

The Apple Label With the Capitol Logo

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.

The rim area around the label was left blank, to allow each EMI affiliate the ability to print whatever manufacturing information they desired (or what might be required by law). The art department at Capitol Records decided to keep the print to a minimum. At the bottom of the sliced side, they placed the words "Mfd. by Apple Records, Inc." That was all that needed to be said. A few months later, Capitol decided to mark the labels differently for artists who had contracts with Capitol. At the time, this basically meant the Beatles themselves, whose singles were numbered as part of the Capitol series (in the 2000s). Records that were from artists whose discs were in the Apple series (the 1800s) and who had contracts through Apple alone would continue to be marked with "Mfd. by Apple" on the sliced side.

From that point on, records in the Capitol series were marked with the same rim text that the label was currently using on all of their singles and albums. That text reads:

Mfd. by Capitol Records, Inc., a subsidiary of Capitol Industries, Inc., U.S.A. •  Marca. Reg. • U.S. Pat. No. 2,631,859

The appearance of the Capitol dome logo in the rim print is what prompted early collectors to refer to this as the Apple label with the Capitol logo.

Singles

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.



John, Paul, George and Ringo.
Their latest . . . A seven minute long single called "Hey Jude!"
On the flip side "Revolution".
Enough said.
The Beatles: Hey Jude (b/w Revolution)
An Apple Single. Number 2276

Apple Records.

“Hey Jude”/ “Revolution”

Label ac1

Capitol/Apple

2276



ac1A (Keystone print)

Factories: Scranton, RCA Rockaway, RCA Indianapolis

Label ac1A has Recorded in England, the production credit, and the matrix number. All other information is in the same locations as the earlier releases – including the “sideways” orientation of the B-side print.



ac1B (Bert-Co print)

Factories: Los Angeles

Label ac1B(i) has the production credit. It is missing the matrix number; “Recorded in England” appears on the full side. This was probably made at the same time as as1A(ii-iii).

Label ac1B(ii) has Recorded in England, the production credit, and the matrix number. All other information is in the same locations as the earlier releases – including the “sideways” orientation of the B-side print.

Label ac2

Capitol/Apple

2276

Apple label with Capitol logo (subsidiary) print on the sliced side.

The printing runs horizontally across the label. Circa spring, 1969.



ac2A (Keystone print)

Factories: Scranton, Los Angeles?

Label ac2A has been reorganized. On the A-side, the artist and title are in a BOLD typeface. On the B-side, that information is in a smaller typeface, with "Revolution" in the upper left.



ac2B (Bert-Co print)

Factories: Los Angeles

Label ac2B has been reorganized. On both sides the label information is in the small typeface found on subsidiary swirl labels from Los Angeles; "Revolution" is in the upper left.

For this single, labels ac1A and ac1B are more common than ac2A and ac2B. Based on the typeface, the ac2 labels came out in mid-1969.

**More Apples
Radio Co-Op Ads**

Label ac1

Capitol/Apple

PRO-4675



This single came out in February, 1969, in order to promote the release of two Apple albums: *Under the Jasmin Tree* (by the Modern Jazz Quartet) and *James Taylor*. The single is one one-sided, with a blank Capitol-logo label on the B-side. The A-side contains 60 second spots for the upcoming James Taylor and MJQ albums. It was pressed only in Los Angeles and is numbered as part of Capitol's PRO- series. This record is scarce.

"Get Back"/"Don't Let Me Down"

Label ac1

Capitol/Apple

No song times

2490



ac1S (in-house print)

Factories: Scranton

The Beatles as nature intended.

"Get Back" is the Beatles new single. It's the first Beatles record which is as live as can be, in this electronic age.

There's no electronic watchamacallit.

"Get Back" is a pure spring-time rock number.

On the other side there's an equally live number called "Don't let me down".

Paul's got this to say about Get Back... "we were sitting in the studio and we made it up out of thin air...we started to write words there and then... when we finished it, we recorded it at Apple Studios and made it into a song to roller-coast by."

P.S. John adds, It's John playing the fab live guitar solo.

And now John on Don't let me down. John says don't let me down about "Don't let me down".

