

**Sgt. Pepper's Lonely Hearts Club Band**

First appearance in trade magazines: June 3, 1967

**Label 62-01**

**Mono**

**MAS-2653**

First pressing – The title of the second song on side one is shown on the label as “A Little Help From My Friends.”



**62-01S** (Keystone print)

Factory: Scranton



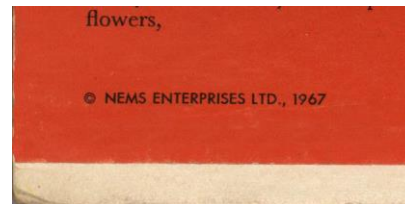
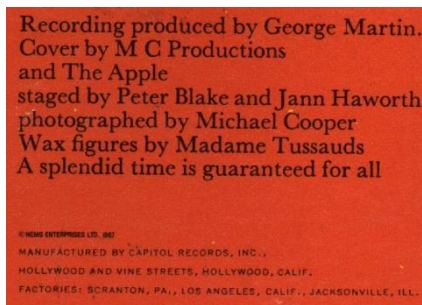
Possible covers:

“FREE” punch, Scranton

Cover does not mention NEMS.

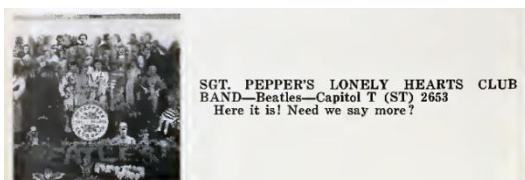
Cover has NEMS in “micro print.”

Cover has NEMS at lower left.



**62-01L** (Bert-Co print)

Factory: Los Angeles



**13 TRACKS ON BEATLES' LP**

LOS ANGELES — The Beatles' new LP, "Sgt. Pepper's Lonely Hearts Club Band," will feature 13 tracks, 12 original tunes and a reprise of the title tune on Side 2. The LP, which has already exceeded 1 million advance orders, according to the label, goes into world-wide release Thursday (1). The double-fold LP jacket contains the lyrics to all the tunes.



Possible covers:  
 "PROMO" punch, Los Angeles  
 Cover does not mention NEMS.  
 Cover has NEMS in "micro print."

62-01J (Jacksonville in-house)  
 Factory: Jacksonville

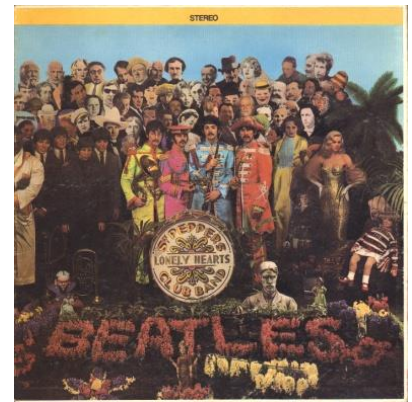


Label 62-01

Stereo

SMAS-2653

First pressing – The title of the second song on side one is shown on the label as "A Little Help From My Friends".



62-01S (Keystone print)  
 Factory: Scranton



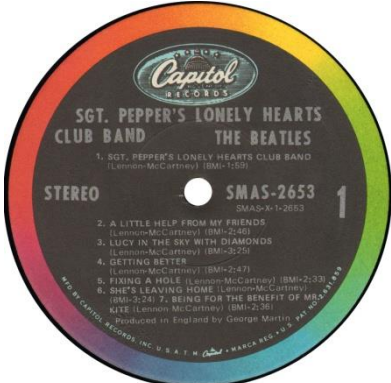
Possible covers:  
 Cover does not mention NEMS.  
 Cover has NEMS in "micro print."

62-01L (Bert-Co print)  
 Factory: Los Angeles

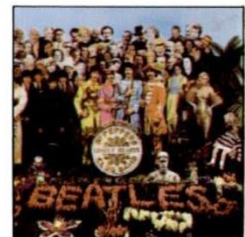


Possible covers:  
 Cover does not mention NEMS.

62-01J (Jacksonville in-house)  
 Factory: Jacksonville



**POP SPOTLIGHT**  
**SGT. PEPPER'S LONELY HEARTS CLUB BAND**  
 Beatles, Capitol MAS 2653 (M); SMAS 2653 (S)  
 This inventive album by the inventive Beatles should zoom to the top of the charts in short order. In addition to the title songs, which is reprinted, top cuts include "Getting Better," "Fixing the Hole," and "Good Morning," George Harrison's "With- in You Without You," with its strong Indian influence is another gem.



