

Yesterday...And Today

First appearance in trade magazines: July 25, 1966

Label 62-01

Mono

T-2553

Black rainbow label without subsidiary print.

01S (Keystone print)

Factories: Scranton



Possible covers:

Butcher cover,

or trunk cover with butcher underneath,

or trunk cover without butcher underneath,

or trunk cover with drill-hole punch reading "PROM."

01L (Bert-Co print)

Factories: Los Angeles, RCA (Hollywood?)



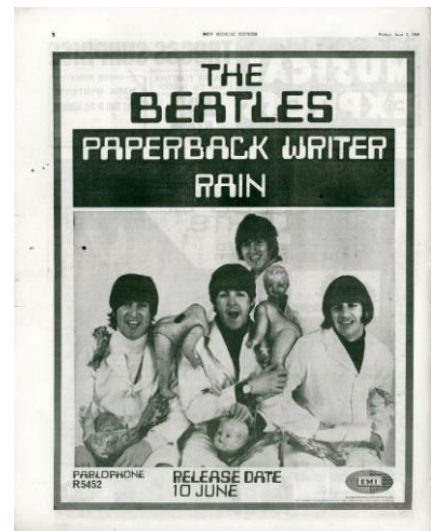
Possible covers:

Butcher cover,

or trunk cover with butcher underneath,

or trunk cover without butcher underneath,

or trunk cover with drill-hole punch reading "PROMO."



Stereo

ST-2553

Black rainbow label without subsidiary print.

01S (Keystone print)

Factory: Scranton, Columbia



01L (Bert-Co print)

The word "STEREO" is in narrow print with wide horizontal spacing.

Factories: Los Angeles, Jacksonville

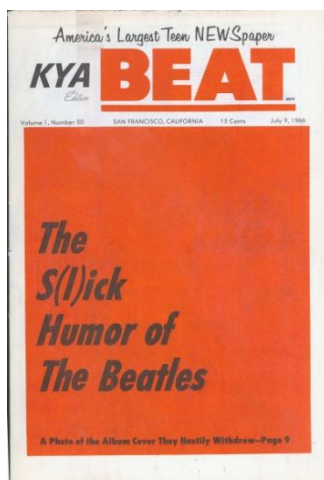


Possible covers:

Butcher cover (Scranton, LA, Jacksonville)

Butcher cover with trunk cover pasted over it (Scranton, LA)

Trunk cover without butcher underneath



SCHOOL'S OUT!



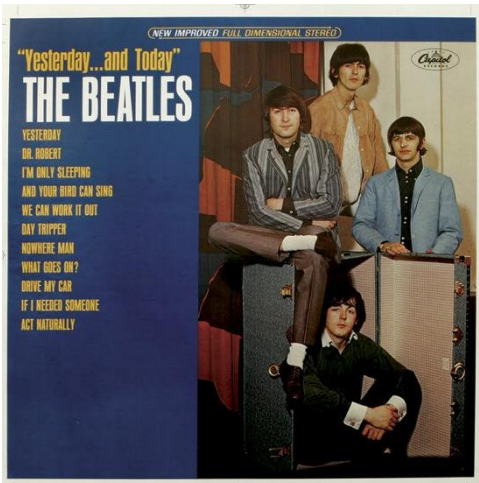
GET READY!

Remember how "SCHOOL'S OUT!" helped last summer?
Here's more hot-weather relief - 11 great
BEATLES hits - 5 of them brand-new!