In "Get Back" and "Don't let me down", you'll find the Beatles, as nature intended.

Get Back / Don't let me down (Apple 2490)

Apple Records



ac1L (Bert-Co print)
Factories: Los Angeles

Label ac2

Capitol/Apple

2490

Thin print from a template at the LA plant. Song times are shown on both sides.



Factories: Scranton, Los Angeles, Jacksonville, unmarked contract*

*using stampers from Scranton

Label ac3

Capitol/Apple

2490

Round bold print from a template at the LA plant.



Factories: Los Angeles

Copies of the “Get Back” single with the Capitol logo are common, but label ac1 (without song times) is harder to find than label ac2, and label ac3 is somewhat less common than ac2. Based on the typeface, label ac3 came out later in 1969 and lasted until 1971.

“The Ballad of John and Yoko”/“Old Brown Shoe”

Label ac1S

Capitol/Apple
Thin, round print.

2531



Factories: Scranton, Keel?

Label ac1L

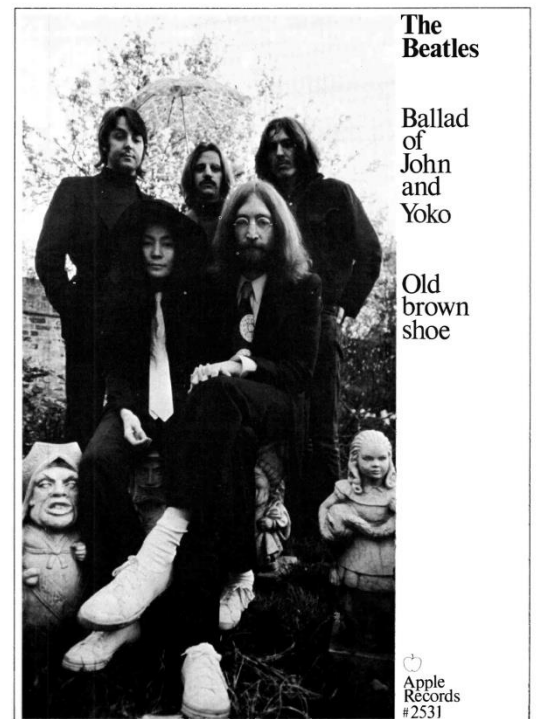
Capitol/Apple
Apple label with Capitol logo (subsidiary) print on the sliced side.
Bold print from a template at the LA plant.

2531



Factories: Scranton, Los Angeles, Keel?

Both label styles are very common.



The Beatles

Ballad of John and Yoko

Old brown shoe

**Apple Records
#2531**

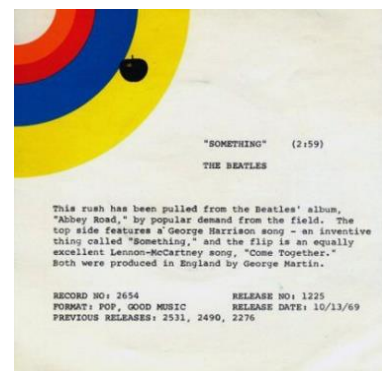
"Something"/"Come Together"

Label ac1J

Capitol/Apple

2654

Factories: Jacksonville



This in-house Jacksonville label is uncommon to scarce.

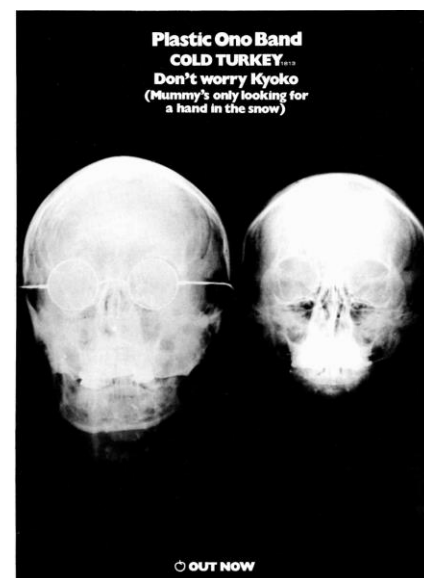
"Cold Turkey"/"Don't Worry Kyoko"

Label ac1J

Capitol/Apple

1813

Factories: Jacksonville



This label is very rare.

