

Beatles 45's on Capitol's Subsidiary Swirl Label

In the second week of August, 1968, Capitol Records redesigned their singles for two purposes. First, they introduced the no-slip ring of ridges all around the label. This change required that the labels be made smaller. For that reason, Capitol decided to redesign the labels, adding new text around the rim of the label reading, "A SUBSIDIARY OF CAPITOL INDUSTRIES, INC." A similar addition was made to LP labels at the time. This new print was the result of a merger with Audio Devices and Capitol Records in February 29th of the year.

Throughout the 1980s and 1990s it was widely believed that the rim print appeared first in white and then in black. This was logical because the shorter rim text had appeared in white on labels from 1962 to 1968. However logical it was, it turns out not to have been true. The print appeared first in black on the labels. During the third week in October (1968), new Capitol label blanks having the rim print in white began appearing on records in the shops. The "white subsidiary" labels lasted until circa April, 1969. At that point in time, the new "target label" 45's began to appear.

This file lists and pictures all known label variations of Beatles 45's on the Capitol subsidiary label.

"I Want to Hold Your Hand" (Capitol 5112) – No copies are known.

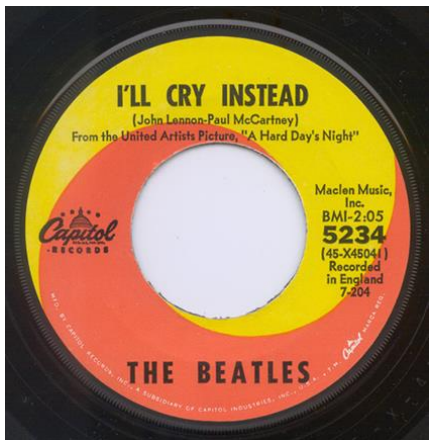
"Can't Buy Me Love" (Capitol 5150)



“A Hard Day’s Night” (Capitol 5222)



“I’ll Cry Instead” (Capitol 5234)



“And I Love Her” (Capitol 5235)



“Matchbox” (Capitol 5255)



“I Feel Fine” (Capitol 5327)

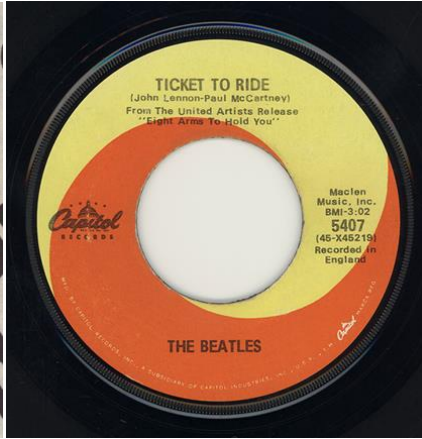


“Eight Days a Week” (Capitol 5371)

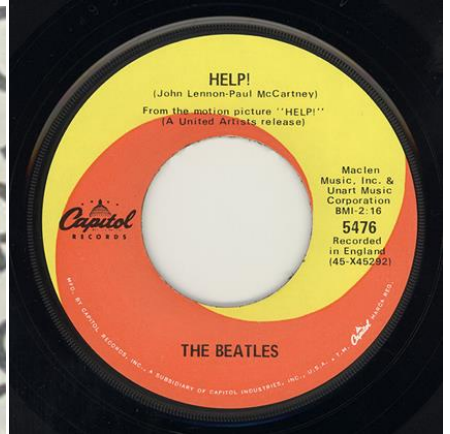


“Ticket to Ride” (Capitol 5407)





"Help!" (Capitol 5476)



“Act Naturally”/“Yesterday” (Capitol 5498)