ISIT 2553

Yesterday And Today

Cover Designs

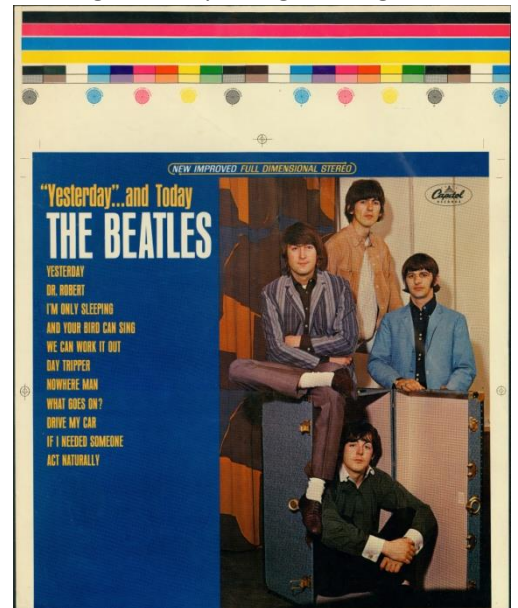


The Y & T cover was not always intended to be a "paste-over." Nor was it intended to have a butcher cover. Robert Whitaker had taken the photograph on about April 29th in Brian Epstein's office. Since the photo session was somewhat *ad hoc*, Whitaker used a prop that was in the office: a steamer trunk.

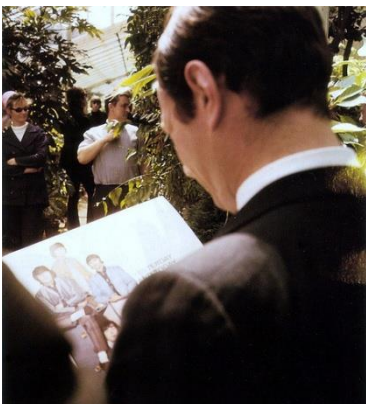
In early May, Capitol began working on *Yesterday...And Today* and requested artwork from Brian Epstein. With full knowledge of the band, Brian sent Capitol the "trunk" photograph, from which they would design the album's front cover. Shortly before the album was compiled, but after May 10, 1966, when the three *Revolver* songs were chosen and

mixed into mono for the US album, the Capitol art department began creating mock-up designs using the "trunk" photo. The first design used the colors from Capitol's "Yesterday" picture sleeve (Capitol 5498). The art department placed the photograph at the right side and filled the rest of the cover with writing. Accidentally, they placed the whole title in quotation marks. Four-color separations provide the only surviving indication that this cover design existed, because it never reached the stage where slicks would be printed.

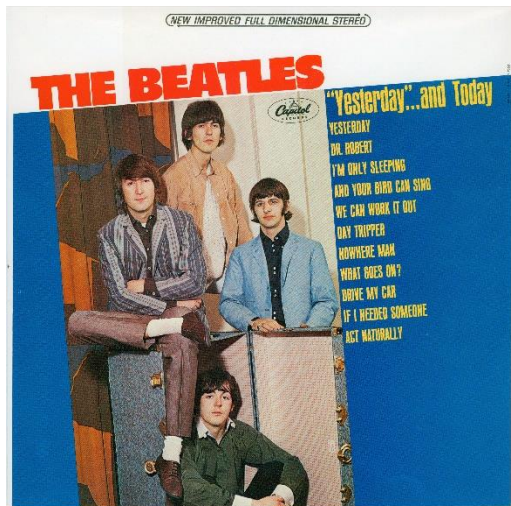
That error in putting the quotation marks around the whole title – instead of just around the "Yesterday" song title -- was quickly corrected. Had the LP been released in mid-May, it would have come out in this form. In addition to the four-color separations, test slicks were prepared of this modified design as it was being prepared for release. By now it was May 13th, and at this time it was clear that Brian Epstein was disappointed with Capitol's design process. His office had the right to approve cover designs for North America, and Epstein wanted to see potential designs.



Capitol sent Epstein a basic-looking design – by no means was it ready to print. He reviewed that design on May 20th and wound up rejecting it. Capitol responded to his rejection by preparing at least four alternate designs using the same cover photograph.