It seems to be the case that by the end of 1969, the Capitol logo label was intended for Beatles pressings only, although the Jacksonville plant used the label style for John Lennon's records and for Badfinger through early 1970.

"Come and Get It"/"Rock of All Ages"

Label ac1J

Capitol/Apple

1815

Factories: Jacksonville



This label is uncommon.

"Instant Karma!"/"Who Has Seen the Wind?"

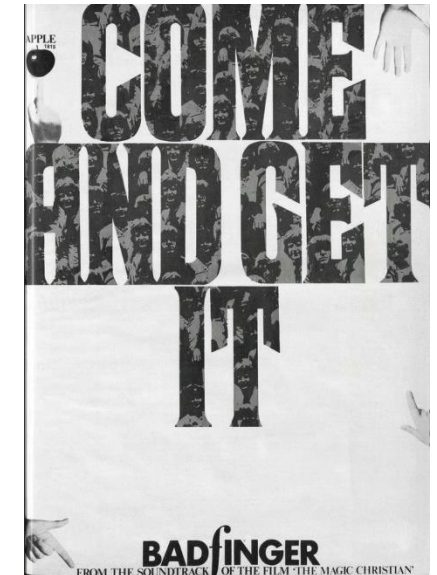
Label ac1

Capitol/Apple

1818

There is no credit to the Plastic Ono Band on the A-side.

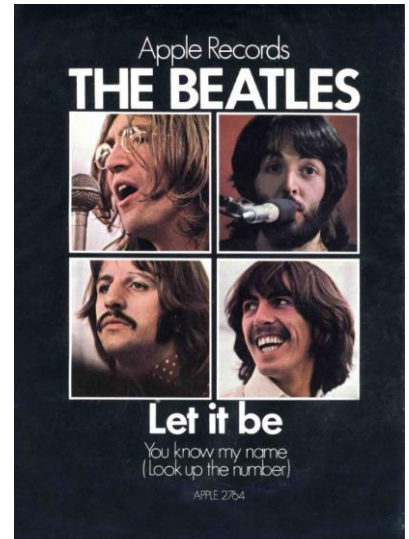
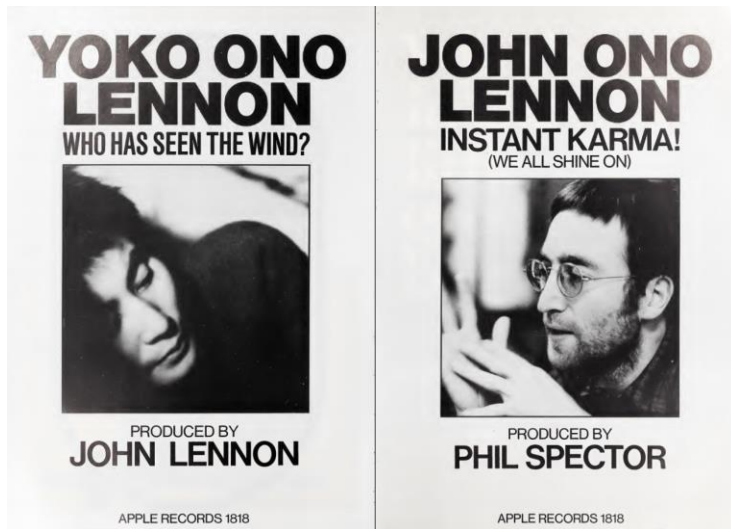
Factory: Jacksonville



On label ac1J, the print style is the same as Label as1L.



Label ac1J has thin print on both sides.



"Let it Be"/"You Know My Name"

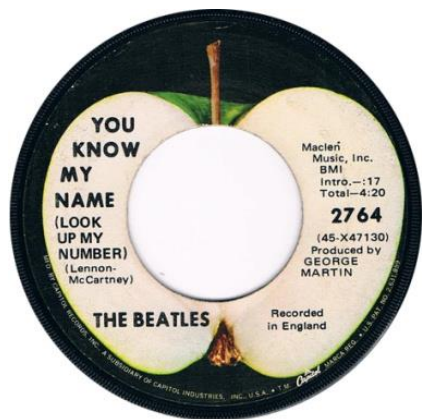
Label ac1

Capitol/Apple

2764



Label ac1S – Factories: Scranton, RCA-Indianapolis?



