash oldie, "Twist And Shout" (culled from the crew's "Introducing The Beatles" VeeJay LP) that they belt out in exciting fashion. Tune, performed on the recent Ed Sullivan TV'er, is already busting wide open. The captivating less frantic thumper, "There's A Place" (also from the LP), can also zoom way up the charts.



## Do You Want to Know a Secret?/Thank You Girl

VJ 587

On Mar 23, 1964, Vee Jay issued its next "new" Beatles single: "Do You Want to Know a Secret"/"Thank You Girl," accompanied by a picture sleeve featuring a drawing of the Beatles' heads. This drawing was to be re-used twice.



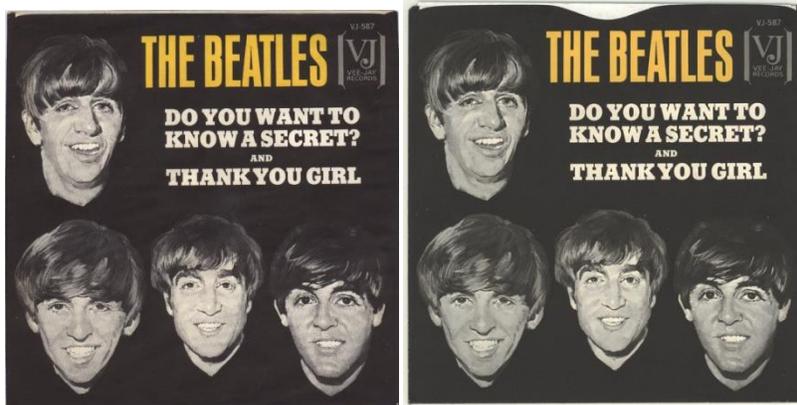
Do You Want to Know a Secret?/Thank You Girl Vee Jay 587 (DJ01A)  
white label with 4 blue crossbars. Brackets logo appears twice. 'PROMOTIONAL COPY' appears twice. Catalog number at bottom. Pressed by ARP.

SI = 6

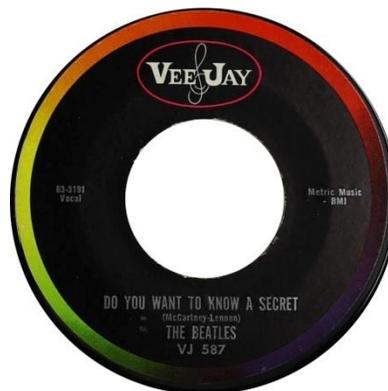


Do You Want to Know a Secret?/Thank You Girl Vee Jay 587 (DJ01B)  
white label with 4 blue crossbars. Brackets logo appears twice. 'PROMOTIONAL COPY' appears twice. Catalog number above center hole. Pressed by Monarch.

SI = 5



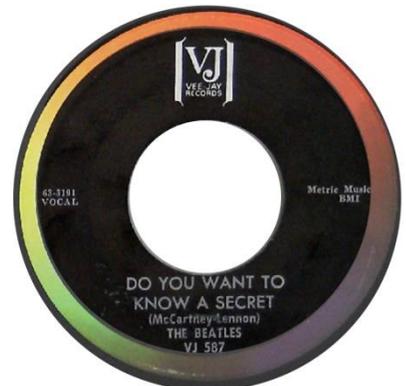
Do You Want to Know a Secret?/Thank You Girl Vee Jay 587 (PS1)  
 PICTURE SLEEVE for commercial copies. East Coast copies (PS1A) have a straight top edge on both sides. West Coast copies (PS1B) have a thumb tab on one side.  
 SI = 3 (EC), SI = 6 (WC)



Do You Want to Know a Secret?/Thank You Girl Vee Jay 587 (01)  
 black label with color band; oval logo. Pressed by Columbia. Some copies (01A1) have the logo rimmed in pink; others have the correct red rim (01A2).  
 SI = 5



Do You Want to Know a Secret?/Thank You Girl Vee Jay 587 (11A)  
 black label with color band; brackets logo. Thin print. Pressed by ARP.  
 SI = 2



Do You Want to Know a Secret?/Thank You Girl Vee Jay 587 (11B)  
black label with color band; brackets logo. Bold print. "The Beatles" is narrower than "A Secret." Pressed by Monarch.

Some copies (11B1) have very little space above "The Beatles."  
Most copies (11B2) have more space above the artist name.

SI = 3



Do You Want to Know a Secret?/Thank You Girl Vee Jay 587 (11C)  
black label with color band; brackets logo. Titles are in Title Case. Pressed by Southern.

SI = 3



Do You Want to Know a Secret?/Thank You Girl Vee Jay 587 (11D)  
black label with color band; brackets logo. Bold print. "The Beatles" is wider than "A Secret." Pressed by ARP.

SI = 2



Do You Want to Know a Secret?/Thank You Girl Vee Jay 587 (21)  
All-black label with VJ. Titles are in Title Case. Pressed by Southern.

SI = 2



Do You Want to Know a Secret?/Thank You Girl Vee Jay 587 (41)  
All-yellow label with VJ. Titles are in Title Case. Pressed by Southern.