DATE	MAY 13, 1966	Capitol RECORDS
TO	BILL HESTER & DICK RICHARDSON	MEMO
OFFICE	Sheraton Plant & L.A. Plant	
FROM	Ray Pelley	
OFFICE	Hollywood	
SUBJECT:	NEW RELEASE ALBUM # 2553	
Subject album will be release on a extra special Rush release.		
The cover litho films will be at Queens and Part-Co on 5/16/66. They are awaiting your order.		
The forecast:		
Sheraton - 500,000		
Los Angeles - 100,000		
Total 1,200,000		
The liner will mail on 5/17/66. Let us know how many and where.		
R/P/d		
cc: Whitaker		
Cohen		
P.S. To Barry: Make your plates but don't print until you talk to me Mon 5/16/66. We have a problem with Beatles manager that we do not want anyone to know of - including our plants.		
SIGNED:		
INFORMATION COPY - READ AND DESTROY		
ACTION COPY - PLEASE HANDLE AS NECESSARY		



Their preferred redesign is the one that appears here, which they labeled for Brian as design #1.

This other alternate trunk cover was more creative in some respects. The group's name appears in bright red letters above the photo, which has been tilted. The white top part of the cover seems to detract from the simple beauty of the first version, however. Capitol prepared a few test slicks of this design, which exist with Capitol stamps showing a date of May 27, 1966. This design was intended as the "final" one: the album cover that would have appeared on records had the Beatles not been in the process of rejecting the trunk photo and suggesting a new one altogether.

The Beatles themselves got involved at this point through a sheer bit of fate. While they were creating the promotional film clips for "Paperback Writer" and "Rain," Brian Epstein was considering the cover design to this album. At that same time, they were reviewing film strips of the "butcher" cover session that Robert Whitaker had shot on March 25th. John Lennon has said that it was his idea to use the butcher photo for their album – not to make any sort of statement but because it was interesting and adventurous. The trunk cover seemed dull by comparison.

The butcher cover to the North American *Yesterday...and Today* album was a piece of "pop art satire." Also used to promote the "Paperback Writer" single in England, the cover was seen as little more than a bit of surrealism by the Beatles themselves. In the form in which it was released it is an unfinished piece. Intended to be gilded in gold, the photograph (called, properly, "A Somnambulant Adventure") was part of a group of three photos that were intended to debunk the Beatles' legendary status.

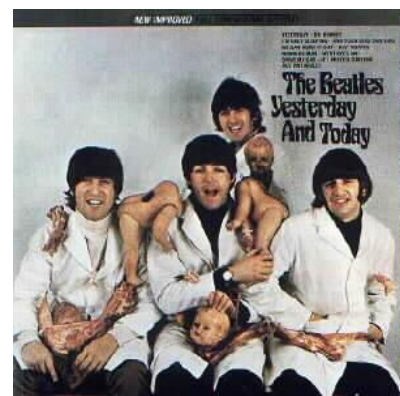
But the completed idea was not to see the light of day. Instead, the uncropped final "butcher" photo was sent to Ted Staidle, a professional photographer in the United States whose company – Staidle and Associates – prepared photographic proofs for Capitol Records during the 1960's. He created exactly two copies of the 16" by 20" proof – one for Capitol and one for his files. Capitol's copy of the Staidle proof was kept by the record company and surfaced as the inside front cover to the *Rarities* album in 1980. Staidle's copy was kept by his offices for 35 years and sold at private auction.



When Capitol's art department approved of the new design, they selected the paper stock and chose the color scheme for the stereo banner (at the top of the stereo LP) and the font and color of the song titles. Originally, the album design was to feature quotes around "Yesterday," which we observe in the earlier trunk designs as well. Apparently, the quotation marks were thought to detract from the design, because they were removed from later draft designs. Like the early trunk cover designs, considerable thought went into the butcher cover.

Brian Epstein insisted that the album be treated as a deluxe pressing, and that Capitol print the cover on the same paper stock that they used for some of their (Angel Records) classical releases. Capitol obliged, and their art department clearly enjoyed making such a bold cover.

Here's a slick without the Capitol logo, believed to have been prepared so that the logo would be sized and placed properly. One copy of the above slick exists with the logo pasted on by hand with notes as to its placement. It is surely the only such copy. Once all of the type was in place, the cover was ready for release.



