

## Hey Jude

First Appearance in trade magazines: March 7, 1970

### Label as1

Apple

SW-385

Apple label with "MFD. BY APPLE" on the sliced side.

The original catalog number, SO-385, is shown on the labels. The title on the label is the album's original title: *The Beatles Again*.



Factory: Scranton (as1S)

STEREO is in small round print. The title runs across the top of the label on side one. The title is on one line on side two – in the upper left.

Factory: Jacksonville (as1J)

STEREO is in a thinner typeface. The title runs across the top of the label on both sides.

Factories: Scranton, Los Angeles, Jacksonville, Winchester (as1L)

STEREO is in small round print. The title runs across the top of the label on side one. The title is on two lines on side two – in the upper left.

A lot of these labels were made, so it is the most common pressing of the LP.



### Possible covers:

Commercial cover with blue added to Paul (and George).

Commercial cover with Paul mostly black.

These 2 color variations were out at the same time, and from the beginning. Both were sent to other countries as well, appearing on their versions of *Hey Jude*.

**Stickers:**

**S1:** 5" x 2" sticker with "Hey Jude" in thin print, and in quotation marks that lack serifs.

1a: Print is basically red

1b: Print is lavender

1c: Print is dark blue-violet



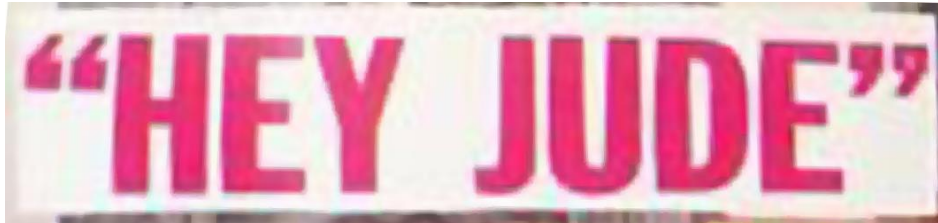
**S2:** 5" x 2" sticker with "Hey Jude" in thin print, and in quotation marks with serifs.



**S3:** 10" x 2" sticker with "Hey Jude" in wider print, and in quotation marks that lack serifs.



**S4:** 10" x 2" sticker with "Hey Jude" in wider print, and in quotation marks with serifs.



**S5:** Smaller square sticker promoting the album as a "greatest hits" collection. Blue print.



**There are many counterfeit stickers.** Most copies appearing in online auctions are counterfeit.

**Label asc1**

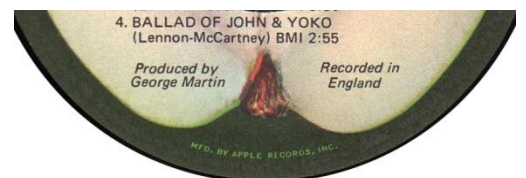
**Apple**

**SW-385**

Apple label with "MFD. BY APPLE" on the sliced side; the "Capitol logo" subsidiary print has been blacked out.

SO- prefix on the label.

Factory: Jacksonville (round print)



Possible covers:

Commercial cover with blue added to Paul (and George).

Commercial cover with Paul mostly black.

**Label as2**

**Apple**

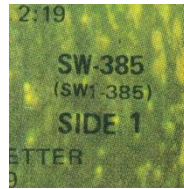
**SW-385**

Apple label with "MFD. BY APPLE" on the sliced side.

The new catalog number, SW-385, is shown on the labels. The title on the label is the album's original title: *The Beatles Again*.

Factory: Scranton, Los Angeles, Jacksonville, Winchester

STEREO is in small round print. The title runs across the top of the label on side one. The title is on two lines on side two – in the upper left.



Possible covers:

Commercial cover with blue added to Paul's image.

Commercial cover with Paul mostly black.

**Label as3**

**Apple**

**SW-385**

Apple label with "MFD. BY APPLE" on the sliced side.

The title on the label is *Hey Jude*.

Factory: Scranton, Los Angeles, Jacksonville, Winchester

Possible covers:

Commercial cover with blue added to Paul's image.

Commercial cover with Paul mostly black.



**Label ac1**

**Capitol/Apple**

**SW-385**

Apple label with Capitol logo on the sliced side.

Factory: Jacksonville



**Label af1**

**Apple**

**SW-385**

Apple label with "MFD. BY APPLE" on the full side

Factory: Los Angeles

Label is flat. (1971-5)

Factory: Jacksonville

Label is flat. (1971-5)



Factory: Winchester

Label may be flat or glossy. (1971-3, 1974-5)

Copies pressed in 1974-5 have "Mastered by Capitol" in the matrix.

### Label as4

Apple

SW-385

Apple label with "MFD. BY APPLE" on the sliced side

Dark background; glossy label

Factory: Winchester

Possible covers:

Cardboard cover, with or without RIAA seal.