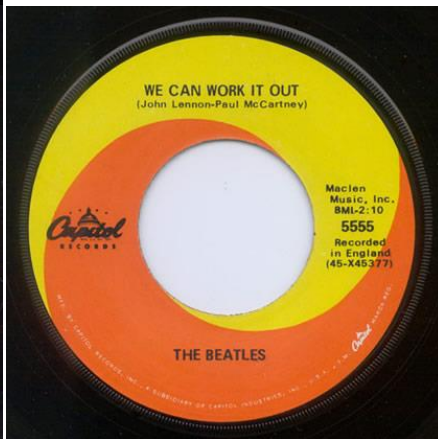
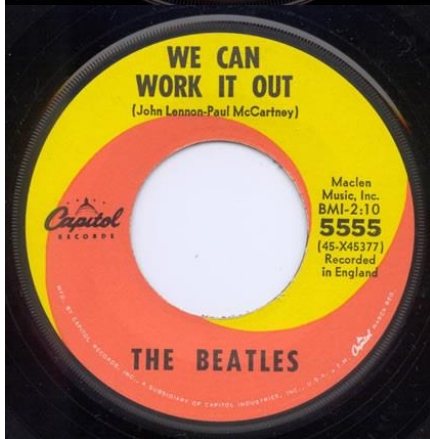
Different centering on TITLE.



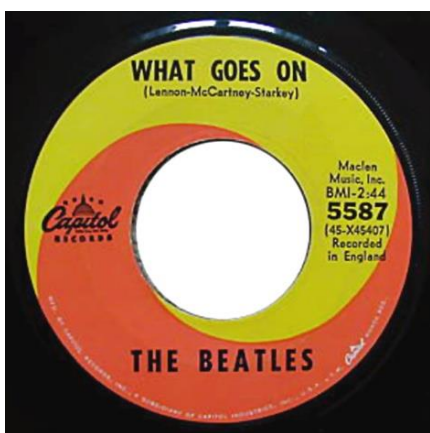
Different centering on TITLE.



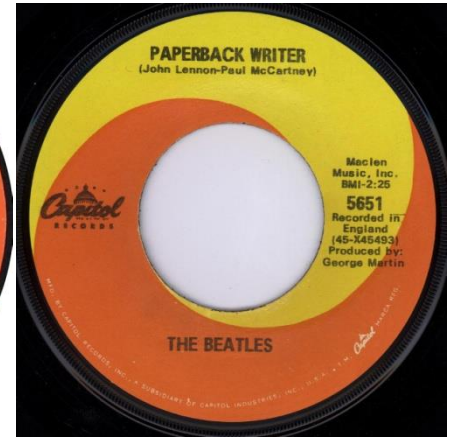
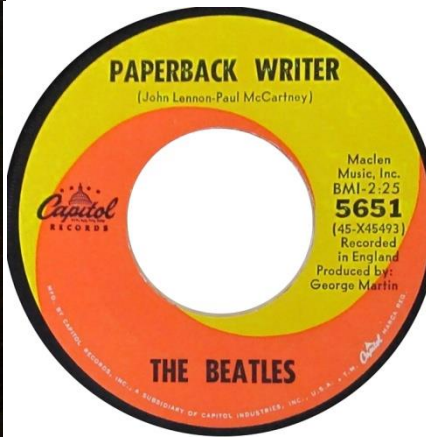
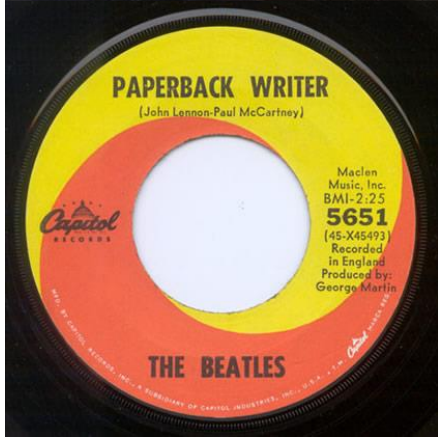
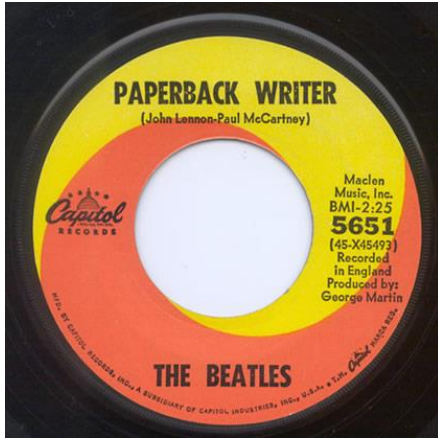
“We Can Work it Out” (Capitol 5555)



“Nowhere Man” (Capitol 5587)



“Paperback Writer” (Capitol 5651)



“Yellow Submarine” (Capitol 5715)





“Strawberry Fields Forever” (Capitol 5810)



“All You Need is Love” (Capitol 5964)



“Hello Goodbye” (Capitol 2056) – No copies are known.