EXECUTIVE AND GENERAL OFFICE
CAPITOL RECORDS DISTRIBUTING CORP.
HOLLYWOOD 4000 W. 10TH STREET, HOLLYWOOD, CALIF. 90028

June 14, 1966

Dear Reviewer:

In the past few days, you may have received an advance promotional copy of The Beatles' new album, "The Beatles Yesterday And Today." In accordance with the following statement from Alan W. Livingston, President, Capitol Records, Inc., the original album cover is being discarded and a new jacket is being prepared:

"The original cover, created in England, was intended as 'pop art' satire. However, a sampling of public opinion in the United States indicates that the cover design is subject to misinterpretation. For this reason, and to avoid any possible controversy or undesired harm to The Beatles' image or reputation, Capitol has chosen to withdraw the LP and substitute a more generally acceptable design."

All consumer copies of The Beatles' album will be packaged in the new cover, which will be available within the next week to 10 days. As soon as they are, we will forward you a copy. In the meantime, we would appreciate your dis-regarding the promotional album and, if at all possible, returning it, C.O.D., to Capitol Records, 1750 N. Vine Street, Hollywood, Calif. 90028.

Thank you in advance for your cooperation.

Sincerely,
Alan W. Livingston
Alan W. Livingston
President
Capitol Records
Press & Information Services.
AT:s

Withdrawal of the Cover

As the radio stations got their copies, it seemed like every one of them was grumbling about THAT cover. [John Lennon and Yoko Ono would cause a similar stir two years later with *Two Virgins*.] So, before the official release date, Capitol issued a letter recalling the album. Pulling out their own original design with the trunk photo, Capitol quickly went to work fashioning a replacement cover for the album, using the photograph from the trunk cover design. They airbrushed the background white and positioned the image so that they could use the black print from the butcher cover.

Although Capitol gave an initial order to destroy the old covers, it was more cost- and time-efficient to glue the new front cover on top of the rejected "butcher" covers. Doing this saved time, and the new records

were on the stands within five days. This is an amazing turn-around time, considering the fact that the mono paste-overs are not exactly rare. It appears, though, that the Jacksonville, IL, plant did destroy nearly all of their butchers.

Tape copies of the *Yesterday...and Today* LP also featured the trunk cover, and since they were prepared after the recall of the butcher covers, no tape copies exist with the butcher cover design. It appears that some thought was given, though, to rethinking the bland, whitewashed cover. When the eight-track tape of *Yesterday...and Today* was issued by itself in 1968 (apart from *Beatles VI*), some color was added to its cover, but they never redesigned the LP cover.

For much more information, see Bruce Spizer's *Beatles Story on Capitol Records Vol. 2*, to which I contributed.

Beatles' LP Makes Cap. Run for Cover

NEW YORK — Salesmen of the various Capitol Records Distributing Corp.'s branches throughout the nation are recuperating from a busy week-end—spent stripping the latest Beatles album, "The Beatles Yesterday and Today."

Some 750,000 albums which were pressed, packaged and shipped to the factory branches have been recalled for repackaging. Reason for the recall is the cover art—which shows the Beatles in white smocks surrounded by what appears to be dismembered baby dolls and butcher shop cuts of meat.

According to reliable reports, none of these albums have

reached dealer shelves, although some have been received by reviewers and rack jobbers. Capitol has a new cover printed, showing four nearly neatly dressed Beatles inside and draped around a trunk.

Explanation

Alan W. Livingston, president of Capitol Records, explained the cover recall:

"The original cover in England was intended as 'pop art' satire. However, a sampling of public opinion in the United States indicates that the cover design is subject to misinterpretation. For this reason, and to avoid any possible controversy, or undesired harm to the Beatles' image or reputation, Capitol has chosen to withdraw the LP and substitute a more generally acceptable design."

Meanwhile, Capitol is making a painstaking effort to recall the covers to make sure they are destroyed. Reviewers are requested to return the cover to Capitol, and dealers who have received streamers are asked to hold them until a salesman calls.

90,000 in N. Y.

Some 90,000 albums were shipped to the New York branch alone, and the salesmen spent Saturday (11) and Sunday (12) stripping the albums before shipping them back to the Scranton, Pa., pressing plant for repackaging.