Label ac1L – Factories: Los Angeles



Label ac1J – Factories: Jacksonville, unknown contract

With this release, all three pressing plants appear to have determined to use up their stock of Capitol-logo labels. While the single was still selling, both Scranton and Jacksonville ran out of label stock and did not reorder.

“The Long and Winding Road”/“For You Blue”

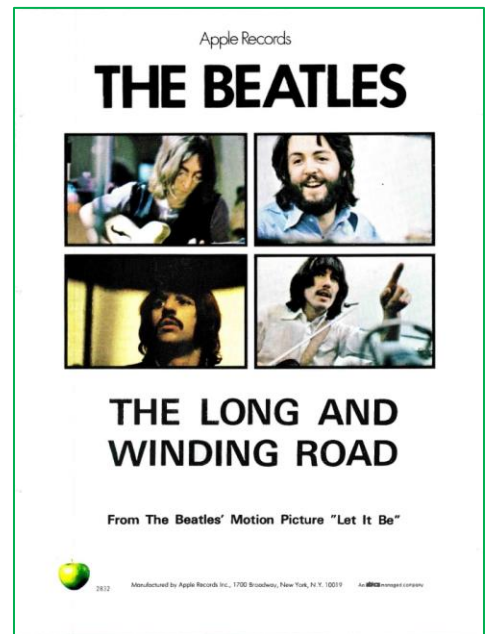
Label ac1

Capitol/Apple

2832



Factories: Los Angeles, RCA-Hollywood



“Beaucoups of Blues”/“Coochy-Coochy”

Label ac1

Capitol/Apple

2969

Factories: Los Angeles
Released in October 1970, this was the only single on this label style that also featured the black star on the front. This release exhausted the Capitol-logo labels for single releases, which were all gone prior to March, 1971. This single is somewhat uncommon.



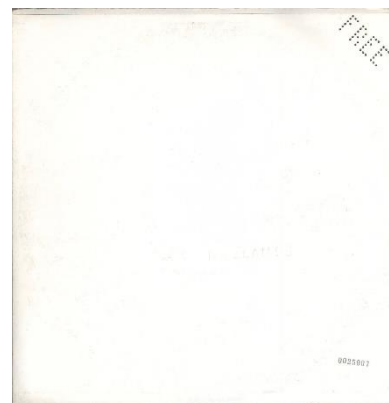
Albums

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 SKAO-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.



The Beatles

Label ac1

Capitol/Apple

SWBO-101

There are six spelling errors found on sides 1, 2, and 4 that were corrected on later copies of the LP.

