

Brazilian LP Releases

Identification and Price Guide

Updated 06 Fe 18

Every Beatles LP on this list except for *The Beatles* (White Album) should have its cover contained in a plastic bag. Odeon of Brazil normally packaged its LPs, EP's, and compact 33 singles that way.

Dark Blue "High Fidelity" Odeon Label



Of all the labels that officially issued Beatles records during the 1960's, Brazilian Odeon probably experienced the most number of label changes. When the Beatles were first introduced to Brazil in 1964, Odeon was using a dark blue label. Many collectors consider all dark blue labels to be "original" pressings, but this is not the case. For records pressed during 1964, the dark blue label featured a box containing the words "ALTA FIDELIDADE," which translate to "high fidelity."

LP's originally released on this label style	Catalog Number
<i>Beatlemania</i>	MOFB 274
<i>The Beatles Again</i>	MOFB 287
<i>Os Reis do Iê Iê Iê</i> (Hard Day's Night)	MOFB 299

NOTE 1: Of the three LP's from 1964, *Beatlemania* appears to be the hardest to locate in its original pressing, although they are all somewhat difficult to find. *Beatlemania* contains the single tracks "She Loves You" and "I Want to Hold Your Hand." In addition to most of the selections from the UK LP *With the Beatles*, "I Saw Her Standing There" closes the LP.

NOTE 2: *The Beatles Again* is not the same as the US album with the same name. Instead, it is a compilation unique to Brazil. The single tracks "Love Me Do," "Please Please Me," "From Me to You," "I'll Get You," and "Can't Buy Me Love" supplement a selection of songs from *Please Please Me* and *With the Beatles*. The cover is also unique to Brazil.

NOTE 3: The title of the third Brazilian LP is NOT a translation of *A Hard Day's Night*, which is the title of both the film and LP in English-speaking countries. Instead, there is an interesting story behind it. In Brazil, "I Want to Hold Your Hand" and "She Loves You" became so popular

that Rock and Roll was nicknamed "Yeah Yeah Yeah" music. The Beatles themselves were dubbed, "The Kings of Yeah Yeah Yeah" -- i.e., the Kings of Rock and Roll. This is how the title of their third LP translates.

Dark Blue MONO/STEREO Odeon Label



With the advent of 1965, Odeon removed the "high fidelity" box from their records and substituted (on LP's) the word "MONO" or "STEREO". This label continued through the year. It seems that later copies have "MONO" or "STEREO" in thin print without serifs (like the '66 pressings).

LP's released on this label style	Catalog Number
<i>Beatlemania</i>	MOFB 274
<i>The Beatles Again</i>	MOFB 287
<i>Os Reis do lé lé lé (Hard Day's Night)</i>	MOFB 299
<i>Beatles '65 (mono)</i>	MOFB 317
<i>Beatles '65 (stereo)</i>	SMOFB 317
<i>Socorro! (Help!)</i>	MOFB 333

NOTE 1: The second pressings of the Beatles' first three LP's are only slightly more common than the first pressings.

NOTE 2: The *Beatles '65* LP is the equivalent of the UK *Beatles For Sale* album and not the US *Beatles '65* album.

NOTE 3: The *Beatles '65* album, shown as "The Beatles" on the label, is very rare in stereo. The cover has a round yellow "estereofonica" sticker. If the other LP's exist in stereo on this label style, they too are rare.

NOTE 4: The *Help!* album is a unique compilation containing the songs from the film, plus the following singles sides: "I'm Down"; "I Feel Fine"; "Thank You Girl"; "Ask Me Why"; and "PS I Love You."



White Label "Odeon Top" Label



At the beginning of 1966, Odeon changed label styles again, this time switching to a white label without a star but with the new Odeon "boxed letters" logo at the top. Copies can be found without (left) and with (right) an additional statement below the Odeon logo, a statement that emerged sometime in late 1966 or early 1967.

