

## 1962-1966

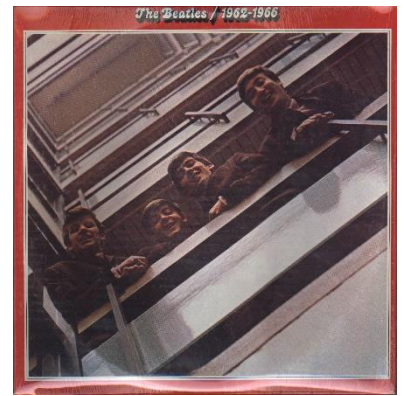
First appearance in trade magazines: April 7, 1973

Label af1

Stereo

SKBO-3403

Apple label with red background and "MFD. BY APPLE" on the full side.



## North American Music Buys Cap's Scranton, Pa., Plant

NEW YORK—North American Music Industries has acquired the Scranton, Pa., pressing plant of Capitol Records and will assume active management of the facility within 30 days.

Lou Guarino, NAMI president, said the company will continue to press Capitol Records classical product, and to service former Capitol custom accounts as well as to seek out new label clients. He added that the firm has been "assured of adequate supplies of polyvinyl under normal allocation."

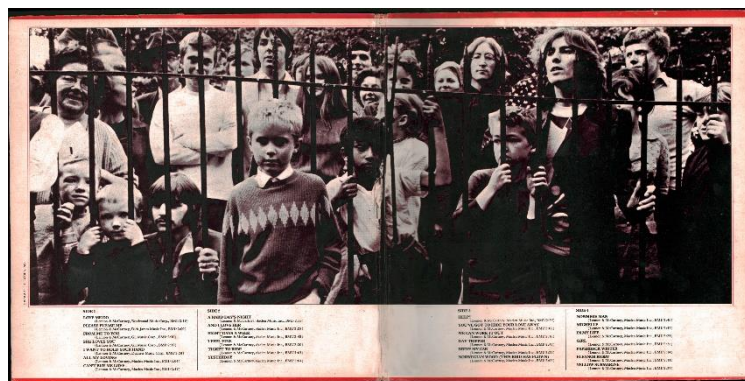
No change in key personnel is anticipated.

Guarino stated, and Don Evans will remain as plant manager and will direct all NAMI's manufacturing activities. Expansion plans include the establishment of a manufacturing arm in Europe, probably to be located in Belgium, with a later move planned for Canada, according to Guarino.

Joining the NAMI executive staff in other capacities are Ivan Mogull, to be in charge of publishing activities, and John Abbott as vice president in charge of a&r. Latter, with Guarino, will headquarter in New York, although a creative office will also be maintained in Pittsburgh.

Factories: Los Angeles; Jacksonville; Winchester

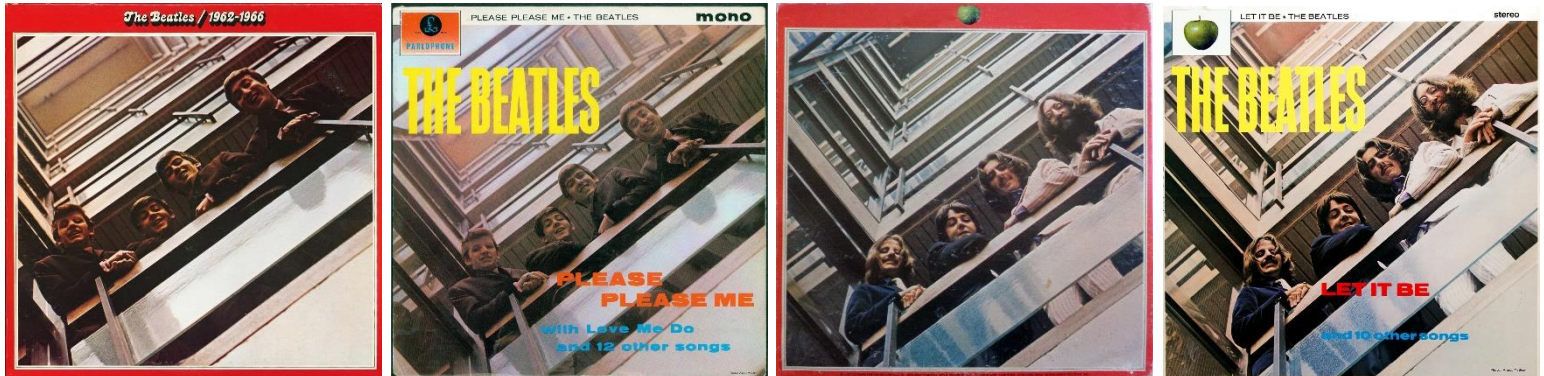
The Scranton plant was about to be shut down in August and sold to North American Music Industries later in the year, but they made some metal parts for this album. The copies that I have appear to have parts from Scranton that were used by the Jacksonville plant.



