

Apple Label Styles

When Apple label introduced itself to the world in 1968, the brand featured a label design from the Gene Mahon agency. Reportedly, Neil Aspinall of Apple contacted Gene Mahon personally and told him that they would like for Mahon to shoot photographs of apples. His idea was to have a full apple on one side with no writing whatsoever, and a sliced apple on the other side containing all of the information about the record. With the way that the laws were written, EMI were reluctant to cram all of the information onto one label (which might also pose logistical problems on an album label). Mahon selected Paul Castell to take the photographs. Some apple photos later, and the famous Apple record label was born.

At first there were only singles (see below), but as George Harrison's *Wonderwall Music* and the Beatles' own self-titled album neared completion the EMI affiliates printed up album labels.

Albums



Label ac

The first Apple label style to appear on Beatles albums was this, the "Capitol logo" variety, so-called because Capitol's normal "subsidiary" rim print (which contains their logo) appeared on the sliced side of the label. Apparently the intent was to release records on this label when the artist had a contract directly through Capitol; albums by other artists were released on the label style that is shown immediately below this one. This proved to be confusing, and they occasionally used the wrong labels.

Although new albums were being pressed with the Capitol logo beginning in 1968, the contract for the earlier Beatles albums make it clear that earlier albums (such as *Meet the Beatles*) were **not** reissued onto the Apple label until May, 1971. Except for *Yesterday...and Today* (which also exists from Winchester) these reissues were pressed only at Los Angeles and Jacksonville. At the time, it seems probable that Capitol was using up their remaining stock of Capitol-logo labels, and only those two pressing plants still had labels in volume.

All "new" Apple albums pressed onto this label style AFTER *Abbey Road* (including STAO-3352, ST-3359, STAO-3360, SW-3362, STAO-3363, ST-3364, and SMAS-3375) were pressed only in Jacksonville. The reissue of *Wonderwall Music* onto the Capitol/Apple style from 1971 is also only known from the Jacksonville plant.



Label as

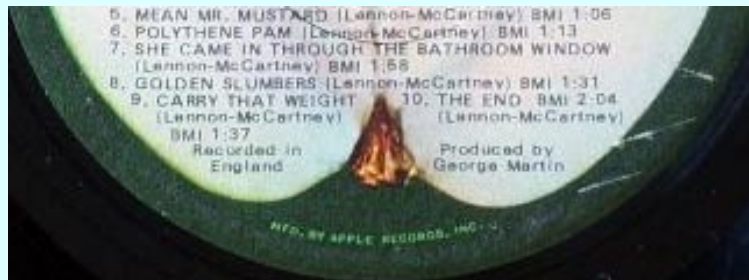
The rim print of this label, introduced in 1968, appears on the sliced side. It simply states that Apple Records, Inc. was the manufacturer. Since *The Beatles* (SWBO-101) was made only on **Label ac** at first, the first album on this label style was George Harrison's *Wonderwall* Music, released December 2, 1968. *Abbey Road* was also issued on this label style before being switched to the Capitol logo. The Scranton and Winchester factories also pressed copies of the White Album in this style in 1970-71. Most copies of the *Hey Jude* album also sport this label style. This style was discontinued in March-April, 1971. However, *Mind Games* and reissues of some earlier Beatles albums are also known on this label style.



Reissues of the Beatles' Capitol LP's onto the Apple label with "Mfd. by Apple" on side two are somewhat rare, because the reissue catalog was being pressed on Label af. Only the Winchester plant pressed reissues of the Capitol catalog on this style, and only between about November, 1973 and February, 1974.

Label as over c

These were a re-purposed design that had been prepared first with the Capitol logo on the sliced side. Capitol added gray on top of the subsidiary print and added "Mfd. by Apple" print to the template. There is no complete list of records found with these labels.



Label af

Due to the occasional pressing of double-A-sided singles (and, later, to the double-full-sided *Ram* album), the original design with "Mfd. by Apple" on the b-side was considered problematic. Both the Beatles' *Let it Be* album and George Harrison's *All Things Must Pass* LP were pressed differently – with the rim print on the front side. In April, 1971, this became the norm for all Apple albums. This label style was formally discontinued in September, 1975, although copies of some records were clearly pressed after that time on the Apple label. All three of Capitol's remaining factories pressed *reissue* LP's on this label style from 1971 to 1975, and the Scranton factory pressed a few

new LP's along with the others. At some point, circa 1974, the words "Mastered by Capitol" were added to the matrix of Capitol and Apple LP's and singles.