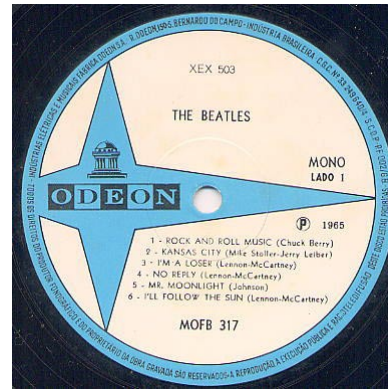
LP's released originally on this label style	Catalog Number	Confirmed?
<i>Rubber Soul</i> , mono	BTL 1001	1966
<i>Rubber Soul</i> , stereo	SBTL 1001	Released 1974?
<i>Revolver</i> , mono	BTL 1002	1966
<i>Revolver</i> , stereo	SBTL 1002	Released 1967?
<i>Collection of Beatles Oldies</i> , mono	BTL 1003	1967
<i>Collection of Beatles Oldies</i> , stereo	SBTL 1003	Released 1974?
<i>Sgt. Pepper's Lonely Hearts Club Band</i> , mono	BTX 1004	1967
<i>Sgt. Pepper's Lonely Hearts Club Band</i> , stereo	SBTX 1004	1967

NOTE 1: Although some online sources report that the LP's before *Pepper* were pressed in both mono and stereo simultaneously, I have never seen stereo copies of *Rubber Soul* (or any earlier record) on the white label with block letters on top. See also Note 3.

NOTE 2: With the new label style came a new numbering system. While the "L" probably stood for "Long Playing" and "B" for "Brazil," the "T" appears to have represented the non-Brazilian music. The singles and EP's also switched to catalog numbers with "BT" in them. This new numbering system was used at least through 1977.

NOTE 3: *Revolver* is known to exist in stereo on the label with the additional statement across the top, but no copies are known to exist on the label without the additional statement. The label without the statement is the original label for the mono *Revolver* album.

White/Red/Black Odeon Star Label With Blocks Logo and White/Blue Odeon Star Label With Blocks Logo



From Fall of 1967, Odeon began using a white, red, and black label with a star outline and "ODEON" in blocks. This label was transitional, lasting only until approximately the end of 1968. No new LP's were issued on this label style, since the *Magical Mystery Tour* LP was not issued in Brazil immediately. The EP set did appear on this label style originally, but since the Beatles switched to Apple in 1968, no original Beatles LP's came out on the white/red/black label with "star". At the same time as the white star label in 1967 came an alternate star label. Corresponding to the red/white star label was a white label with a blue star and the boxed "Odeon" logo.

NOTE: Mono reissues of the MOFB- prefixed LP's were also available on the "star" label style with blocks and generally sell for \$30 to \$40 each.

LP's released on this label style	Catalog Number	Red/White or Blue/White
<i>Beatlemania</i>	MOFB 274	Blue/White
<i>The Beatles Again</i>	MOFB 287	Blue/White
<i>Os Reis do lé lé lé (Hard Day's Night)</i>	MOFB 299	Blue/White
<i>Beatles '65 (mono)</i>	MOFB 317	Blue/White
<i>Beatles '65 (stereo)</i>	SMOFB 317	??
<i>Socorro! (Help!)</i>	MOFB 333	Blue/White
<i>Rubber Soul, mono</i>	BTL 1001	Red/White
<i>Revolver, mono</i>	BTL 1002	Red/White
<i>Collection of Beatles Oldies, mono</i>	BTL 1003	Red/White
<i>Sgt. Pepper's Lonely Hearts Club Band, mono</i>	BTX 1004	Red/White

Red/White or Blue/White Star Label



The star label of the late 60's was followed in 1971 by an almost identical label having the older-looking Odeon logo. It too is found in both red/white and blue/white styles. One subtle difference with the new logo is that the word "ODEON" is fully capitalized; on older records only the first letter was capitalized. Since the Beatles had switched to Apple (and then broke up), no *new* Beatles LP's were issued on either of the above label styles. However, every one of the earlier records is more common on the "star" labels than on the original 1960's styles. They sell for approximately \$25 each on either of the "star" label styles.

