

Let it Be

First appearance in trade magazines: May 16, 1970

Label af1

Stereo

AR-34001

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

The author credit for "Maggie Mae" reads PD – indicating only that the song is in the public domain.

Factories, Scranton, Los Angeles, Jacksonville, Winchester

Label may be glossy (Scranton) or flat (others).

Possible covers:

Gatefold cover.

Gatefold cover with round promotional sticker.



MAGGIE MAE (P. D.) - :39

Label af2

Stereo

AR-34001

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

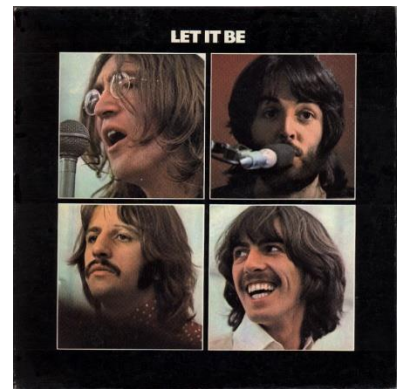
The author credit for "Maggie Mae" gives arrangement credit to the four Beatles.

Factories, Scranton, Los Angeles, Jacksonville, Winchester

Label may be semi-glossy (Scranton) or flat (others).

Gatefold cover.

MAGGIE MAE (P. D. arr. Lennon, McCartney, Harrison, Starkey) BMI - :39



The album was out of print for several years. Apparently, United Artists' arrangement was with Apple and was limited in its scope.

Beatlemania Returns As 'Let It Be' Clicks

By IAN DOVE

NEW YORK—Beatlemania—this time in the form of increased productivity from the group and individual members and in booming sales figures for Beatle product—is still alive and kicking. Beatles' business manager, Allan Klein, revealed that 3.2 million copies of the group's "Let It Be" album had been shipped in 13 days. At No. 2 on the Billboard album chart, this week, it jumped from 104. Another Apple album, "McCartney," by Paul McCartney, retains the top spot.

According to Klein, "Let It Be" is already the fourth best selling Beatle album. The list is headed by "Abbey Road" (about 5 million, said Klein), followed by their first ever U.S. album, "Meet the Beatles" (4.3 million) and "Hey Jude" (3.3 million). In fifth place, behind "Let It Be," is "Sgt. Pepper," usually regarded as the biggest Beatle seller (2.7 million).

Cap, UA Praised

Klein praised the resources of both Capitol and United Artists in contributing to the success of the "Let It Be" album. "We used Capitol's manufacturing facilities to press 4 million—a million ahead, which is the risk that Apple takes—We drop shipped an initial 2.7 million around 60 percent to major distributors and the rest to UA depots. We get daily information on key retail movement across the country so we know pretty quickly how things are shaping up."

"We have airplay in 40 percent of the country and with the film on release we managed to create the excitement of the release which is so important."

"We are now in a position of discussing what the potential sales of a Beatle album is, in a country of 200 million I don't know—I reckon they should sell 20 million. But I do know that right now we have coordination. We are maximizing their potential."

Klein has figures for other Beatle albums that were tied in—as is "Let It Be"—with films: "A Hard Day's Night" (2.5 million), "Help!" (1.5 million), "Magical Mystery Tour" (2 million) and "Yellow Submarine" (700,000).

Klein claims that the restructuring of Apple, freeing the Beatles from business duties, is the reason for the increased flow of material from the group. In the last 12 months the group has brought out five singles and three albums. Klein estimates the sales for that year at 13 million units in the U.S.

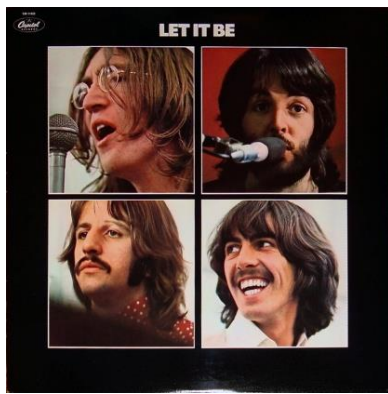
"This control they have in their own product is a spur to productivity," he said. "The incentive to call their own shots means a lot. John Lennon finished 'Instant Karma' on a Friday and the record was in the shops the following Thursday. This is a great incentive to making records."

Klein has reassurance for those surprised at the sales figures for the "Sgt. Pepper" album: "It is still selling a regular 50,000 copies a month. The Beatles catalog is also very strong."

LET IT BE — Beatles — Red Apple 34001

On first hearing, the most powerful songs on the new Beatles album are "Let It Be" and "Get Back," both of which, of course, the public has already heard as hit singles. Another number, "The Long And Winding Road," a ballad sung by Paul, has just hit the singles charts. The rest of the LP is comprised of songs that do not hit hard at first, but, knowing the Beatles, probably will enchant after a few listens. Whatever we do or do not think, the LP will be #1.





Label 78

Stereo

SW-11922

Purple label with large logo

Factory: Los Angeles, Jacksonville, Winchester, Goldisc

Posterboard, single-pocket cover. The images that had been inside the gatefold cover now appear on the album's inner sleeve. Early copies came with a poster of the album cover.



Label 83

Stereo

SW-11922

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

Factories: Los Angeles, Jacksonville, Winchester, Specialty

Posterboard, single-pocket cover.

With inner sleeve and poster.

Some copies have a narrow "1" on side 1; others have a wide "1."



Label 88

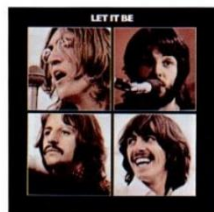
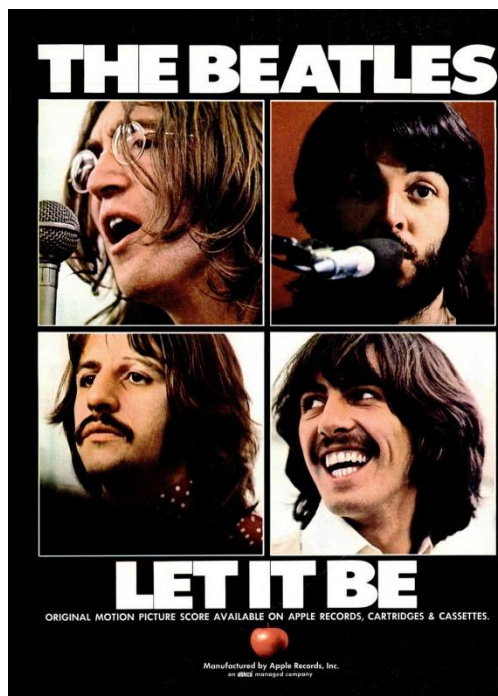
Stereo

SW-11922

Purple label with small logo

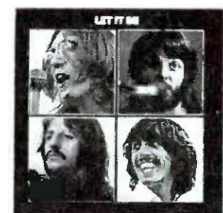
Factory: Specialty

Posterboard, single-pocket cover.



POP
BEATLES—
Let It Be.
Apple AR 34001

The Beatles' latest LP serves as the soundtrack of the forthcoming film, "Let It Be," and, as produced by Phil Spector, gives the impression of a live performance. Included are previous winners "Let It Be," "Get Back," the new single, "Long and Winding Road" b/w "For the Blue" and among the previously unheard material, the best are "I Me Mine," "I've Got a Feeling" and "Across the Universe."



The Beatles' long-awaited "Let It Be" package is here and shows every sign of being their biggest, with the movie as a sales aid (Apple AR 34001).