

"Now or Never"/"Move on Fast"

Yoko Ono

First appearance in trade magazines: November 4, 1972.

Label c70dj

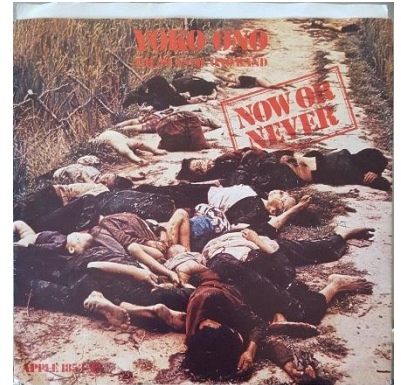
Apple

1853

Custom Apple label with promo stamp.



YOKO ONO—Apple 1853
NOW OR NEVER (Ono, BMI)
One of the world's foremost women, Mrs. Lennon comes forth with another solo effort, and this time she's more melodically and lyrically sound. Important message, so listen.



Factory: Los Angeles with black star

Flip side is the A-side label (below). The side marked here as A-side was edited from 4:55 to 3:59 for radio play.

Label c70

Apple

1853

Custom Apple label



YOKO ONO (Apple 1853)

Now Or Never (4:55) (Ono Music, BMI—Ono)

Debuting material from her forthcoming album, Yoko delivers a delicate social commentary with an extremely important message that should be heard by all. Flip: "Move On Fast" (3:32) (same credits)



Factories: Los Angeles, Jacksonville, Winchester

Picture Sleeve: Combat photographer Ron Haeberle took the photograph that adorns the picture sleeve in Vietnam on March 16, 1968. It depicts the My Lai Massacre. Thinking that the civilians had left the area, Capt. Ernest Medina directed his troops to consider everyone at My Lai to be a member of the Viet Cong or a sympathizer. However, hundreds of civilians had fled from bombing and had returned to the town. It was a horrible day. When Haeberle had his photos published, it turned public sentiment against the war.