

Yellow Submarine

Label ac

Stereo

SW-153

Apple label with Capitol logo on the sliced side.

The title is in large, bold print.

Factories: Scranton, Columbia Pitman

The title is in the same size print as "The Beatles."

Factories: Los Angeles, Jacksonville, Columbia Terre Haute, Columbia Santa Maria

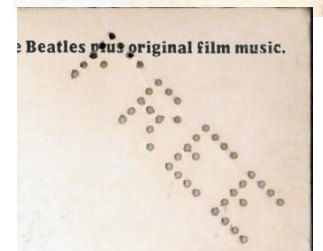


Possible covers:

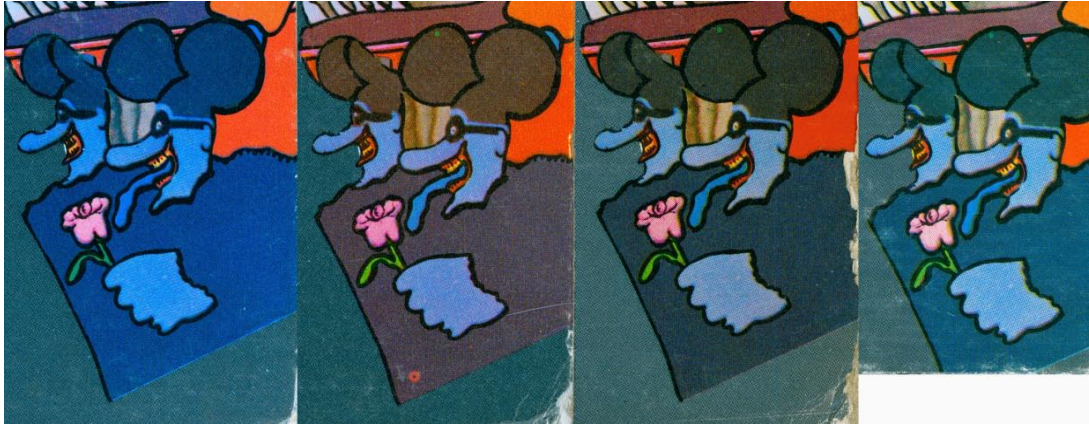
Promotional cover with "FREE" punch (Los Angeles). The letter "E" measures three dots across and six down.

Promotional cover with "FREE" punch (Scranton). The letter "E" measures four dots across and five down.

Commercial cover with no references to Apple.



There is only one original cover design on commercially-available records; however, the printers seemed to have a great deal of difficulty keeping the colors consistent. The mountain on which the band is standing may be either light gray or very dark. The distinct shades are easy to see if you look at the Blue Meanies in the lower right, as well as the snapping turtle turk above them.



Label af

Stereo

SW-153

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

Factories: Los Angeles, Jacksonville, Winchester

Label may be flat or glossy.

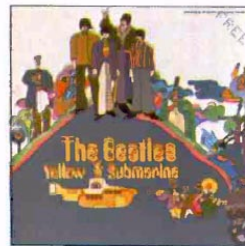
Copies pressed in 1974-5 have "Mastered by Capitol" in the matrix.



Pop Picks



YELLOW SUBMARINE — Selections By The Beatles Plus Original Film Music — Apple SW 153
 All the music on this album is from the Beatles' cartoon film, "Yellow Submarine." The main selling points are four new songs (two by Lennon & McCartney and two by George Harrison) performed by the group. The title song and "All You Need Is Love" have appeared on other albums. The set is filled out by the engaging film music composed by George Martin and an instrumental written by Lennon & McCartney and arranged by Martin. The new Beatles cuts make this set a must for Beatles collectors, of whom there are, of course, thousands.



POP PICK
THE BEATLES—
 Yellow Submarine, Apple
 SW 153 (S)

Featuring the songs and music from their highly successful cartoon feature, this LP boasts four new Beatles songs (plus "Yellow Submarine" and "All You Need Is Love") along with an intoxicating score by George Martin on side two. New numbers included are "Only a Northern Song," "All Together Now," "Hey, Bulldog," and "It's All Too Much."

Label as1

Stereo

SW-153

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

Dark background

Factory: Winchester



Label ar

Stereo

SW-153

Apple label with rights information on one or both sides.

Rights information appears in black across the label, near top

Factory: Los Angeles

Rights information appears in black across the label, near bottom

Factory: Jacksonville

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

Factory: Los Angeles, Winchester

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

Factory: Jacksonville



Label 72r

Stereo

SW-153

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 left



Possible covers:

Cardboard cover as above.

Posterboard cover with Capitol logo on the back.

Label 78

Stereo

SW-153

Purple label with large logo

Factories: Los Angeles, Jacksonville, Winchester

Posterboard cover.



Label 83

Stereo

SW-153

Rainbow label with print in color band.

Factories: Los Angeles, Jacksonville, Winchester, Specialty

Posterboard cover.



Kass said, "Since forming Apple in May 1968, the Beatles have formed 19 corporations around the world. During our first year our goal was to establish functional publishing companies. Record production companies are next."

To crack the international market, Apple had Mary Hopkin record "Those Were the Days" in English, French, German, Spanish, Italian and Hebrew. Cumulative single sales topped the 8 million mark, according to Kass, and "Paul (McCartney) even had a Russian lyric ready," he said. In England the single sold 650,000 copies.

Domestically, the Beatles' "Yellow Submarine" soundtrack LP has gone past the \$1 million sales mark.