SI = 3



Do You Want to Know a Secret?/Thank You Girl Vee Jay 587 (51)  
All-black label with VEE JAY. Titles are in Title Case. Pressed by Monarch.  
SI = 3



Do You Want to Know a Secret?/Thank You Girl Vee Jay 587 (61)  
All-black label with oval logo. Pressed by ARP.  
SI = 4



Do You Want to Know a Secret?/Thank You Girl Vee Jay 587 (71)  
All-black label with brackets logo. Pressed by Southern Plastics or Silver Plastics.  
NOTE: Copies with an all black label, brackets logo, and the title on one line are counterfeits.  
SI = 6



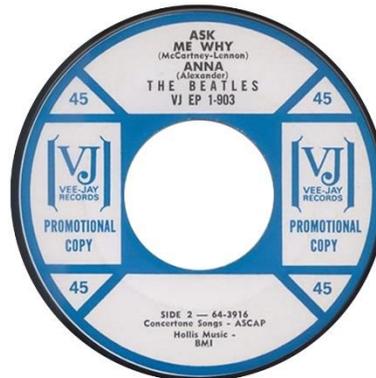
Do You Want to Know a Secret?/Thank You Girl Vee Jay 587 (91)  
All-black label with brackets logo and silver crossbars. Pressed by Southern Plastics.  
SI = 3



## ***Souvenir of their First Visit to America***

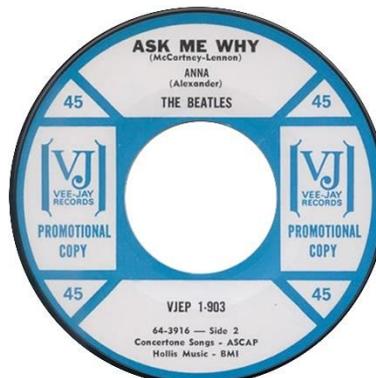
**VJEP 1-903**

Vee Jay was having success issuing new LP's and singles, so it tried its hand with an EP, also very successfully. The EP came out in late March 1964. Since Vee-Jay offered it with a potato chip promotion as well, the trade magazines did not chart it. But this was probably the Beatles' best-selling EP in the USA.



*Souvenir of Their First Visit to America* Vee Jay VJEP-1-903 (DJ01M1) white label with 4 blue crossbars. Two brackets logos. Label features 'PROMOTIONAL COPY' twice. Some copies featured all four songs in the same size print. Pressed by Monarch. Most promotional EP's were issued without covers.

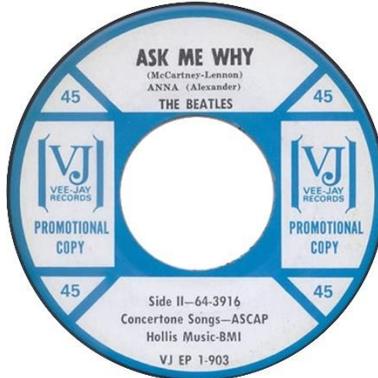
SI = 6



*Souvenir of Their First Visit to America* Vee Jay VJEP-1-903 (DJ01M2) white label with 4 blue crossbars. Two brackets logos. Label features 'PROMOTIONAL COPY' twice. "ASK ME WHY" is in larger print. Side 2 is shown as "Side 2." Pressed by Monarch. Most promotional EP's were issued without covers.

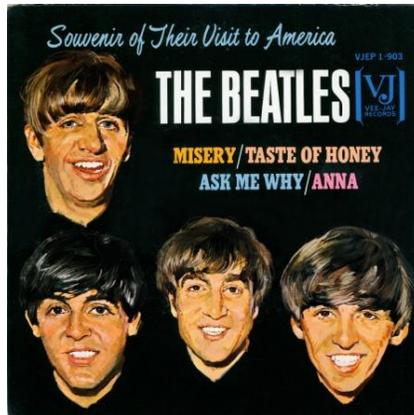
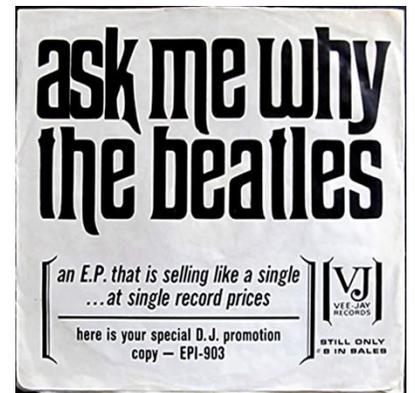
SI = 5

Only the west-coast promos made by Monarch have two different labels. All east-coast copies of the promotional single have the same label – as shown below.

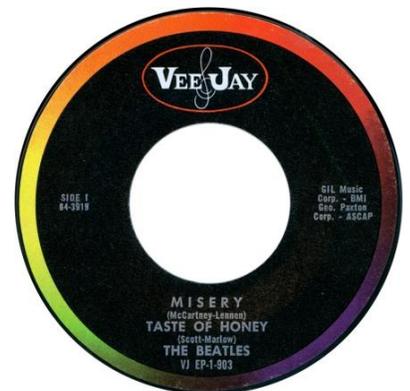


*Souvenir of Their First Visit to America* Vee Jay VJEP-1-903 (DJ01A1)  
 white label with 4 blue crossbars. Two brackets logos. Label features 'PROMOTIONAL COPY' twice. "ASK ME WHY" is in larger print. Side 2 is shown as "Side II." Pressed by ARP. Most promotional EP's were issued without covers.  
 SI = 5

*Souvenir of Their First Visit to America* Vee Jay VJEP-1-903  
 Promo title sleeve that opens from the bottom. While most promos were issued without covers and some came in the regular cover (see below), a few promos were issued a special title sleeve promoting "Ask Me Why." The sleeve calls the EP "the EP that is selling like a single." Fewer than 10 copies are known to exist of this rare item.  
 SI = 10



*Souvenir of Their First Visit to America* Vee Jay VJEP-1-903 (01)  
 Black rainbow label with oval logo. Pressed by Columbia.  
 SI = 3



*Souvenir of Their First Visit to America* Vee Jay VJEP-1-903 (11A)  
 Black rainbow label with brackets logo. All titles are the same size. Thin print. Catalog number at the bottom is shown as "EP-1903." Pressed by ARP.