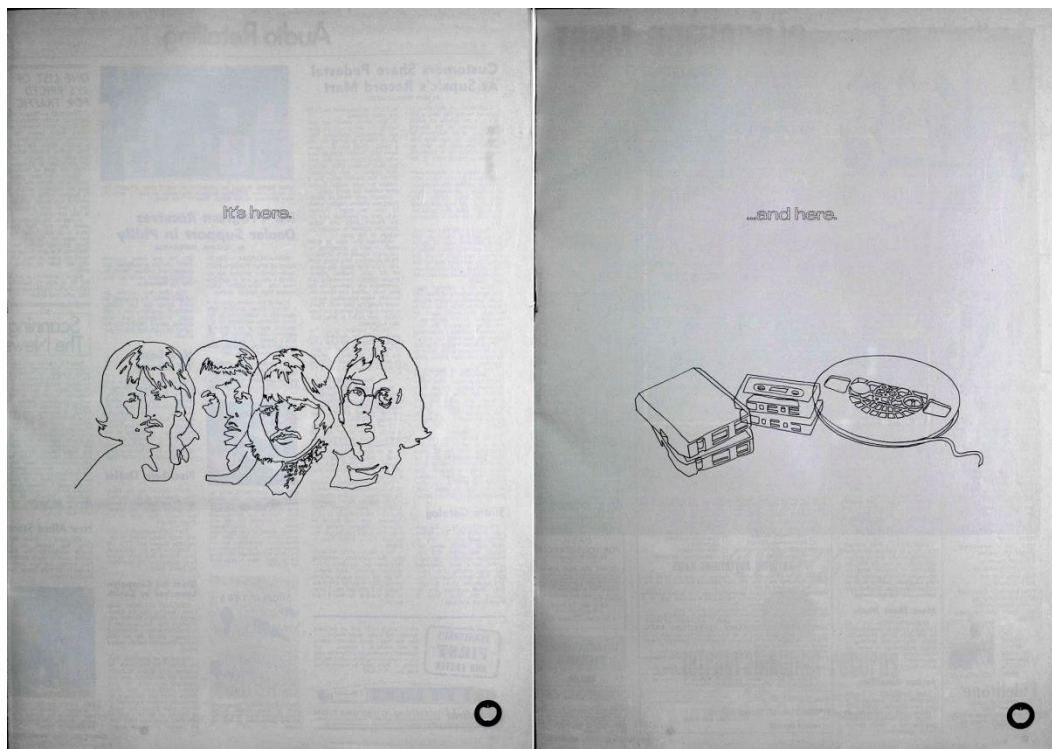
These are:

	Spelling Reads	Should Read
Side One	Obladi Oblada	Ob-La-Di Ob-La-Da
Side One	Bungalow Bill	The Continuing Story of Bungalow Bill
Side Two	Why Don't We Do it in the Road	Why Don't We Do it in the Road?
Side Four	Revolution No. 1	Revolution 1
Side Four	Revolution No. 9	Revolution 9
Side Four	Goodnight	Good Night

Since the first label and the second label (below) were available together from the day that the record went on sale, it is easy to find albums with "mismatched" labels. A true first pressing (November, 1968) will have all of the errors.



A seventh spelling error is found on side two. This misspelling shows “Rocky Raccoon” as “Rocky Racoon.” That misspelling went uncorrected until the 1995 reissue of the album. Therefore, it is found on every copy with the catalog number SWBO-101.



Label ac2

Capitol/Apple

SWBO-101

The six spelling errors have been corrected.

Factories: Scranton, Los Angeles, Jacksonville, Winchester

The Winchester plant began pressing copies of the album late in 1969.



Label ac3

Capitol/Apple

SWBO-101

The record number appears on each side.

Factories: Jacksonville



Yellow Submarine

Label ac1

Capitol/Apple

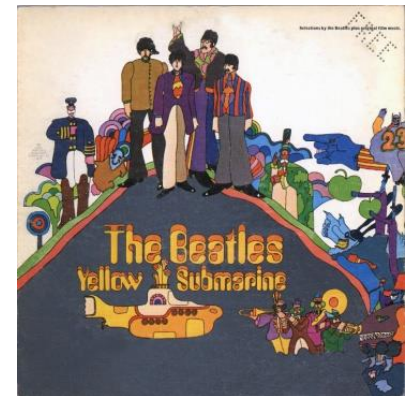
SW-153

January, 1969

Label ac1S

The title is in large, bold print.

Factories: Scranton, Columbia Pitman



Label ac1L

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

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



That's the Way God Planned It

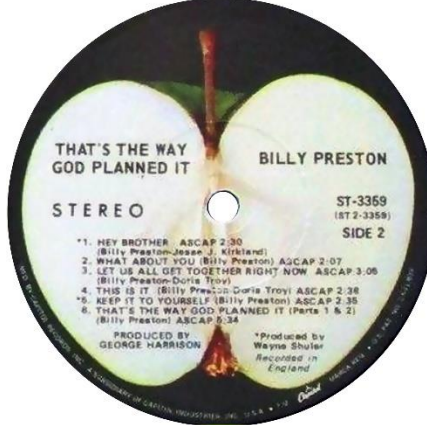
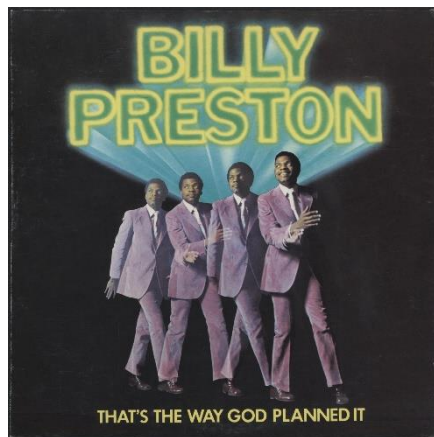
Label ac1

