

## The Beatles

First appearance in trade magazines: November 30, 1968



### Label ac1

Stereo

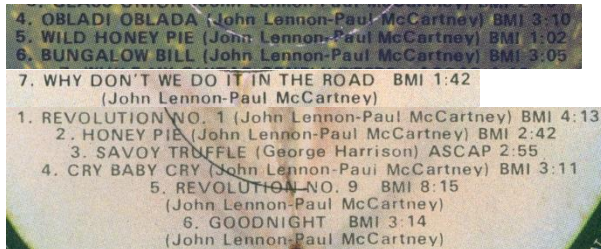
SWBO-101

Apple label with Capitol logo on the sliced side.

There are six spelling errors found on sides 1, 2, and 4 that were corrected on later copies of the LP. These are:

	Spelling Reads	Should Read
Side One	Obladi Oblada	Ob-La-Di Ob-La-Da
Side One	Bungalow Bill	The Continuing Story of Bungalow Bill
Side Two	Why Don't We Do it in the Road	Why Don't We Do it in the Road?
Side Four	Revolution No. 1	Revolution 1
Side Four	Revolution No. 9	Revolution 9
Side Four	Goodnight	Good Night

Since the first label and the second label (below) were available together from the day that the record went on sale, it is easy to find albums with "mismatched" labels. A true first pressing will have all of the errors.

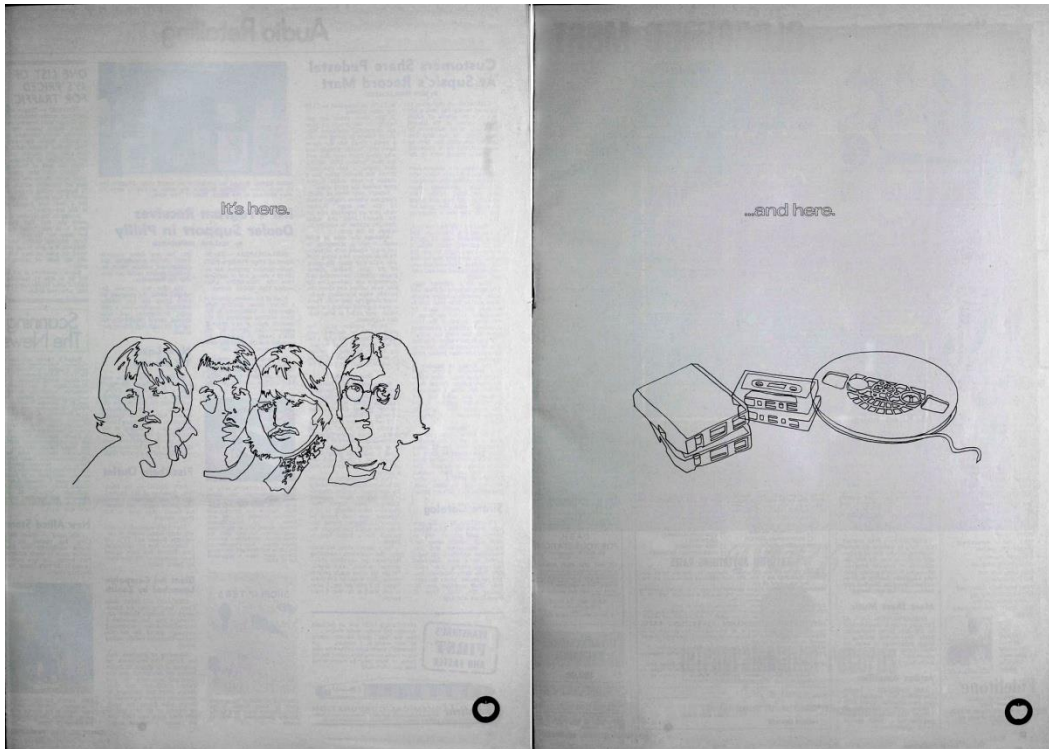
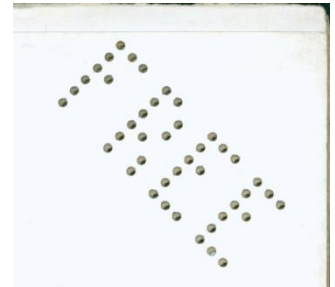


A seventh spelling error is found on side two. This misspelling shows “Rocky Raccoon” as “Rocky Racon.” That misspelling went uncorrected until the 1995 reissue of the album. Therefore, it is found on every copy with the catalog number SWBO-101.