SI = 4



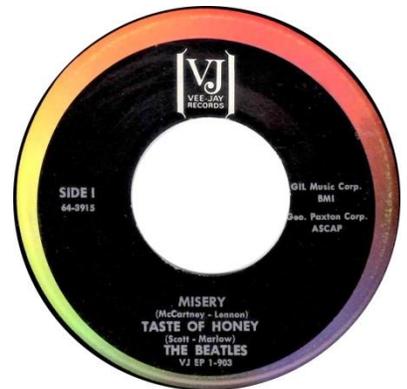
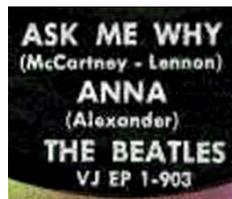
*Souvenir of Their First Visit to America* Vee Jay VJEP-1-903 (11B)  
 Black rainbow label with brackets logo. All titles are the same size. Catalog number at left. Pressed by Columbia.

SI = 4



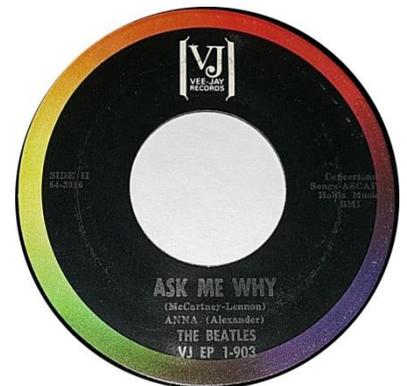
*Souvenir of Their First Visit to America* Vee Jay VJEP-1-903 (11C)  
 Black rainbow label with brackets logo. All titles are the same size. Wider font. Catalog number at the bottom is shown as "EP-1-903." Pressed by Southern.

SI = 4



*Souvenir of Their First Visit to America* Vee Jay VJEP-1-903 (12A)  
 Black rainbow label with brackets logo. "Ask Me Why" is in larger print. Side 2 is listed as "Side II." Pressed by ARP.

SI = 4



*Souvenir of Their First Visit to America* Vee Jay VJEP-1-903 (51)  
 All-black label with "VEE JAY" at top. Pressed by Columbia

SI = 6



*Souvenir of Their First Visit to America* Vee Jay VJEP-1-903 (61)  
 All-black label with oval logo. Pressed by ARP. **NOTE:** Copies with an all white label and oval logo are **counterfeits**.  
 SI = 5



*Souvenir of Their First Visit to America* Vee Jay VJEP-1-903 (91)  
 All-black label with silver crossbars. Pressed by Southern.  
 SI = 6



The genuine cover is composed of hard cardboard, not paper or posterboard.

After concluding their lawsuit with Capitol, Vee Jay tried again on April 27th, reissuing "Love Me Do" and "PS I Love You." Vee Jay had executed a new licensing agreement with Capitol Records, allowing them to issue only "Love Me Do" and "PS I Love You" (which were a single in England) as a "new" coupling of the material. No other new EP's, LP's, or single compilations could be issued. Furthermore, Vee Jay's license would expire permanently on October 15, 1964. Vee Jay continued to have new records pressed furiously, and again they had great success: another hit. Tollie/Vee Jay's success with "Love Me Do" is partly explained by the fact that Canadian Capitol's "Love Me Do" single was charting on the US charts as an import, indicating demand for a single.



## Love Me Do/PS I Love You

## Tollie T-9008



Love Me Do/PS I Love You

Tollie 9008 (DJ01A)

white label with black print. Label features Tollie Records in a rectangular box and reads "Disc Jockey Advance Sample," and "NOT FOR SALE." Pressed by ARP.

SI = 5



Love Me Do/PS I Love You

Tollie 9008 (DJ01M)

white label with black print. Logo is simply the words "TOLLIE RECORDS" at the top of the label. Label reads "PROMOTIONAL COPY" and "NOT FOR SALE." Fake promo labels with inferior print are known to exist. Pressed by Monarch.

SI = 5

Love Me Do/PS I Love You

Tollie T-9008 (01)

Yellow label with "TOLLIE" at top and block print. Pressed by Monarch and by ARP

SI = 2



Love Me Do/PS I Love You  
Yellow label with drawn "TOLLIE" logo. Pressed by Southern Plastics.  
SI = 2



Love Me Do/PS I Love You  
Black label with drawn "TOLLIE" logo. Pressed by Southern Plastics.  
SI = 3



Love Me Do/PS I Love You  
Yellow label with black clockwise Tollie logo. Normal print. Pressed by ARP.  
SI = 4



Love Me Do/PS I Love You  
Yellow label with green clockwise Tollie logo. Normal print. Pressed by ARP.  
SI = 5



Love Me Do/PS I Love You

Tollie T-9008 (101)

Yellow label with black clockwise Tollie logo. Thick print. Pressed by Southern.