Capitol/Apple

September, 1969

ST-3359

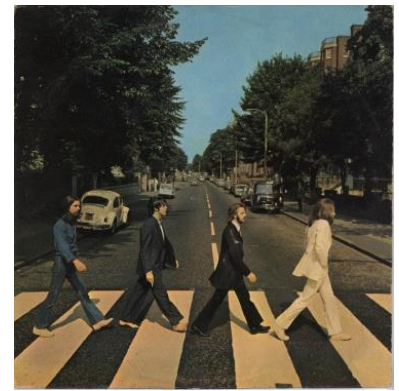
Factories: Los Angeles



Most copies of this album from Los Angeles have "Mfd. by Apple" on the sliced side. That may be an indicator that the printer recognized that the use of the label blank with the Capitol logo was an error. These labels are scarce.

Some copies are believed to exist with the Capitol logo blocked out.

Abbey Road



Label ac1

Capitol/Apple

SO-383

"Her Majesty" is not listed on the label.

Typeface resembles the type found on Scranton copies.

Factory: Winchester

This label is scarce; the other *Abbey Road* labels are common.

Label asc1

Apple over Capitol

SO-383

The "Capitol logo" subsidiary print has been blacked out.

"Her Majesty" is not listed on the label.

Factory: Winchester



Label ac2

Capitol/Apple

SO-383

Apple label with Capitol logo

"Her Majesty" is listed on the label.

Typeface resembles the Los Angeles copies.

Factories: Scranton, Los Angeles, Jacksonville



Some copies – ac2a – have the George Martin credit on side B aligned so that the n in Martin lies over the first 3 in 383.

Other copies – ac2b – have the George Martin credit aligned so that the n in Martin lies to the right of the catalog number and side number below it.

On copies ac2a, the listing for "Her Majesty" appears to be in a different color from the other songs; and the song title is further to the left than on ac2b.

Label asc2

Apple over Capitol

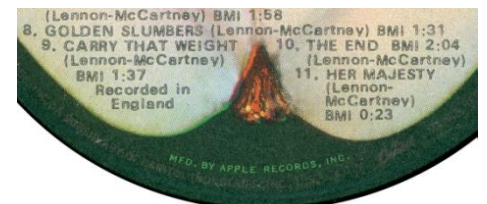
SO-383

The "Capitol logo" subsidiary print has been blacked out.

"Her Majesty" is listed on the label.

Factory: Jacksonville, Winchester

Known copies have the style of ac2b (as2b).



Space

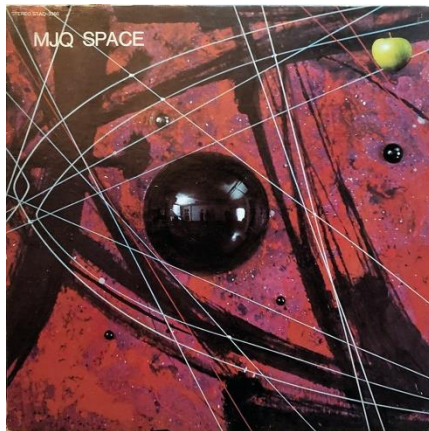
Label ac1

Capitol/Apple

November, 1969

STAO-3360

Factories: Jacksonville (probably from a template made in LA)



Most copies of this album from Jacksonville have “Mfd. by Apple” on the sliced side. These copies may be second pressings – using the Capitol-logo label blanks so as to reduce their stock.