“Lady Madonna” (Capitol 2138)



Confirmed Subsidiary Swirl Beatles Singles				
Catalog Number	Keystone (xwK) white	Bert-Co (xwB) white	Small font (xwS) white	Keystone (xb) black
5112				
5150	S		S & LA	
5222	S	LA		S
5234	S			
5235			S & LA	S
5255	S		LA	
5327	S		LA	
5371	S			
5407	S		LA	S
5476	S		S & LA	S
5498	S “Yesterday” left-justified (L) or centered (C)	LA	LA	S “Yesterday” left-justified (L) or centered (C)
5555	S		LA & J	S
5587	S Full-size (F) or reduced size (R)	LA		
5651	S “Produced by” in the usual location (1) or left (2)		LA	S
5715	S		LA	S
5810		LA (new font)		
5964			LA	
2056				
2138			LA	

Proof as to the Dates of the Black Subsidiary Print:

- 2245 – NO subsidiary print – August, 1968
- 2251 – NO subsidiary print – August 10, 1968
- 2252 – NO subsidiary print – August 10, 1968
- 2255 – NO subsidiary print – August 1968
- 2256 – NO subsidiary print – August 3, 1968

Black Subsidiary Print

These are non-Beatles singles that I have personally verified with the subsidiary print in BLACK.

- 2254 – August 10, 1968 “Sally Le Roy” by Tony Butala
 - 2257 – August 17, 1968 “I Hope I Like Mexico Blues” by Dallas Frazier
 - 2258 – August 1968 “Come in the Back Door” by Johnny & Jonie Mosby
 - 2260 – August 31, 1968 “Didn’t Know the Time” by Staccatos
 - 2261 – August/September 1968 “Fred” by the Howard Roberts Quartet
 - 2263 – August/September 1968 “Closed for the Season” by Bettye Swann
 - 2264 – September 7, 1968 “Too Many Chiefs” by Buck Owens
 - 2265 – September 1968 “Sounds of Goodbye” by the Godsin Brothers
 - 2267 – August 24, 1968 “Hawaiian War Chant” by Ella Fitzgerald
 - 2269 -- August 31, 1968 “I Shall Be Released” by the Band
 - 2270 “Little Girl” by Cliffie Stone
 - 2271 – “Born to be With You” by Sonny James
 - 2273 – October 5, 1968 “Every Day’s a Happy Day for Fools” by Jean Shepard
 - 2274, 2277, 2280, 2281, 2282, 2283, 2284
 - 2285 – September 28, 1968 “Wake Up to Me Gentle” by Al Martino
 - 2287 – Early October, 1968 “Living in the USA” by Steve Miller
 - 2288 – October 12, 1968 “White Fences and Evergreen Trees” by Ferlin Husky
 - 2289 – October, 1968 “I Take a Lot of Pride in What I Am” by Merle Haggard
 - 2297 – October 5, 1968 “Ramblin’ Gamblin’ Man” by the Bob Seger System
- At the beginning of October, it looks like Scranton was still using the black subsidiary label, while LA had begun using the subsidiary label with white print.
- 2314 – October 19, 1968 “Mornin’ Glory” by Bobbie Gentry and Glen Campbell
 - 2275 – Late October, 1968 “The Thought of Loving You” by the Crystal Mansion
- I have only found this record with print in white. Similarly, singles in the 2300’s I have only found with subsidiary print in white.

Conclusions About Dates:

The BLACK print lasted from the **second week of August, 1968**, to the **third week of October, 1968**. The WHITE subsidiary print lasted from the third week of October, 1968, to Capitol 2442 (Kelly Gordon’s version of “He Ain’t Heavy, He’s My Brother”) – Late March or early April, 1969.

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