SI = 3



Love Me Do/PS I Love You

Tollie 9008 PS1

Picture sleeve to the commercial single.



By this time, the *Beatles Second Album*, featuring both sides of the "She Loves You" single, was topping the charts. Swan Records' single was selling, and Swan reasoned that they ought to have the rights to issue the German version of the song, which the Beatles had recorded just before coming to America. Apparently Swan heard a copy of the German single, took a chance, and issued it in the USA.

**SON OF A GUN!**

Who'd ever think that  
little Vee Jay Records would  
have 9 out of the top 100  
best selling singles?

\*

DO YOU WANT TO KNOW A SECRET ☼ THE BEATLES T-9001  
SHOOP SHOOP SONG ☼ BETTY EVERETT VJ-585  
TWIST AND SHOUT ☼ THE BEATLES VJ-587  
STAY ☼ THE FOUR SEASONS VJ-582  
GIVING UP ON LOVE ☼ JERRY BUTLER VJ-588  
THANK YOU GIRL ☼ THE BEATLES VJ-587  
FROM ME TO YOU ☼ THE BEATLES VJ-581  
THERE'S A PLACE ☼ THE BEATLES T-9001  
PLEASE PLEASE ME ☼ THE BEATLES VJ-581

\*

and with all this  
we're still only  
#8 in record sales?

BRAND  
NEW  
FROM  
Tollie  
RECORDS

THE  
BEATLES  
LOVE  
ME DO  
\*  
P.S. I  
LOVE YOU  
T-9008

## Sie Liebt Dich/I'll Get You

Swan 4182

The "Sie Liebt Dich" singles exist in some of the same **label styles** as "She Loves You."



Sie Liebt Dich/I'll Get You

Swan 4182 (DJ01A)

White label with black print. No quotes around song titles. Wide font. Subtitle on a second line in smaller print. An "X" appears on the label. The words 'PROMOTIONAL COPY' appear on the label at the left. Pressed by Monarch.

SI = 7



Sie Liebt Dich/I'll Get You

Swan 4182 (DJ01B)

White label with black print. Medium print. Song title on one line: "SIE LIEBT DICH (SHE LOVES YOU)". Two "X's" appear on the label. The words "PROMOTION COPY" appear on the label. Pressed by Mallard.

SI = 7



Sie Liebt Dich/I'll Get You

Swan 4182 (DJ01C)

White label with black print. Thin print. Subtitle on a second line. An 'X' appears on the label. The words "PROMOTION COPY" appear on the label at the right. Pressed by RCA.

SI = 6

Sie Liebt Dich/I'll Get You

Swan 4182 (01A1)

White label with red print. Wide print without quotation marks. Subtitle on a second line in smaller print. Pressed by Monarch with a job number of Δ 52823, corresponding to a release in late May. *Billboard* lists it in the May 30<sup>th</sup> issue as a Breakout single.

SI = 4



Sie Liebt Dich/I'll Get You

Swan 4182 (01A2)

White label with orange print. Wide print without quotation marks. Subtitle on a second line in smaller print. Pressed by Monarch.

SI = 5



Sie Liebt Dich/I'll Get You

Swan 4182 (01B)

White label with red print. Medium font with quotation marks. Song title on one line: "SIE LIEBT DICH (SHE LOVES YOU)". Pressed by Mallard. All genuine "Sie Liebt Dich" singles have "Virtue Studio" in the matrix; there are counterfeits of this issue that do not.

SI = 3



Sie Liebt Dich/I'll Get You

Swan 4182 (01C)

White label with red print. Thin font. Subtitle on a second line. Pressed by RCA Rockaway.

SI = 4



All "Sie Liebt Dich" singles have DON'T DROP OUT on the label. All genuine "Sie Liebt Dich" singles have "Virtue Studio" in the matrix.

The German single came out in that country in late March. Within about two months' time Swan had it ready for release in the United States. It appeared as a "breakout single" in the May 30<sup>th</sup> and June 6<sup>th</sup> issues of *Billboard* magazine. As the song was picked up by American radio stations, Canadian Capitol picked it up as well – releasing it as a single there on or about June 15<sup>th</sup>. *Music Business* magazine favored it the most, taking it into the top 50, but the Swan single just made it to #97 in *Billboard*, not bad for a foreign-language record.

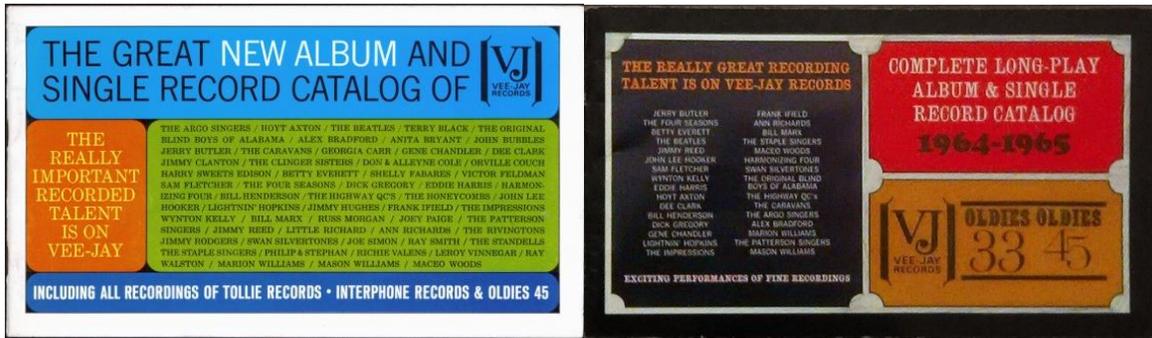
A few months went by without any activity from Vee Jay. On the following pages: the rest of the Vee Jay records and the fallout from the lawsuit.



