

"Hare Krishna Mantra"/"Prayer to the Spiritual Masters"
Radha Krishna Temple (London)

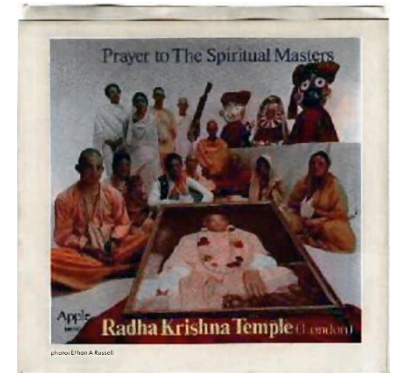
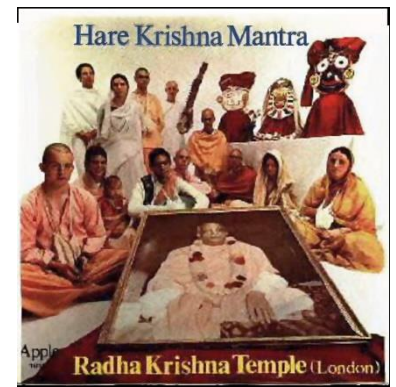
First appearance in trade magazines: August 30, 1969

Label as1

Apple

1810

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

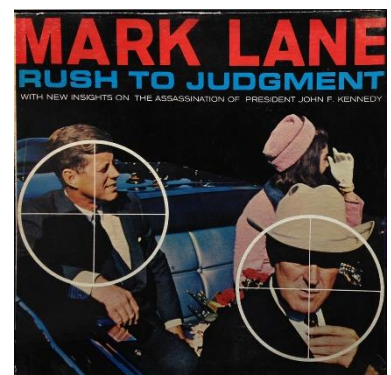
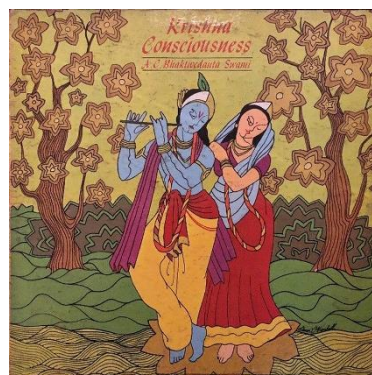
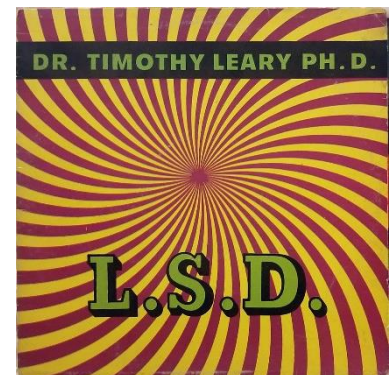


Factories: Scranton



Factories: Los Angeles, Jacksonville

This single pointed to great changes in the spiritual journey of George Harrison. In early 1967, Pixie Records out of New York had morphed into Happening Records after releasing (in November '66) an album devoted to the teachings of Dr. Timothy Leary about LSD (Pixie CA-1069). Happening released at least two notable discs: an album connected with a book by Mark Lane that questioned the investigation into President Kennedy's murder (Happening CA-3210) and a record of instruction and song by Swami Abhaya Caranāravinda Bhaktivedanta.



That album, Krishna Consciousness (Happening CA-2210), first appeared c. May 1967, and its inclusion of the *maha mantra* ("Hare Krishna Mantra") came to the attention of both George Harrison and John Lennon, who reportedly bought and listened to a copy of the album. By early 1969, the International Society for Krishna Consciousness (ISKCON) had moved to establish a temple in London. They contacted George, who provided a great deal of financial assistance and moral support. George, John, and Yoko met Bhaktivedanta in May 1969, and the spiritual master was a guest at John's and Yoko's home for a month. George was determined to record the members of the London temple singing the "Hare Krishna Mantra." They recorded both sides of the single in July, and it came out shortly thereafter – being successful enough to warrant another single and an album on Apple.

RADHA KRISHNA TEMPLE (LONDON)
—Apple 1810.
HARE KRISHNA MANTRA (Apple, ASCAP)
PRAYER TO THE SPIRITUAL MASTERS (Apple, ASCP)
George Harrison, the Beatle with the
strongest allegiance to Indian thought,
produced this version of the mantra.
★★★★

RADHA KRISHNA TEMPLE (LONDON) (Apple 1810)
Hare Krishna Mantra (3:35) (Trad. Arr. Mukunda Das Adhikary)
Thousands of young people in this country are already familiar with this traditional Indian chant. Heavy, building production work by Beatle George Harrison can only add to the tremendous sales impetus. Flip: "Prayer To The Spiritual Masters" (4:00) (Same credits)

Picture Sleeve

The picture sleeve is nearly identical to the British release (Apple 15). The only known copy of the sleeve appeared mysteriously and disappeared quite sadly. In 1995, I met a Beatles collector named Bill Kern online. He had been a member of the Bad Beats, who in 1979 had released the first recordings of the Lennon-McCartney songs "Tip of My Tongue" and "One and One is Two" in the United States. Bill remained in music – writing, singing, and playing – for the next 15 years. In addition to Beatles records, he also collected comic books (as do I), so I was quite pleased meeting him online. He wrote about his collection of Apple records, asking me which ones were rare and valuable, and which were common. When he listed his picture sleeves, he mentioned "1810." I said, "As far as anyone knows, there is no picture sleeve to 1810." I asked what it looked like, and he told me. He thought it might be interesting to scan some of his collection, so he bought a scanner, and I taught him how to use it. In return, he sent me a couple of spare Apple items from his collection. His scans of this sleeve proved to me that (as I put it), "You have the only one known to exist." As it happened, he had obtained the sleeve from an employee of Queens Litho – the company that had printed the sleeves.

Over the next ten years, he continued to possess the only copy known. I remember urging him not to take less than \$500 for it if he ever sold it. Then in late December 2005, Bill was robbed and brutally murdered in the shop that he owned. His collection basically disappeared in the confusion and sadness that followed his death. I knew him as "Beatle Bill" – one of the nicest people I ever met online, and his stories about his love of music always put a smile on my face. So, when you look at the picture, think of Beatle Bill Kern – one of the nicest guys I never got to meet.