Possible **covers**:

Promotional cover with “FREE” punch (Los Angeles).

Commercial cover – see below.

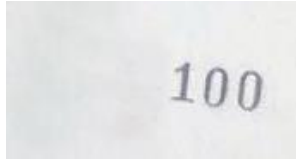


The White Album was released originally with an outer wraparound made from coated paper stock. On the front cover “The BEATLES” was embossed (raised). Also on the front cover, an individual sequence number was stamped by machine in gray print. All early covers have the catalog number by itself in the lower left corner of the inside front cover.

The numbering scheme varied by printer, and therefore by factory, as indicated on the following page. Reportedly, there were twelve copies of Number One distributed to the Beatles themselves, to some friends, and to Capitol Records officials. Copies numbered 2 through 25 were also given to friends of the Beatles and to Capitol employees.

**Number Interval**

001 to 100

**Factory**

Los Angeles

**Numbering Scheme**

Three-digit number with no additional lead zeros  
 Note: I have personally seen number 100. Bruce Spizer has number 027 in his own collection.  
 Perhaps a brief test of the numbering machines.

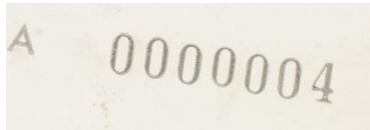
A0000001



Scranton

Leading "A" immediately preceding number  
 This was a commemorative printing.

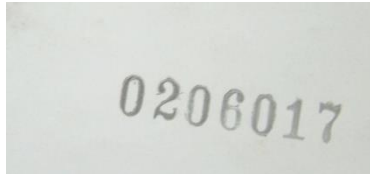
A 0000001 to A 0000025



Los Angeles

Leading A followed by space, then the number.  
 These copies were Christmas presents from Stan Gortikov (December 1968).

0000001 to about 0215000

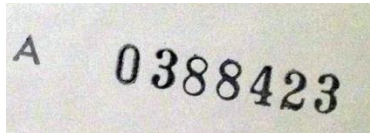


Los Angeles

Number with lead zeros and no prefixing

True first printing from Bert-Co (LA).

0215001 to about 0580000



Los Angeles

Leading A followed by space, then the number

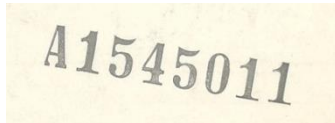
0580001 to 1380000



Jacksonville

Leading character is a large dot.

A1380001 to A2010000+



Scranton

Leading "A" immediately preceding number

True first printing from Scranton.

The "first batches" of numbers appear to have been assigned something like this...

0000001 to 0580000 Los Angeles

0580000 to 1380000 Jacksonville

1380000 to 2000000 Scranton

At around A2000000 the first pressing of the album ended, and new numbers needed to be assigned. In theory, none of these higher numbers should have the first label style (above), but

since the records were not paired with covers in the order that they were pressed, anything is possible in that regard.

**Label ac2**

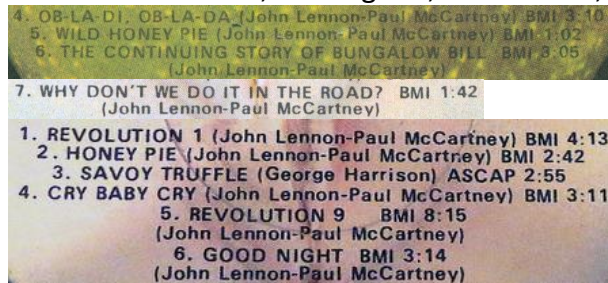
**Stereo**

**SWBO-101**

Apple label with Capitol logo on the sliced side.

The six spelling errors have been corrected.

Factories: Scranton, Los Angeles, Jacksonville, Winchester



The Winchester plant began pressing copies of the album late in 1969.

Possible covers:

See below (ac3).