### Germany's Best Sellers

This Week	Last Week	Weeks On Chart	
2	8	2	Komm, Gib Mir Deine Hand (I Want To Hold Your Hand) —The Beatles—Odeon—Edition Accord
10	—	1	Sie Liebt Dich (She Loves You)—The Beatles—Aberbach Music *Original German Copyright

75	LAZY ELSIE MOLLY	CHUBBY CHECKER, Parkway 920
47	32 HELLO, DOLLY!	LOUIS ARMSTRONG, Kapp 573
48	51 SIE LIEBT DICHT	DIE BEATLES, Swan 4182
49	49 ROCK ME BABY	B. B. KING, Kent 393
50	38 IT'S OVER	ROY ORBISON, Monument 837



In mid-1964, Vee Jay Records was under fire. They had issued Beatles records, including "Love Me Do," with wild abandon. Capitol Records won a lawsuit against them, but that didn't seem to stop Vee Jay. They were told not to issue any more new Beatles singles after "Love Me Do." So they reissued some old ones! In early August, they rereleased their singles on the Oldies (45) label – a Vee-Jay subsidiary.

Do You Want to Know a Secret?/Thank You Girl Oldies OL-149 (01A)  
 Red label with white logo. The AudioMatrix stamp appears in the matrix, along with other machine stampings. There is a hyphen between the prefix and catalog number. Pressed by ARP.  
 SI = 5



Do You Want to Know a Secret?/Thank You Girl Oldies OL-149 (01B)  
 Red label with white logo. The record is pressed from styrene, not vinyl. There is no hyphen between the prefix and catalog number. Pressed by Monarch.  
 SI = 10



Please, Please Me/From Me to You Oldies OL-150 (01A)  
 Red label with white logo. The AudioMatrix stamp appears in the matrix, along with other machine stampings. There is a hyphen between the prefix and catalog number. Pressed by ARP.  
 SI = 5



Please Please Me/From Me to You Oldies OL-150 (01B)  
 Red label with white logo. The record is pressed from styrene, not vinyl.  
 There is no hyphen between the prefix and catalog number. Pressed by Monarch.  
 SI = 10



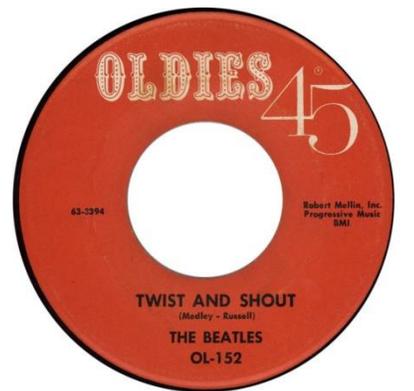
Love Me Do/PS I Love You Oldies OL-151 (01A)  
 Red label with white logo. The AudioMatrix stamp appears in the matrix, along with other machine stampings. There is a hyphen between the prefix and catalog number. Pressed by ARP.  
 SI = 5



Love Me Do/PS I Love You Oldies OL-151 (01B)  
 Red label with white logo. The record is pressed from styrene, not vinyl.  
 There is no hyphen between the prefix and catalog number. Pressed by Monarch.  
 SI = 10



Twist and Shout/There's a Place Oldies OL-152 (01A)  
 Red label with white logo. The AudioMatrix stamp appears in the matrix, along with other machine stampings. There is a hyphen between the prefix and catalog number. Pressed by ARP.  
 SI = 5

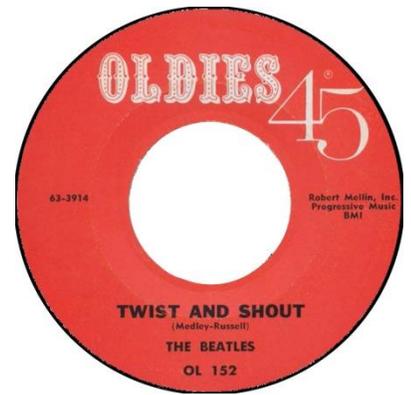
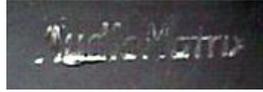


8 months ago, Vee Jay Records pioneered OLDIES 45, an idea conceived with the basic intent of merchandising most of the great hit singles of the past eight years as singles. It may sound strange to say merchandise them as singles, but the truth of the matter was that prior to OLDIES 45, everyone was selling them in the so called Oldies Albums. We researched the situation and found that the kids wanted the old hits readily available as 45's rather than in l.p.'s--this for reasons of their own programming on their home phonograph--they wanted the music when they wanted it. Albums meant they had to wade thru some oldies that they didn't want to hear or were not danceable or other reasons too numerous to mention. THE RESULT--Over 1,500,000 oldies 45's sold since inception those short eight months ago. NOW VEE JAY TAKES ANOTHER GREAT STEP & THIS TIME BROADENS THE WHOLE BASE OF THE RECORD MARKET POTENTIAL.

