

Plastic Ono Band
Yoko Ono

First appearance in trade magazines: December 12, 1970

Label a70

Apple

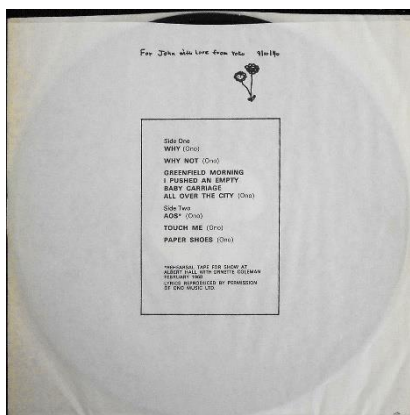
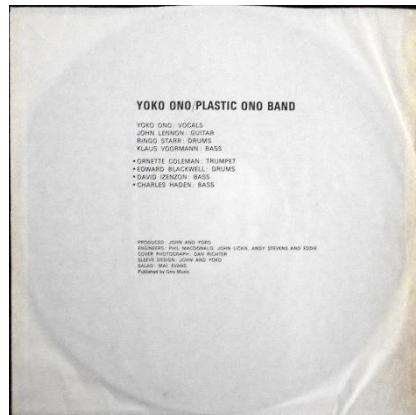
SW-3373

Custom Apple label.

"Mfd. by Apple Records, Inc." appears on both sides.

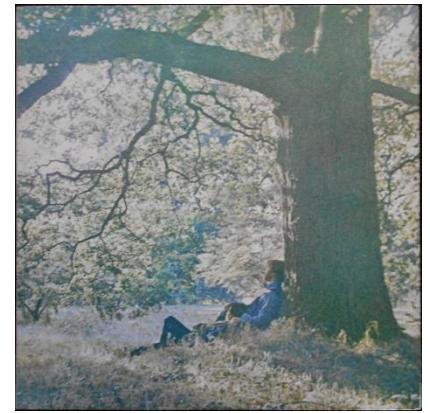
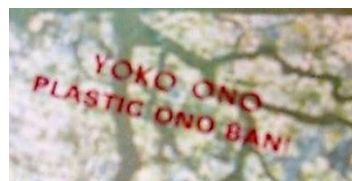


Factory: Scranton, Los Angeles, Jacksonville, Winchester



Sticker:

A few copies feature a clear sticker, S1, having the album title in red print.



YOKO ONO/PLASTIC ONO BAND

Apple SW 3373.

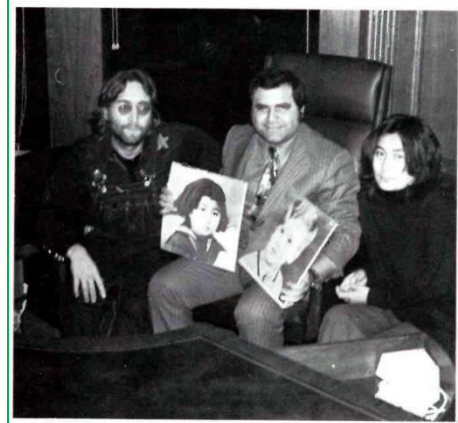
Yoko Ono sums up the philosophy of the age as succinctly as anybody yet has in her first two sides here, "Why" and "Why Not." Mrs. Lennon's voice is the most interesting new instrument since the Moog and she uses it throughout. John Lennon and Ringo Starr are the two sidemen. Why not?



POPULAR

YOKO ONO/PLASTIC ONO BAND — Apple SW 3373

The most avant of the Beatle family, and genuinely so before she became involved with Apple, has a most far out album, that runs from her poetry (in a musical setting courtesy Lennon, guitar; Ringo, drums, and Klaus Voormann, bass) to her wordless screams set against a backdrop provided by Ornette Coleman's quartet. The Coleman tracks are rehearsal tapes for a 1968 concert and feature Coleman on trumpet (not alto), Ed Blackwell on drums, and two basses, David Iznzon and Charlie Haden.



PAIR OF HITS: The new John Lennon and Yoko Ono albums are out from Apple and, reports Pete Bennett, promo director for Apple and ABKCO, advance sales for John's is at 2½ million and Ono's is at 100,000.

Apple Label:

With the label backdrop for this LP, Yoko broke the pattern of using the granny-smith apple label photo that had been taken by Paul Castell at the request of advertising agent, Gene Mahon. John and Yoko seem to have supplied photographs of a different apple, with the instructions that Capitol Records was to remove all of the color from it – giving the impression that the apple was white.