### Cover:

The cover has a cardboard cover with paper slicks pasted onto it. The inner cover is glued on top of the (wrapped-around) outer cover.

The front cover sports a photograph from the Angus McBean session that produced the cover to their first British LP, but it is a different photograph than the one that was used for the album. Likewise, the back cover sports a photograph from the Angus McBean session that produced the cover design to the (unreleased) *Get Back/Let it Be* album, but it is a different photograph than the one that had been chosen for the cover.



The inner cover slick was one of many photographs taken on the band's "mad day out" photo session on July 28, 1968. The Beatles, Tony Bramwell, Mal Evans and his son (Gary), Yoko Ono, Francie Schwartz, and three others with cameras traveled around to seven locations in London and took pictures. This shot was taken at the fifth location, St. Pancras Old Church and Gardens. As they were having their photograph taken under an archway, a crowd gathered to watch. Their photographers suggested that they merge with the crowd, and they captured the moment.



The back cover to the original pressing features a large green Apple logo in the center of the top edge. Later pressings replace this with Capitol's "C" logo.



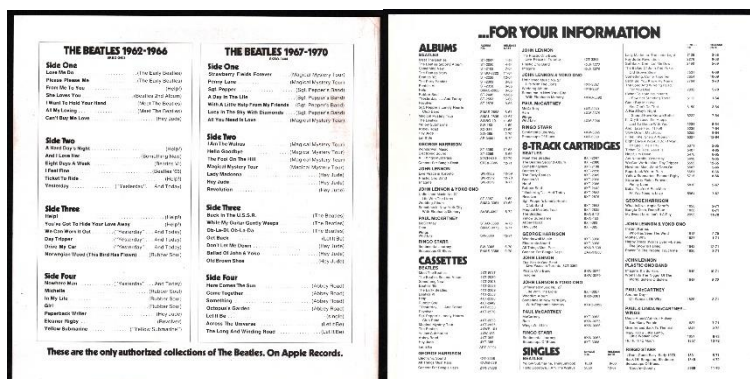
## Inner Sleeves:

Every pressing of the LP features colorful red inner sleeves listing the lyrics to all of the songs. The sleeve designs came from the UK and show the British copyright information for all of the songs. Rather than replace each of these, Capitol simply added a statement at the lower right corner indicating that Maclen Music controlled the rights to the Lennon-McCartney songs for the USA and certain other countries.



## Insert:

Apple included the same insert with this album and with its companion, 1967-1970. The first side listed all of the songs on the two albums, and the second side indicated their availability on LP or single, and on the two remaining tape formats. Although Capitol appeared to be pleased to promote the tape formats of the *Concert for Bangla Desh* (which are listed here but which were not made or distributed by Capitol), they did nothing to promote United Artists' Beatles LP, *A Hard Day's Night* (UAS-6366). The insert mentions "A Hard Day's Night" as being from the *Help!* album, where an instrumental called "Another Hard Day's Night" appears. The song "From Me to You" had been available from Capitol only on the short-lived Star Line single that was a reissue of a single from Vee-Jay. Since that single (Capitol Star Line 6063) was out of print, Apple indicated that the song was from the *Help!* LP, where an instrumental called "From Me to You Fantasy" appears. Also, Capitol chose to promote the *Yellow Submarine* album by mentioning that the song of the same name appears on that LP – instead of mentioning *Revolver*. There was also an error on the insert that likely resulted in the repressing of a non-Beatles single on Apple. The insert mentions that "Yellow Submarine," as Apple 1800, had been released in August 1966. Actually, Apple 1800 was the John Foster & Sons recording of the song, which came out in 1968.



From Me To You ..... (Help!)  
A Hard Day's Night ..... (Help!)  
Yellow Submarine ..... ("Yellow Submarine")

**BEATLES**  
Yellow Submarine, Thingummybob 1800 8-66

## Stickers:

Apple promoted the album with a red, rectangular contents sticker. There are actually two such stickers. One of these (sticker s1, the first?) shows the shading of the Apple logo on the left. That is, the Apple logo was reversed from its usual orientation. The other sticker (s2) shows the Apple logo with its shading on the right side as usual.