### Label ar

Apple

SW-385

Apple label with rights information on one or both sides.

Factory: Los Angeles

Rights information appears below the manufacturing statement in the rim text.

Factory: Los Angeles

Rights information appears in black across the label, near top

Factory: Jacksonville

Rights information appears in the rim around the right side of the label.

Factory: Winchester

Rights information appears below the manufacturing statement in the rim text.

Possible covers:

Cardboard cover, with or without RIAA seal.



## Cap 'Jude' Campaign

HOLLYWOOD—Capitol has launched a massive ad campaign in support of the Beatles new album, "Hey Jude," already certified as a gold record.

Trade and consumer advertising, national radio buys, billboard, dealer co-op advertising and numerous in-store displays, including a specially designed hanging merchandiser, make up Capitol's advertising plan bolstering "Hey Jude"—an album drawing over two million in advance record orders and nearly one million for tape.

**Label 72r**

**Capitol**

**SW-385**

Orange label with rights disclaimer

Factories: Los Angeles, Jacksonville, Winchester, PRC

Large side number on both sides.

Factories: Jacksonville, Decca Pinckneyville

STEREO in round letters at left.



Possible covers:

Cardboard cover, with or without RIAA seal (sc1 or sc2).

Posterboard cover with Capitol logo on the back (sc3).



**Label 78**

**Capitol**

**SW-385**

Purple label with large logo

Factory: Los Angeles, Jacksonville, Winchester, Goldisc

Posterboard cover.



**Label 83**

**Capitol**

**SW-385**

Rainbow label with print in color band and SW- price code.

Factories: Los Angeles, Jacksonville, Winchester, Specialty

Posterboard cover without RIAA seal and Capitol logo (sc4).



Label 83J

Capitol

SJ-385

Rainbow label with print in color band and new price code.

Factories: Los Angeles, Jacksonville, Winchester, Specialty

Posterboard cover without RIAA seal.

Shading in Paul's outfit:

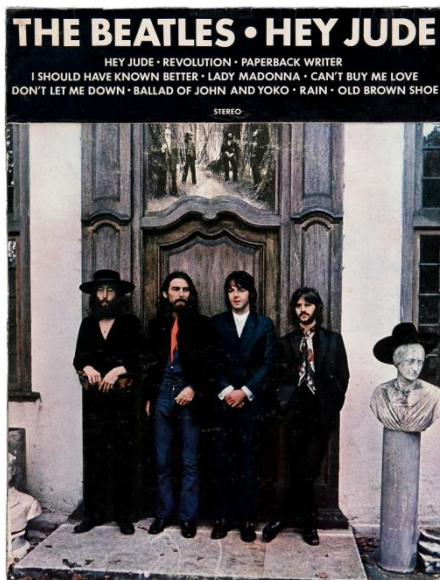
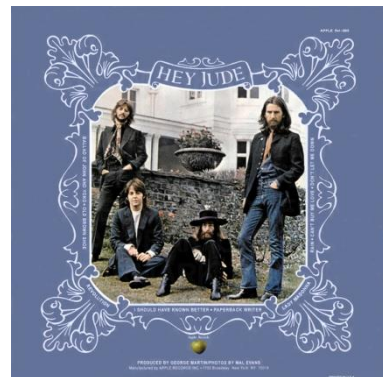


## Artistic Designs:

There were three cover designs prior to the final one that appears on the LP. At first the album was entitled *Beatles Again* and had a catalog number of SO-385. Capitol's art department chose photographs from the band's most recent photo shoot and chose the photograph in which John and Paul are seated as the front cover to the LP. The title – missing the word "The" – appears over the flower pot.

At that point they decided to reverse the cover photographs, making the photograph of the band standing into the front cover. They placed a border around the back-cover photograph and colored it magenta; the spine of the album is also in magenta. This is the only one of the three designs for which they made completed covers. Then the prefix was changed to SW, and shortly thereafter the album title was changed to *Hey Jude*. Being somewhat dissatisfied with the magenta cover, they redesigned it entirely – placing "Hey Jude" at the top and listing the other titles around the photograph in a fancy border.

After determining that the photography credit was doubtful, they scrapped the fancy border design and went with the design from the magenta cover – this time in black. That wound up being the final cover design. Since there had been no print run of any of the unused cover designs, there are no commercial copies with any of the designs. However, since the printers had already printed labels with the *Beatles Again* title, Capitol used them.



This Wk.	Last Wk.		Wks. on Chart
April 4	Mar. 28		
1		<b>HEY JUDE</b> The Beatles—Apple SW 385	5
2	2	<b>BRIDGE OVER TROUBLED WATER</b> Simon & Garfunkel—Columbia KCS 9914 (4,8,C,R)	8