**Label ac3**

**Stereo**

**SWBO-101**

Apple label with Capitol logo on the sliced side.

The record number appears on each side.

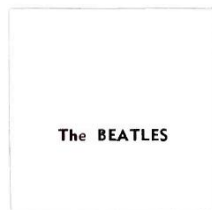
Factories: Jacksonville



Possible covers:

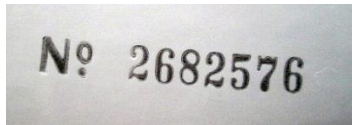
Since the change to the corrected titles occurred immediately, the numbering scheme described above is also true for records with the second set of labels. The third label scheme (ac3) and many of the second labels are also found with "higher numbers."

Number Interval	Factory	Numbering Scheme
2010000+ to 2050000+	Jacksonville	Leading character is a large dot (as above).
< 2070000 to 2460000+	Scranton	Leading "A" immediately preceding number (as above)
2480000 to 2500000	Scranton	No. precedes the number. (See below for photo.)



THE BEATLES—Apple SWBO 101  
 There are many kinds of songs on the Beatles' first Apple LP, a 30 track, 2-record set. A lot of the tunes have easy appeal, and the group should recapture many of its younger fans (without losing its older ones). George Harrison wrote 4 tunes. Ringo contributes 1 (his first recorded solo composition). John Lennon and Paul McCartney, of course, wrote the rest. To make up for the barrenness of the jacket, inside are color photos of each of the Beatles and a poster with a campy montage on one side and the lyrics to the LP's songs on the other.

2500001 to 2680000+ Jacksonville No. precedes the number.

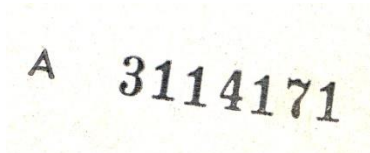


Apparently, the numbering was discontinued prior to the Jacksonville allocation reaching 2,700,000. No numbers are known beginning with 27\*\*\*\*\*.

2800000+ to 3000000 Scranton No. precedes the number



3000001 to 3130000+ Los Angeles Leading A followed by space, then the number



As time passed, new inner liners were prepared mentioning Apple Records next to the catalog number on the inside front cover. A few numbered copies have this print.



### Poster:

The original poster – which seems to be found with all numbered copies of the LP – features a rights statement on the lyrics side. The second line of that statement is \* © Apple Records.

† © All lyrics copyright 1968 for the world by Northern Songs 1 td. England

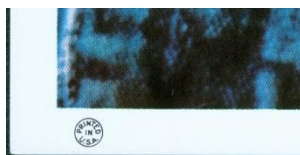
\* © Apple Records

EMI Records  
(The Gramophone Co. Ltd.) Hayes, Middlesex, England



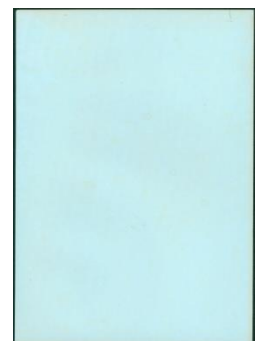
### Pictures:

The four photos – one of each Beatle – have nothing next to the “Printed in USA” logo in the bottom left.



### Tissue Separator:

Many copies of the LP come with a blank piece of paper the size of the photos that was used to separate sets of photos from one another. This tissue separator exists in several different colors.



## Stickers:

Capitol added contents/hype stickers to some copies of the record. Most of these stickers were added directly to the cover, but some stickers (mostly with later records) are found on the shrink wrap. Sticker #3a, being the most common, is also found with some unnumbered reissues.

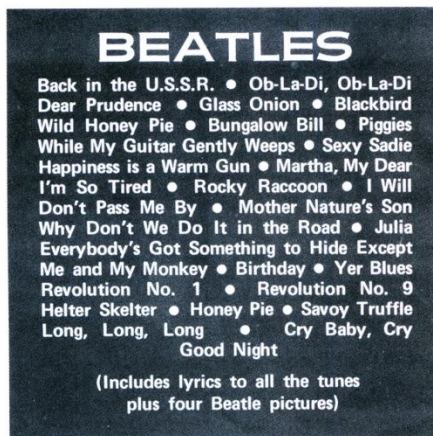
### Sticker S1:

This long sticker, often found with Scranton copies of the LP, advertises the album as new and does not list the song titles.