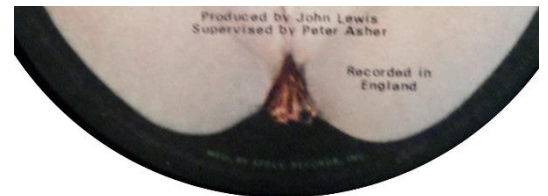
Label asc1

Apple over Capitol

STAO-3360

The “Capitol logo” subsidiary print has been blacked out.

Factory: Winchester



From this point on, only Jacksonville released new albums on the Apple label with Capitol logo.

Live Peace in Toronto 1969

Label asc1

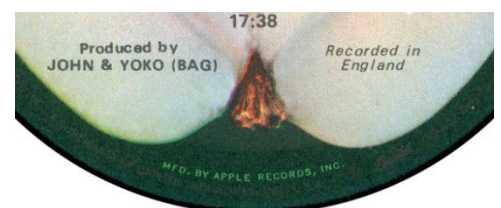
Apple over Capitol

3362

The “Capitol logo” subsidiary print has been blacked out.

The label has no price code (prefix).

Factory: Jacksonville



Label ac1
Capitol/Apple
Factory: Jacksonville

SW-3362

Copies missing the prefix were definitely printed first and are scarcer than these copies having the Capitol logo.



Magic Christian Music

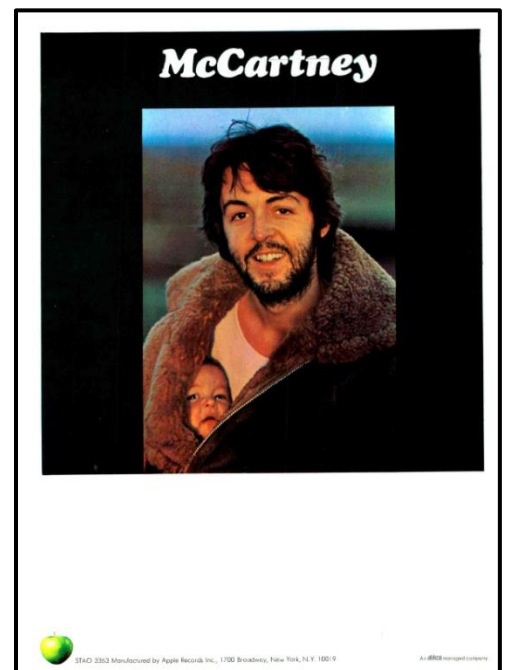
Label ac1
Capitol/Apple
February, 1970

ST-3364

Factories: Jacksonville



This label is common.



McCartney

Label ac1

Capitol/Apple

STAO-3363

STEREO does not appear on the label at all.

Factory: Jacksonville (April, 1970)



This record is relatively uncommon.

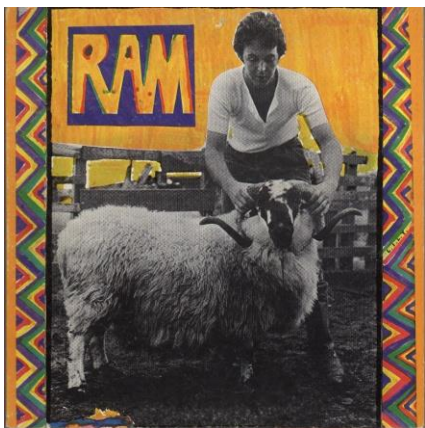
Ram

Label ac1

Capitol/Apple

SMAS-3375

Factory: Jacksonville (May, 1971) This label is common.



by Paul and Linda McCartney

The *Ram* album came out just as the whole Beatles back catalog switched from Capitol to Apple. Although Jacksonville was the only plant to use the Capitol logo on Paul's LP – as they had done with *McCartney*, both Jacksonville and Los Angeles had a stock of unused album label blanks. When the catalog switched to Apple, both plants used up their existing labels. Winchester also discovered a few unused labels and used them up as well.

Meet the Beatles!

Label ac1

Capitol/Apple

Factory: Los Angeles

Factory: Jacksonville

ST-2047



The Beatles' Second Album

1. LONG TALL SALLY (Johnson-Penniman-Blackwell) BMI
2. I CALL YOUR NAME (J. Lennon-P. McCartney) BMI

Label ac1

Capitol/Apple

Factory: Los Angeles

ST-2080



Side two label has an additional "2" next to the author credit for song 1.