## Label ar1

Stereo

SKBO-3403

Apple label with rights information on one or both sides.

Factories: Los Angeles, Winchester, Goldisc

Rights information appears in the rim on both sides.

Possible covers:

Posterboard cover with Capitol "C" logo on the back

Some copies with Label ar1 are records having matrix numbers for the red-vinyl pressing of the album. Capitol released the album on red vinyl on August 14, 1978, so these Apple labels were probably discovered unused and were pressed into service in 1978.



## Label 72rr

Stereo

SKBO-3403

Red label with rights disclaimer

Factories: Los Angeles, Jacksonville, Winchester, PRC Compton, Monarch, Specialty

The Monarch copies have job numbers Δ 23721 and Δ 23722, indicating that they were manufactured for distribution in late September, 1978.

The Specialty copies were likely pressed from 1985 on.



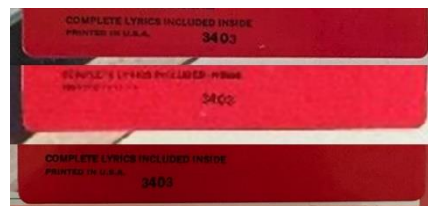
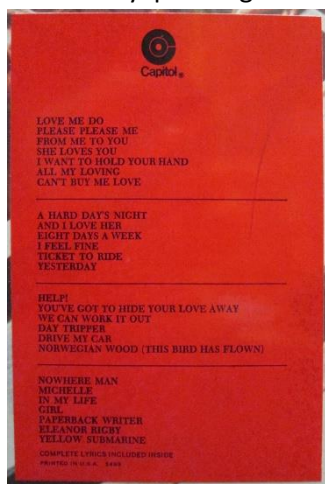
Possible covers:

Posterboard cover with Capitol "C" logo on the back

## Stickers:

The first Capitol pressing of the album has "3403" next to "Printed in USA" and features Capitol's "C" logo – the logo that Capitol used from 1969 to 1978.

Copies made after mid-1978 have the dome logo at the top and have "3403" in the center of the bottom of the label. On a few stickers, "3403" is not properly aligned – tilted slightly and shifted in one of several directions from where one normally finds it. These stickers likely accompanied records that came out after the colored-vinyl pressing.





## Label 72rb

Stereo

SKBO-3403

Blue label with rights disclaimer

Factories: Jacksonville, PRC



Although the LP was supposed to come out with red labels, the pressing plant in Jacksonville, Illinois, accidentally used blue labels for one run. Although these records are not rare, it is striking to see the album – with its “red” theme – on a blue label. Jacksonville seems to have sent some labels along with metal parts to Philips (PRC), for there are a few of these labels that we find on PRC copies.

The red-label pressing was certainly available between 1976 and 1978. At some point in 1978, Capitol used a batch of left-over Apple labels. After that, they appear to have decided not to use Label 78 (see below) for the black-vinyl pressing of this LP but to continue using Label 72rr.

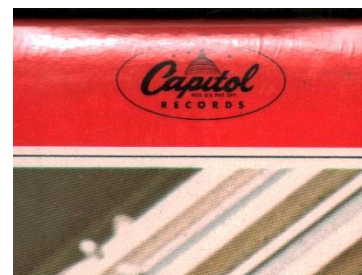
## Label 78r

Stereo

SEBX-11842

Red label with dome logo and rim print starting with “MFD. BY CAPITOL.”

Factories: Los Angeles, Jacksonville, Winchester



Possible covers:

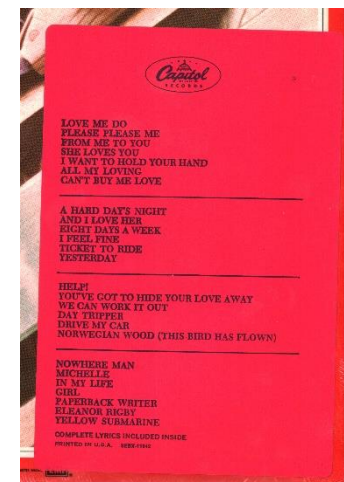
Posterboard cover with Capitol dome logo on the back

Stickers:

Round sticker on the front wrap with “LIMITED EDITION” and “2 RED VINYL DISCS,” along with the catalog number and “Printed in USA.” (s1)

Rectangular sticker on the back cover listing the song titles, having the Capitol dome logo and SEBX-11842 catalog number.