### Sticker S2:

This rare black sticker is the only one known to use the uncorrected titles to four of the songs. The spelling of "Rocky Raccoon" has been corrected. Also, the titles are not in the same order as the songs are on the LP.



### Sticker S3a:

This is the most common of all of the stickers that accompany the album.



**Sticker S3b:**

This one looks like S3a, but the print is in black.



**Sticker S4a:**

This sticker is usually found with an orange background. It is the next most common (after S3a).



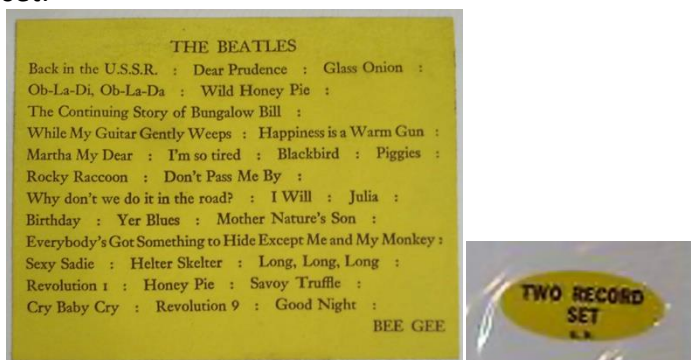
**Sticker S4b:**

Copies of the above sticker with a yellow background are slightly less common.



**Sticker 5:**

This sticker was added to the shrink wrap by a distributor, "Bee Gee Distributors" in Latham, New York. They also added a second (oval) sticker indicating that the album was a two-record set.



**Sticker 6:**

This rare black sticker lists the song titles and reads "DELUXE 2 RECORD SET."



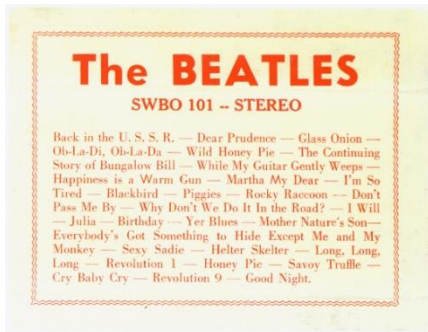
**Sticker 7:**

This rare pink sticker has been found affixed to the cover.



**Sticker 8:**

Another rare sticker...This one has a border.



**Sticker 9:**

Perhaps the most interesting, this rare orange sticker features an apple.





### Label as1

Stereo

SWBO-101

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

Factory: Scranton, Jacksonville, Winchester

The Winchester factory apparently did not press many copies of the Apple label with "Capitol logo" B-side. They began pressing copies of the album with the standard "Apple" information some time in 1970. Winchester copies have seemingly low-numbered matrix information; for example, the matrix may end in "W8." A few copies numbered in the 2,400,000's from Scranton also have the Apple statement on the B-side. A few copies from Jacksonville have numbers in the 2,600,000 range.



### Label af1

Stereo

SWBO-101

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

Factory: Los Angeles

Label may be flat or glossy.

Factory: Jacksonville

Has record numbers on the label.

Factory: Winchester

Label may be flat or glossy.

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



Possible covers:

The inside front cover has an Apple Records copyright next to the catalog number.

The cover is folded "inside out," so that the outer slick is larger. From here on the outer cover is no longer made of coated paper stock.



### Poster:

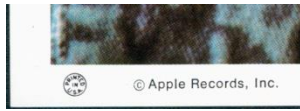
The second poster also features a rights statement on the lyrics side. The second line of that statement is © 1968 Apple Music Publishing Co., Inc.

† © All lyrics copyright 1968 for the world by Northern Songs Ltd. England  
© 1968 Apple Music Publishing Co., Inc.  
EMI Records  
(The Gramophone Co. Ltd.) Hayes, Middlesex, England



### Pictures:

The four photos – one of each Beatle – have an Apple Records copyright next to the “Printed in USA” logo in the bottom left.