- 139 OVER THE RAINBOW--Baysiders
- 140 HOT ROD LINCOLN
- 141 HOW ABOUT THAT/I'M GOING BACK TO SCHOOL--Dee Clark
- 142 I'LL BE FOREVER LOVING YOU/I BEGAN TO REALIZE--The Eldorado
- 143 IN ENAMARADO--Keith Cooley
- 144 NEED YOU--Donnie Owens
- 145 MASHED POTATOES (Part I) / (Part II)--Nat Kendrick
- 146 SOMETHING ON YOUR MIND--Bobby Marchan
- 147 LET THE GOOD TIMES ROLL--Shirley & Lee
- 148 THOSE OLDIES & GOODIES REMIND ME OF YOU--Little Caesar & The Romans
- 149 DO YOU WANT TO KNOW A SECRET/THANK YOU GIRL--The Beatles
- 150 PLEASE PLEASE ME/FROM ME TO YOU--The Beatles
- 151 LOVE ME DO/P. S. I LOVE YOU--The Beatles
- 152 TWIST AND SHOUT/THERE'S A PLACE--The Beatles
- 153 I BELIEVE IN YOU--Sam Fletcher
- 154 GLORY OR LOVE--Angels
- 155 SHRINE OF ST. CECILIA--Harptones
- 156 SUNDAY RING OF LOVE--Harptones
- 157 OH, OH I'M FALLING IN LOVE AGAIN--Jimmy Rodgers
- 158 THIRTY DAYS--Ronnie Hawkins
- 159 YOU TALK TOO MUCH--Jo Jones
- 160 1,000 MILES AWAY--Heartbeats
- 161 BEEP, BEEP--Playmates
- 162 BARBARA ANN--Regents
- 163 HEART AND SOUL--Cleftones

Twist and Shout/There's a Place  
Red label with white logo. The record is pressed from styrene, not vinyl.  
There is no hyphen between the prefix and catalog number. Pressed by  
Monarch.

SI = 10



All of these singles were issued August 10, 1964. The genuine singles are not easy to find. In particular, Monarch copies without the hyphen in the catalog number are all **rare**. There are many counterfeits of these singles. Genuine copies have the Monarch Records (MR) logo in the matrix, and east-coast copies have the AudioMatrix stamp. Some counterfeits exist with black Oldies logos. All copies with flat matte labels are counterfeits. The original records were issued in standard black and red "Oldies 45" sleeves, of which there are three varieties: east-coast; west-coast; and "baggie."



As you will see on the following page, on Aug. 12, 1964, Vee Jay issued an "old" Beatles album, a reissue of *Introducing the Beatles*. This album was moderately successful due to its also marketed to fans who attended Beatles concerts. Albums with Beatles concert banner stickers on them are worth 50% more. The album cover featured the photo from the "I Want to Hold Your Hand" picture sleeve and the four drawings from the VJ 587 picture sleeve.

## Songs, Pictures, and Stories of the Fabulous Beatles

*Songs, Pictures and Stories of the Fabulous Beatles*

Vee Jay VJLP 1092 (MC1)

The original record has a ¾ gatefold cover. Most known fakes have no gatefold. The records themselves were typical copies of *Introducing the Beatles*, complete with the 1062 number and old title on the label. This album is often found with the all-black label with "VJ," but it also exists with the rainbow label and oval logo, rainbow label and brackets logo, and with the all-black label with oval logo. All labels bear the original title of the album.

SI = 3

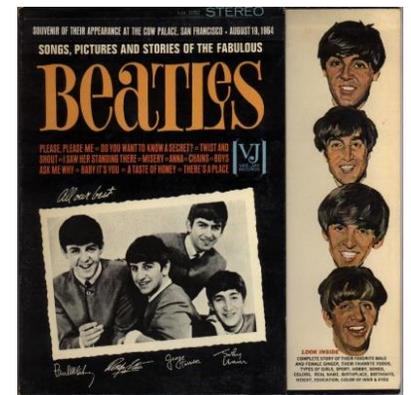
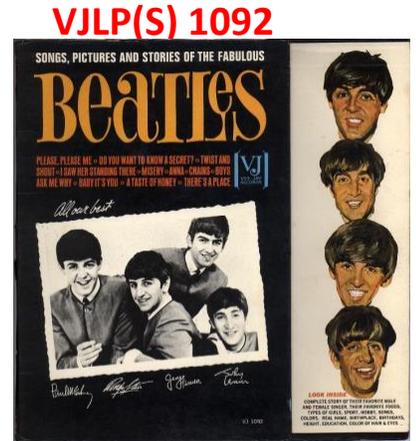
A few copies feature a red sticker converting a stereo cover to mono (MS1).

NOTE: Counterfeits were made during the 1970's without the gatefold cover, which all genuine copies have. Some of these counterfeits list the title as *Songs and Pictures of the Fabulous Beatles*.