The catalog number SEBX-11842 is in its proper place on the sticker that lists the song titles. This is to say that the number appears in the space immediately to the right of “Printed in USA.” This is where the catalog number appears on the Apple stickers and on the Capitol sticker with the “C” logo.





## THE BEATLES 1962-1966

### LP REVIEW:

## 2 Beatle Sets Prove Growth

By ELIOT TIEGEL

LOS ANGELES—Pop music's super kids, the Beatles, currently bootlegged in the Midwest, are now available on a super Apple compilation of 54 powerhouse titles on two two-disk albums.

Capitol is providing dealers with a streamer emphasizing that this is "the only authorized collection of the Beatles on Apple Records and tapes" to counter the bootlegged album.

Standing side-by-side, the two-disk sets, with a \$9.95 suggested list, graphically provide similar and contrasting images. The first set, Apple SKBO 3403, covers the initial years from 1962-'66. The photo shows the four in clean shaven faces and with "short" hair on an apartment house balcony. The second set, SKBO 3404, covering the final years from 1967-'70, shows the foursome bearded and long-thatched on another balcony.

Inside, the same photo of the Beatles standing in a crowd spreads across the inner packet of both albums.

The early years—which don't seem that long ago—provide a memory trip back into the fun-filled, simplicity aspect of the quartet's music, when rock was fun and they were carefree souls.

The overall impact of these two albums is to grasp at one time how powerful a songwriting team John Lennon and Paul McCartney were and how many contemporary standards they created.

The pretape advances, delayed speeds and exotic electronic tricks era brought us such titles as "Love Me Do," "Please, Please Me," "I Want to Hold Your Hand," "All My Loving," "Can't Buy Me Love."

The next advancement in their music is characterized by "A Hard Day's Night," "Ticket to Ride," "Yesterday" (with its impacting usage of a string quartet and the total abandon of any form of rocking beat), "We Can Work It Out," "Day Tripper," and "Norwegian Wood" (one of the group's first sex slanted rock ditties which nobody seemed frightened about).

"Yellow Submarine," "Michelle," "Paperback Writer," and "Eleanor Rigby" complete the LP's distillation of sophisticated pop material emphasizing studio techniques, the group's vocal blend and its instrumental capabilities.

### Expanding Limits

The latter years really show off the band and producer George Martin's concern for expanding the boundaries of pop music. And their success in accomplishing this.

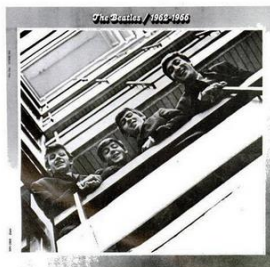
Consider that this LP holds such gems as "Strawberry Fields Forever," "Penny Lane," "Sgt. Pepper's Lonely Hearts Club Band," "Lucy in the Sky With Diamonds" (which caused some stir with its alleged LSD references), "A Day in the

Life," "All You Need Is Love," "I Am the Walrus" (a song which emerged when the group was having some internally rough times); "Hello Goodbye," "The Fool on the Hill," "Magical Mystery Tour," "Lady Madonna," "Hey Jude," "Revolution," "Ob-La-Di-Ob-La-Da," "Something" and "Come Together."

George Harrison's writing skills emerge on this LP in "Here Comes the Sun" and "Something" plus several lesser known titles.

Placed together, the eight sides are a super collection of hits, and they show the maturation of the musicians. Individually, the LP's stand alone as stylistic calling cards.

The early years package has a red border; the latter years a blue border. Ringo, Paul, George and John are positioned in the same pose on both covers. But their music is dramatically different from LP to LP.



LOVE ME DO  
PLEASE PLEASE ME  
FROM ME TO YOU  
SHE LOVES YOU  
I WANT TO HOLD YOUR HAND  
ALL MY LOVING  
CAN'T BUY ME LOVE

A HARD DAY'S NIGHT  
AND I LOVE HER  
EIGHT DAYS A WEEK  
I FEEL FINE  
TICKET TO RIDE  
YESTERDAY

HELLO  
YOU'VE GOT TO HIDE YOUR LOVE AWAY  
WE CAN WORK IT OUT  
DAY TRIPPER  
DRIVE MY CAR  
NORWEGIAN WOOD (THIS BIRD HAS FLOWN)

NOWHERE MAN  
MICHELLE  
IN MY LIFE  
GIRL  
PAPERBACK WRITER  
ELEANOR RIGBY  
YELLOW SUBMARINE



A TWO LP SET ON APPLE