**Label as3**

**Apple**

**SWBO-101**

Apple label with “MFD. BY APPLE” on the sliced side

Dark background and later matrices

Factory: Winchester



**Label ar1**

**Apple**

**SWBO-101**

Apple label with rights information on one or both sides.

Factory: Los Angeles, PRC

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 black across the label, near bottom

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:

Cover #2, found with earlier Apple pressings.

Cover #3 has the embossed print on the front cover replaced with simple gray letters.



**Label 72r**

**Capitol**

**SWBO-101**

Orange label with rights disclaimer

Large side number at left

Factories: Los Angeles, Monarch, Jacksonville, Winchester, PRC (?)

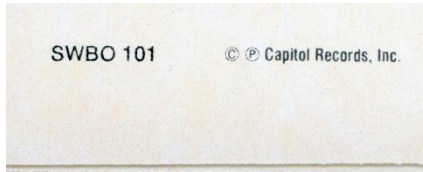
“STEREO” at left

Factory: Jacksonville

Possible covers:

Cardboard cover with “The Beatles” in gray.

Posterboard cover with “The Beatles” in gray/black. These covers also have the copyright statement on the inside front cover changed to indicate Capitol Records.



The pictures are on a much thinner paper stock and no longer mention Apple.

**Label 78**

**Capitol**

**SWBO-101**

Purple label with large logo

Factory: Los Angeles

THE BEATLES is in much larger type.

Factory: Winchester

THE BEATLES is in much larger type.

Factory: Jacksonville

THE BEATLES is in smaller type.



Posterboard cover.

The pictures have been replaced with a single perforated poster showing the four images.

**Label 78**

Stereo

SEBX-11841

Purple label with dome logo and rim print starting with "MFD. BY CAPITOL."

White vinyl pressing

Factories: Los Angeles, Jacksonville, Winchester; Allentown; Goldisc



Possible covers:

Posterboard cover with Capitol dome logo on the inside and new catalog number.

**Copies of this LP with brownish splotches are quite common and are not particularly valuable.**

Label 83

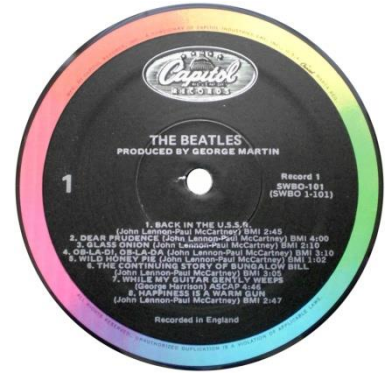
Capitol

SWBO-101

Rainbow label with print in color band.

Factories: Los Angeles, Jacksonville, Winchester, Specialty

Posterboard cover.



### Compression and Limiting:

According to *Beatles Book #66*, George Harrison visited Capitol Records in conjunction with his work on the Jackie Lomax album for Apple. While he was there, he discovered that Capitol had applied compression and limiting to the whole LP. George was angry. He compelled them to destroy the first 33 lacquers for the album, which had contained the compressed form. A few copies of the album had been pressed in the Scranton plant using the compressed/limited stampers; these got out and are rare collectors' items.

**GREAT PANIC**

Then one day we had a great panic about the new Beatles' album. Good job George was there on hand as it turns out. What happened was this. Capitol had started to make the master records but as soon as George heard their version he realised they'd done all sorts of technical things to it that altered half the effects! It's called "compressing" and "limiting". Anyway they had done it all wrong and if George had not heard it in time, taken the tape away to work on it himself and returned it the way it should be the American LP records might have been a bit of a mess! It was a lot of work for George but worthwhile. Curiously enough we've heard from American fans in the past that they prefer to buy the original British versions of many LP albums because they reckon the sound is better. So quite a few will buy Beatles' records locally and then send off to London for a second copy.

### A Note about Banding:

Most original copies and all reissues of the album are "banded." That is, Capitol Records has placed visible bands between the songs on each side, making it easy for the listener to pick out a specific song to play. The British album is not banded. Apparently in response to the visit from George Harrison, Capitol made several stampers (J40 through J43) that were not banded. These were often mixed in with banded stampers, so that a given copy of the numbered album might have one, two, three, or all four sides in un-banded form.