*Songs, Pictures and Stories of the Fabulous Beatles*

Vee Jay VJLPS 1092 (SC1)

The original record has a ¾ gatefold cover. Most known fakes have no gatefold. The records themselves were typical copies of *Introducing the Beatles*, complete with the 1062 number and old title on the label. This album is often found with the all black label with "VJ," but it also exists with the rainbow label and oval logo, and with the rainbow label and brackets logo. All labels bear the original title of the album. Most covers say 'stereo' at the top, but some copies have a red sticker converting a mono cover to stereo (SS1). The records play in stereo and say STEREO on the label. Any copies claiming to be stereo which do not pass these tests are fakes.



On Oct. 1, 1964, Vee Jay packaged its *Introducing the Beatles* album together with *The Golden Hits of the Four Seasons*, calling the collection *The Beatles Vs. The Four Seasons*. The front cover featured new drawings of the Beatles and the Four Seasons, plus listings of all the songs. The back cover featured a 'scorecard'. The album was issued with a poster which featured the drawings of the Beatles from the VJ 587 picture sleeve.

## The Beatles vs. The Four Seasons

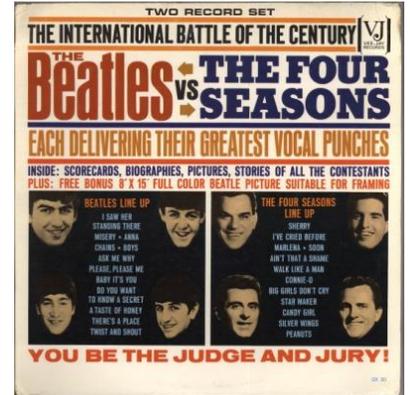
VJDX(S)-30

*The Beatles vs. The Four Seasons* Vee Jay VJDX-30 (MC1)

black labels with color band; brackets logo. The labels list the original titles of the albums.

Several thousand copies were made.

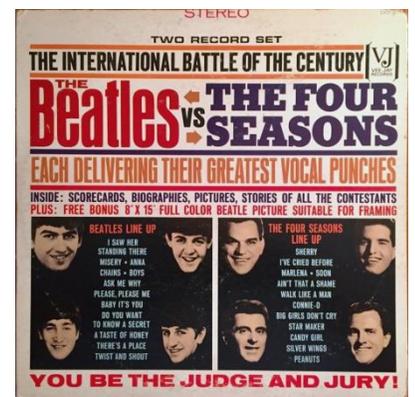
SI = 6



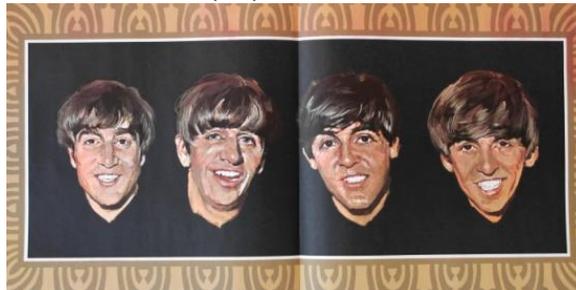
*The Beatles vs. The Four Seasons* Vee Jay VJDXS-30 (SC1)

black labels with color band; brackets logo. The labels list the original titles of the albums. The cover and the record labels say stereo, and the albums play in stereo. Approximately 750 copies were made.

SI = 8



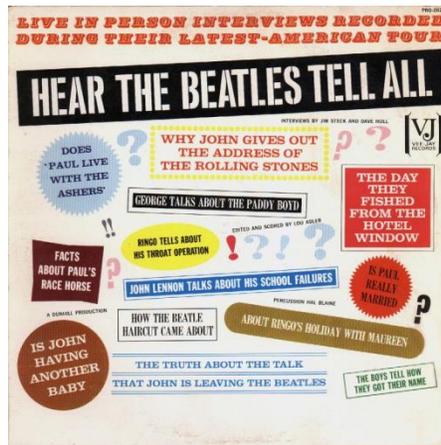
*The Beatles vs. The Four Seasons* POSTER (P1)



Based on the Monarch job number, it was in mid-October when Vee-Jay also issued a promotional album featuring interviews with the Beatles and John Lennon. The album was issued commercially and was quite a success.

**Hear the Beatles Tell All**

**Vee Jay PRO-202**



*Hear the Beatles Tell All* Vee Jay PRO-202 (DJ11)

White label with blue print. Label reads "Promotional" and "Not For Sale." Less than 10 known copies exist.

SI = 10

*Hear the Beatles Tell All* Vee Jay PRO-202 (Label 11)

Black label with color band. Brackets logo. Label has PRO as a suffix on the label. Pressed by Monarch with a job number of Δ 7109.

SI = 3



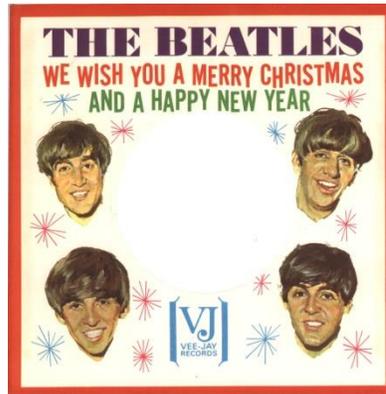
*Hear the Beatles Tell All* Vee Jay VJLP-202 (Label 12)

Black label with color band. Brackets logo. Label gives the catalog number as VJLP-202 (without PRO). Pressed by Monarch.