Factory: Jacksonville

Side two label has no additional "2."

Something New

Label ac1

Capitol/Apple

Factory: Los Angeles

Factory: Jacksonville

ST-2108



The Beatles' Story

Label ac1

Capitol/Apple

Factory: Los Angeles

Factory: Jacksonville

STBO-2222



Beatles '65

Label ac1

Capitol/Apple

Factory: Los Angeles

Factory: Jacksonville

ST-2228



The Early Beatles

Label ac1

Capitol/Apple

Factory: Los Angeles

Factory: Jacksonville

ST-2309



Beatles VI

Label ac1

Capitol/Apple

Factory: Los Angeles

Factory: Jacksonville

ST-2358



Help!

Label ac1

Capitol/Apple

Factory: Los Angeles

Factory: Jacksonville

SMAS-2386



Rubber Soul

Label ac1

Capitol/Apple

Factory: Los Angeles

Factory: Jacksonville

On side two, "The Beatles" appears under Rubber Soul.

Factories: Los Angeles, Jacksonville

On side two, "The Beatles" is in the top right.

Factory: Jacksonville

ST-2442



Yesterday...And Today

Label ac1

Capitol/Apple ST-2553

Stereo at right with side number (acL)

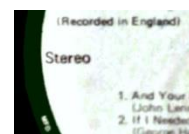
Factory: Los Angeles

Stereo at left (acJ)

Factory: Jacksonville

(Recorded in England) below Stereo on side 2

or (Recorded in England) above Stereo



Revolver

Label ac1

Capitol/Apple ST-2576

Factory: Los Angeles

Factory: Jacksonville



Sgt. Pepper's Lonely Hearts Club Band

Label ac1

Capitol/Apple SMAS-2653

Factory: Los Angeles

Factory: Jacksonville

Factory: Winchester



Magical Mystery Tour

Label ac1

Capitol/Apple SMAL-2835

“STEREO” at left

Factory: Jacksonville

Stereo over catalog number; titles in ALL CAPS

Factories: Los Angeles, Jacksonville

Title and artist in Title Case

Factory: Winchester



Hey Jude!

Label ac1

Capitol/Apple SW-385

Factory: Jacksonville



All of the Beatles' reissues except for *Hey Jude!* are relatively common. As usual, the titles that are generally more difficult to find – such as *Beatles' Story* and *Early Beatles* – are less common in this label style as well.

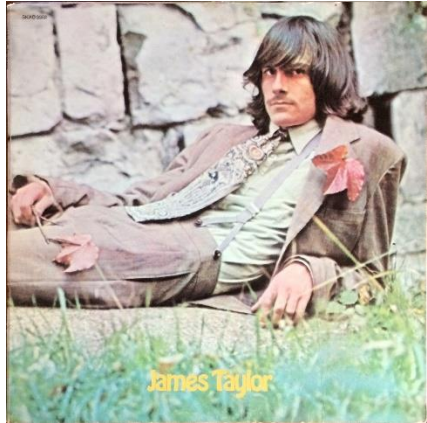
James Taylor

Label ac1

Capitol/Apple

SKAO-3352

Factory: Jacksonville (1971) This label is very scarce.



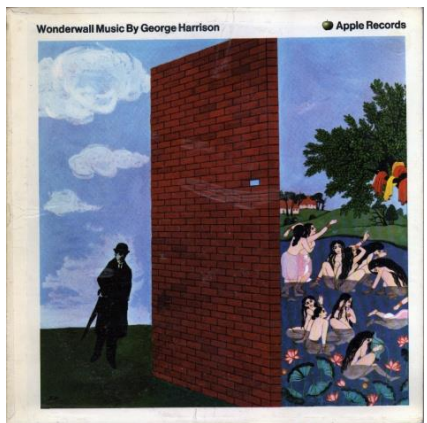
Wonderwall

Label ac1

Capitol/Apple

ST-3350

Factory: Jacksonville (1971) This label is scarce.



Notes about Label asc1

This was 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. It is only known on certain pressings from late 1969 and early 1970.

M-382

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