The Beatles keep trying new things and with "Sgt. Pepper's Lonely Hearts Club Band," they score in quite a few bags (Capitol MA/MAS 2653).

**Label 62-02**

**Mono**

MAS-2653

Second pressing – The title of the second song on side one is shown on the label as “With a Little Help From My Friends.”

**62-02S** (Keystone print)

Factory: Scranton (semi-glossy labels)



Possible covers:

Cover does not mention NEMS.

Cover has NEMS in “micro print.”

Cover has full NEMS and Maclen information.

**62-02L** (Bert-Co print)

Factory: Los Angeles



Possible covers:

Cover does not mention NEMS.

Cover has full NEMS and Maclen information.

**62-02J** (Jacksonville in-house)

Factory: Jacksonville (not known to exist)

**Label 62-02**

**Stereo**

**SMAS-2653**

Second pressing – The title of the second song on side one is shown on the label as “With a Little Help From My Friends.”

**62-02S (Keystone print)**

Factory: Scranton (flat or semi-glossy labels)



Possible covers:

Cover does not mention NEMS.

Cover has NEMS in “micro print.”

Cover has full NEMS and Maclen information.

**62-02L (Bert-Co print)**

Factory: Los Angeles



Possible covers:

Cover does not mention NEMS.

Cover has full NEMS and Maclen information.

HOLLYWOOD—Capitol Records has announced the release of a total of 33 albums for the month of June.

Highlighting the release is the Beatles' 12th LP for the label, "Sgt. Pepper's Lonely Hearts Club Band." With advance sales already in excess of 1,000,000 units, the "Lonely Hearts" package will qualify for an RIAA gold record award on the day of its release. The set contains 13 tracks—12 Beatles-penned originals, with a reprise of the opening title tune on side 2. Lyrics to all 13 tracks are printed on the back of the album jacket. The front of the jacket, designed by M. C. Productions, contains a montage of famous faces standing classroom-style (15 abreast) in separate rows above the Beatles. The Beatles themselves, outfitted in multi-colored marching band regalia and sporting, for the first time, full-blown moustaches and long sideburns, are at bottom center. Standing to their immediate right are Madame Tussaud's life-size wax replicas of the foursome. In addition to the title tune, the set includes such selections as "Lucy In The Sky With Diamonds," "Fixing A Hole," "Being For The Benefit Of Mr. Kite," and "Within You Without You."

62-02J (Jacksonville in-house)

Factory: Jacksonville



Label 02J(i) has the album title on a single line.

Label 02J(ii) has the album title on two lines with "Sgt. Pepper's" as the top line.

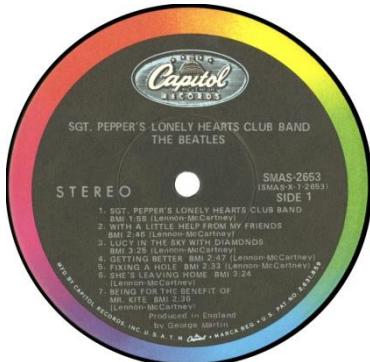
Possible covers:

Cover has NEMS in "micro print."

Cover has full NEMS and Maclen information.

62-03L (small print)

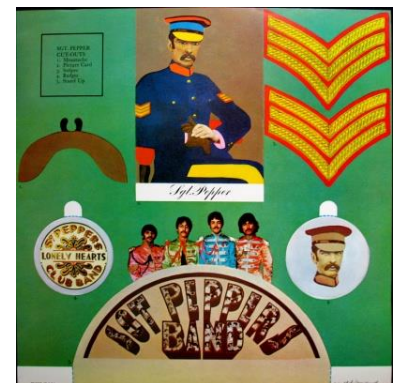
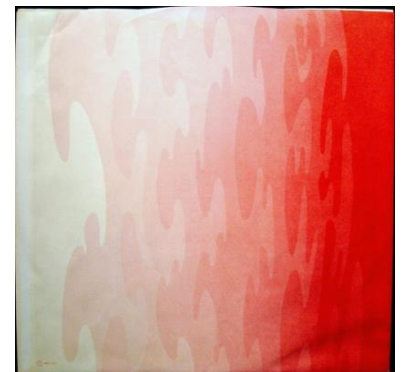
Factory: Los Angeles



Possible covers:

Cover has full NEMS and Maclen information.

Copies pressed in 1967 and early 1968 had a custom red/pink/white inner sleeve. Although at first the inner sleeve resembles the British sleeve, the color transitions are different. All copies feature a set of cut-out inserts. Some of the cut-out inserts found with the first-issue LP's were printed on thin, glossy paper (similar to cover stock); most copies appear on thicker paper stock.