SI = 5



NOTE: the above album was faked throughout the 1970's. The fakes generally had larger print than the originals. In 1979, Vee Jay reissued the album in stereo; originals were mono. Vee Jay has also issued a shaped picture disc of the album (1987). This album was part of Vee Jay's last-ditch effort at the Beatles market. It proved to be the only album that Capitol could not control.



### Capitol Takes Over

While Vee Jay Records had shut down their Beatles operations -- not being allowed to issue any records containing the *Please Please Me* album songs or the songs from the single "From Me to You"/"Thank You Girl", Vee Jay was enjoying great success with *Hear the Beatles Tell All*, which came out in October, 1964. When it became clear that a Beatles interview album would be popular, Capitol countered with *The Beatles' Story*.

When Capitol finally gained control of the complete Beatles EMI catalog, they requested copies of the master tapes from Great Britain and waited until early 1965 to release *The Early Beatles* – an album that contained most of the British *Please Please Me* LP. This was essentially the Vee-Jay album, with "Misery" and "There's a Place" missing.

In October of 1965, after the release of the Help! film, Capitol chose to release the four singles that had previously been issued by Vee Jay as part of their Oldies line. These came out in the form of four-and-one-half singles from Capitol. Since "Misery" was not on the *Early Beatles* album, the only way to get it from Capitol was to buy one of the new singles. These singles, part of the *Star Line*, were available only briefly.

## The Fakes Begin

While Vee Jay and Swan were still producing Beatles records, there was certainly no need for anyone to make "pirate," "counterfeit," or "fantasy" records on those labels. However, during the late 1960's demand arose for Beatles records on those two labels. Counterfeiters filled that void, making knock-off copies of *Introducing the Beatles* and of the Swan "She Loves You" single. The 1970's and '80's saw even more counterfeits being circulated.

## Even Later

Twenty years later, Capitol reissued "Twist and Shout"/"There's a Place" in stereo, in association with the film Ferris Bueller's Day Off, in which the a-side was featured. The single nearly made it into the top 20.

Twist and Shout/There's a Place Capitol PB-5624  
white label promo.

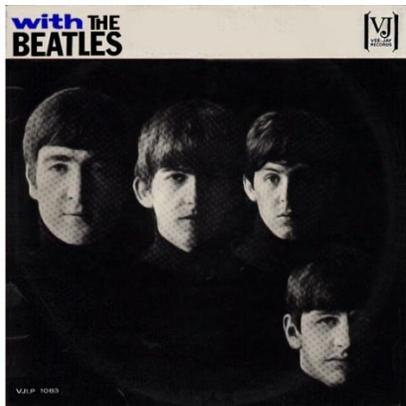
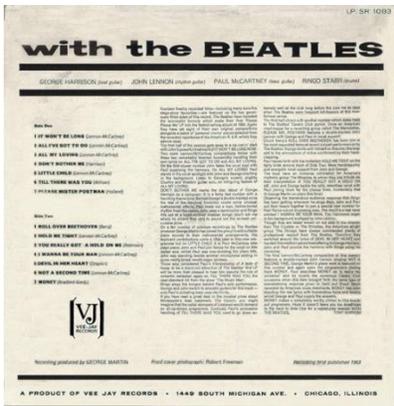
Twist and Shout/There's a Place Capitol B-5624  
black rainbow label

This was reissued on the 'new purple label' in 1988.

You will find the MGM and Atco releases of the Beatles' recordings for Polydor with Tony Sheridan material in [an article devoted entirely those recordings](#).

The colorful association of the Beatles with Vee Jay (and Swan) often confuses the collector/fan. If Beatles fans complain that the EMI affiliates profited financially by releasing copious Beatles' records, no one did a better and more successful job at that than Vee Jay. Deprived of their chance for success before Beatlemania, they got every dime out of the Beatles in the year that followed.

What might it have been like had Vee Jay been able to pay their royalties? Might Vee Jay and not Capitol have become the company in the United States with "first refusal" over Beatles recordings? It's possible...but we'll never know. Maybe they would have been rescued from bankruptcy, issuing every Beatles record from *With the Beatles* through *Let It Be*. Or maybe not.



## About the Scarcity Index

I have introduced a Scarcity Index to indicate the relative rarity of records. The rating ranges from 1 to 10, with 1 being "very common" and 10 indicating that fewer than 30 copies are known to exist.

SI	Descriptor	Approximate Frequency of Sale	Estimated Number Extant
1	Extremely Common	2+ times per week	Approximately 1,000,000+
2	Very Common	Once per week	Approximately 300,000
3	Common	Once per 2 weeks	Approximately 100,000
4	Relatively Common	Once per month	Approximately 30,000
5	Average	Once per 2 months	Approximately 10,000
6	Uncommon	Once per 4 months	Approximately 3000
7	Scarce	Once per 6 months	Approximately 1000
8	Rare	Once per year	Approximately 300
9	Very Rare	Once per 2 years	Approximately 100
10	Extremely Rare	Less than 1 per 2 years	1 - 30

With few exceptions, then, all of the Beatles' Capitol and Apple albums "went gold," and original copies can be easily found (although not always in "near mint" condition). Their Scarcity Indices are normally 2, with more common albums like *Meet the Beatles* and *Abbey Road* rating a 1 and slightly less common albums like *The Early Beatles* rating a 3. With the exceptions noted above, all of their "successful" albums should be considered plentiful in average grades. On the other hand, some Vee Jay and Swan releases are not very common.

### ***The Beatles Before Capitol***

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