Label ar

In September, 1975, Capitol added a disclaimer to all of its labels, reading, "All rights reserved. Unauthorized duplication is a violation of applicable laws." The disclaimer was added to Apple albums as well, from 1975 until the stock was depleted. For some LP's, this was as late as 1980.

All three Capitol factories pressed LP's on this label style. This print may be found across the label, to the right of the rim print (Jacksonville), or underneath the rim print.



The following Apple albums are known to exist with "rights" print.

all Beatles LP's from *Meet the Beatles* through *Hey Jude*

McCartney

Ram

Imagine

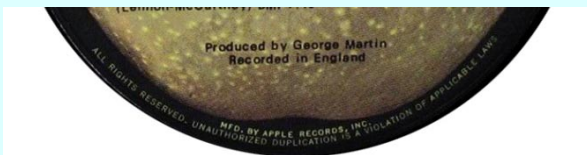
1962-1966

1967-1970

Extra Texture

Shaved Fish

Blast from Your Past



Singles



Label ac

Unlike the Beatles' albums, the Apple label with Capitol logo on the B-side was used **only** for "new" singles. Since reissues of the earlier records onto Apple did not start until 1971, NONE of the Beatles singles from "I Want to Hold Your Hand" through "Lady Madonna" occur in this style.

Furthermore, not all Apple singles are found in this style; sometimes the Capitol-logo labels were pressed only at one factory. The following singles are known to exist with the Capitol-logo label:

- "Hey Jude" – very common;
- "More Apples" (Radio Co-Op Ads) – scarce;
- "Get Back" – common, but west-coast copies without the time on the labels are uncommon;
- "The Ballad of John and Yoko" -- very common;
- "Something" – uncommon to scarce (only from Jacksonville);
- "Cold Turkey" (John) – rare as all get-out (only from Jacksonville);
- "Come and Get It" – common;
- "Instant Karma" – very common;
- "Let it Be" – very common;
- "Long and Winding Road" – uncommon (only from LA and RCA-Hollywood);
- "Beaucoups of Blues" – somewhat uncommon (only from LA)



Label as

This "classic" Apple label was in use since the beginning (Apple 1800) for new issues but was not used on reissues of those Beatles' singles which were on the Capitol label until May, 1971. The rim print of these earlier copies appears on the B-side, although some singles have "Mfd. by Apple" in black across the label instead.

Three factories (Scranton, Los Angeles, Jacksonville) pressed new Beatles singles on this label, and other companies (such as RCA and Keel) assisted in their manufacture during 1969. Apple singles pressed in Los Angeles between mid-1970 and April, 1971, featured a black star on the a-side label; see also Label af. Capitol's factory in Winchester, Virginia, does not appear to have pressed any Apple singles until 1971; after the opening of the Winchester factory, copies pressed in Scranton become harder to find.





Label af

At the end of 1970, Capitol decided to move the "Mfd. by Apple" rim print from the sliced side to the front (full) side of the label. Capitol's pressing plants used up their remaining stock of "sliced side" labels before ordering new label backdrops. Thus, while the other factories were already using "full side" labels, the LA factory did not run out of the earlier style until about May. By May, 1971, the entire Beatles singles catalog was switched to the Apple label from the Capitol label. The "black star" Beatles reissue singles occur on this label style, which has its rim print on the a-side. Los Angeles continued to press singles after removing the star, but a few LA copies of singles 1841, 1843, and 1852 have the star.



Apple singles from the other factories were also pressing singles at the time, but these were not marked by a star (except for Apple 1865, which is on a custom label). Therefore, Apple singles with "Mfd. by Apple" on the a-side can be found from all three factories (Los Angeles, Jacksonville, Winchester). "Mastered by Capitol" was added to the matrix some time in 1973. The label style in general continued until September, 1975.



Label ar

Apple's last label style featured extra rim print, which began with "All rights reserved." For that reason, this issue is often called the "all rights" issue. All three factories pressed singles on this label. All of the Beatles' singles and several solo singles exist on this label style.



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