**Label 62x**

Stereo

SMAS-2653

Rainbow label with subsidiary information above color band.

STEREO in small, round print

Factories: Scranton (semi-glossy), Los Angeles (flat label)

Unusual typeface

Factory: Jacksonville

Possible covers:

Normally-folded cover with full NEMS and Maclen information.

Reverse-folded cover without yellow bar at top (known only with Jax).



**Label 69**

Stereo

SMAS-2653

Lime green label with "C" logo.

STEREO (69S)

Factories: Los Angeles, Winchester

Stereo (69L)

Factories: Los Angeles, Winchester

Unusual typeface

Factory: Jacksonville (69J)



Label may have "TM" next to the Capitol logo, or may have ® under the "I" of "Capitol."



**Label ac**

Stereo

SMAS-2653

Apple label with Capitol logo

Factory: Los Angeles

Factory: Jacksonville

Factory: Winchester



**Label af**

Stereo

SMAS-2653

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

Factory: Los Angeles (flat or semi-glossy)

Factory: Jacksonville

Label may be glossy and yellowish or flat.

Factory: Winchester (flat or semi-glossy)

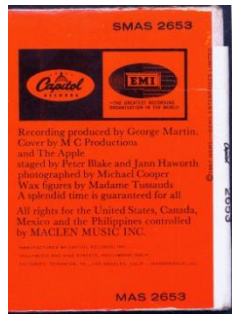
Copies pressed in 1974-5 have "Mastered by Capitol" in the matrix.

Possible covers:

Normally-folded cover with full NEMS and Maclen information.

Reverse folded cover with yellow bar at top (c. 1974). These show the SMAS catalog number at the top on the back, and the MAS (mono) number at the bottom.

Reverse-folded cover without yellow bar at top (1974-1975).



**Label as**

Stereo

SMAS-2653

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

Factory: Winchester





**Label ar**

Stereo

SMAS-2653

Apple label with rights information on one or both sides.

Rights information appears across the label in black.

Factories: Los Angeles, Jacksonville

Rights information appears below the manufacturing statement in the rim text

Factories: Los Angeles, Winchester

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

Factory: Jacksonville



**Label 72r**

Stereo

SMAS-2653

Orange label with rights disclaimer

Factory: Los Angeles

"Capitol" at bottom has a greenish tint, compared to tan for Winchester.

Factory: Winchester

Factory: Jacksonville

Stereo at right

Stereo at left, some titles above spindle hole

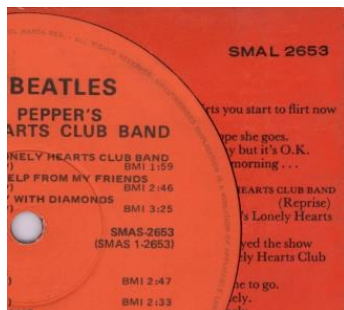
Side number at left (as LA/Winchester)

Possible covers:

Reverse-folded cover without yellow bar at top.

Posterboard cover with SMAL- prefix.

Posterboard cover with SMAS- prefix.



### Label 78

Stereo

SMAS-2653

Purple label with large logo

Factory: Los Angeles

Factory: Jacksonville

Factory: Winchester



### Label 83

Stereo

SMAS-2653

Rainbow label with print in color band.

Factory: Los Angeles

Factory: Jacksonville

Factory: Winchester

Factory: Specialty



### Centerpiece

At that point "Sgt. Pepper" was just one of twelve new compositions in line for inclusion on The Beatles' first album of 1967. A couple of weeks later the group began to think of tentative program titles for the finished production. Gradually they began to talk in terms of making "Sgt. Pepper" the centerpiece of the whole thing — a sort of *Lonely Hearts Club Band Show* which would open up with the "Sgt. Pepper" number and, eventually, get back to the same song towards the end.

From here on everything was based on this theme. Instead of being "banded" or broken up into individual tracks, the album would be virtually continuous with no more than a split second of silence between the end of one item and the beginning of the next one. In fact "Sgt. Pepper" runs straight thru into Ringo's solo vocal called "With A Little Help From My Friends," the instrumental link being provided by producer George Martin playing the organ!

### Repeat

"Audience reaction" noises were put in behind the "Sgt. Pepper" number, giving an effect resembling that of a live show recording. And before the very last number on Side Two there's a repeat performance of "Sgt. Pepper's Lonely Hearts Club Band" with the same tune, different words, no horn quartet but everyone joining in the vocal and more audience sounds superimposed upon the finished recording.