These are the most common label variations. Many collectors propose that the label style dates to the mid-1960's; however, non-Beatles releases on Odeon occur on the star label styles from about 1967 until the end of 1971. All in all, the "star" label took Odeon into the 1970's. By 1971, stereo was the mode of choice in Brazil, and so most of the LP's became available in Brazil in stereo -- although some of it was rechanneled stereo. In 1974, the stereo (yellow label) reissues replaced the mono reissues; prior to that time, yellow label mono copies were still the norm. In 1975, a decision was made to eliminate the Brazil-only releases and to replace them with the British albums.



Apple Label (With Cursive Print)



In 1968, the Beatles switched to the Apple label. The albums on Odeon did not switch to Apple in Brazil but remained on Odeon -- see above. Eventually (1977-8), Brazil became part of EMI's common EEC numbering system. Copies with the 31C- prefix did not come out until then. The first apple label, above, has the print around the rim of the label in cursive (script). Later on, the rim print was changed to a block printed style (below). Notice that by that time the Brazilian catalog number had been removed.

LP's released on this label style	Catalog Number
<i>The Beatles, mono</i>	BTX 1005/6
<i>The Beatles, stereo</i>	SBTX 1005/6
<i>Yellow Submarine, mono</i>	BTL 1007
<i>Yellow Submarine, stereo</i>	SBTL 1007
<i>Abbey Road, mono</i>	BTL 1008
<i>Abbey Road, stereo</i>	SBTL 1008
<i>Hey Jude!, mono</i>	BTL 1009
<i>Hey Jude!, stereo</i>	SBTL 1009
<i>Let It Be, mono</i>	BTL 1013
<i>Let It Be, stereo</i>	SBTL 1013
<i>Beatles Forever, mono promo</i>	BTL-1017
<i>Beatles Forever, stereo</i>	SBTL-1017



NOTE 1: *Magical Mystery Tour* was not released as part of the SBTL series in 1972, but came out in 1976 or later with a new number.

NOTE 2: Many of the later mono albums generally sell for more money even though they are not particularly rare. This is because LP's after *The Beatles* were not released in the US in mono, and LP's after *Yellow Submarine* were not available in England in mono. All Brazilian Apple albums through Paul's *Ram* LP were pressed in mono. A mono copy of *Ram* is in demand and might sell for \$750 in NM condition. A few later LP's, such as John's *Imagine* (BTL-1016) and *Beatles Forever*, were issued in mono as promotional records; the regular releases were in stereo.

NOTE 3: The Brazilian *Beatles Forever* was issued in other countries as *Por Siempre Beatles*, which means the same thing. The Brazilian LP has an unusual song edit: the words "in Summer" are missing from the middle of "Penny Lane."

A Word About Condition

The **condition** of a record is all-important as to determining its value. The values shown are drastically reduced for lesser condition copies, as shown below:

Near Mint, or NM, condition records are unscratched. If the label has stickers or tape, this must be noted. Essentially, they look like they just came from the store.

Very Good Plus, or VG+, condition records will have very few scratches. Without close inspection, they might pass for Near Mint copies. A VG+ record normally sells for half what a NM copy goes for.

Very Good, or VG, condition records have a fair amount of scratches, but they by no means appear "beat up". A VG condition record normally sells for one fourth of the NM price.

Very Good Minus, or VG-, condition records are starting to appear quite scratched. Still, when played, they play through, although the surface noise is becoming distracting. Many singles are commonly found in this condition. A VG- condition record normally sells for one sixth of the NM price.

Good, or G, condition records look scratched--basically all over, but they'll play through well enough to enjoy the song. A G condition record sells for one tenth of the NM price. [Some dealers also use a grade of G+, which sells for one eighth of the NM price.]

Fair, or fr, condition records are generally worthless unless the record is rare. They're scratched up and have distracting surface noise, but they're not completely ruined. No chips missing, and not cracked. They sell for one twentieth of the NM price or less.

Poor, or pr, condition records are basically ruined. They may be warped, cracked, chipped, or otherwise unsuitable for collecting. Most collectors only accept poor condition copies of something really rare until a better one comes along. They're virtually worthless.

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