Capitol is going for a bundle on the deal. Figuring the album cover cost at 15 cents, 750,000

would come to \$112,500. Add to that the cost of shipping the records back to the pressing plant, the labor involved in stripping, and the figure could reach \$200,000.

Locally, cuts from the album had been getting airplay on WMCA, and extensive radio promotion had been launched.

Label 62x

Stereo

ST-2553

Rainbow label with subsidiary information above color band.

stereo in unusual print; glossy label

Factory: Scranton

STEREO in large round print; glossy label

Factories: Scranton, Columbia

stereo in small round print; flat label

Factory: Los Angeles

STEREO in narrow print; flat label

Factory: Jacksonville

Possible covers: Trunk cover, with or without
"Gold Record Award" seal.



Label 62-RC1

Capitol

ST-8-2553

Rainbow label with "manufactured under license"

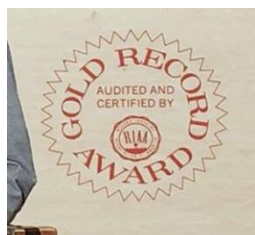
Pressed by Decca-Pinckneyville between January and September, 1969.



Possible Covers:

Cover having catalog number in the showing in the upper right corner

Cover without the catalog number in the upper right



The new Beatle album contains a number of their recent hits. "Yesterday," "We Can Work It Out," "Act Naturally," "Nowhere Man." Also some rousing new ones like "Drive My Car." Of course, it'll be a big package (Capitol T/ST 2553).

More Beatles Gold Records

HOLLYWOOD — Record Industry Association of America gold record certification for the latest Beatle single and album will be requested this week by Capitol Records, Inc.

According to Voyle Gilmore, Vice-President, A&R, CRI, "Paperback Writer"/"Rain," the quartet's newest single, surpassed the million mark June 24 when sales topped the 100,000 figure for that week alone. "Yesterday" and "Today," the Beatles' new album, was released June 22 and the following morning it had surpassed the \$million mark with more than 600,000 LPs sold the first day.

Label 69

Stereo

ST-2553

Lime green label with "C" logo.

Factory: Winchester, Los Angeles

STEREO (69A) at left

Stereo (69L) at left; titles in upper & lower case.

Factory: Jacksonville

Stereo (69J) at left; titles in ALL CAPS.



Label may have "TM" next to the Capitol logo, or may have ® under the "l" of "Capitol."

Possible covers:

Trunk cover, with or without "Gold Record Award" seal.



Label 69-RC1

Capitol

ST-8-2553

Lime green label with "C" logo and "manufactured under license"
Round STEREO.

Pressed by Decca-Pinckneyville between September, 1969, and early 1972.

Some copies have the O of STEREO aligned over the side numbers.

Some copies have the word STEREO just to the left of the side numbers.



Label 69-RC1a

Capitol

ST-8-2553

Lime green label with "C" logo and "manufactured under license"
Narrow STEREO.

Pressed by Decca-Pinckneyville between early 1972, and mid-1972.



Label 71

Stereo

ST-2553

Red label with "C" logo.

Factory: Jacksonville

Stereo at left; titles in ALL CAPS.



Possible covers:

Trunk cover with "Gold Record Award" seal.

Label ac1

Stereo

ST-2553

Apple label with Capitol logo

Stereo at right with side number (acL)

Factory: Los Angeles

Stereo at left (acJ)

Factory: Jacksonville

(Recorded in England) below Stereo on side

or (Recorded in England) above Stereo



Possible covers:

Trunk cover, with or without "Gold Record Award" seal.



Label af1

Stereo

ST-2553

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

Factory: Los Angeles

Label may be flat or glossy.

Factory: Jacksonville

Label may be glossy and yellowish or

flat.

Factory: Winchester

Label may be flat or glossy.

Copies pressed in 1974-5 have "Mastered by Capitol" in the matrix.

Copies pressed in Winchester with "Mastered by Capitol" have all of the songs in true stereo from here on.

Possible covers:

Cardboard cover, with or without "Gold Record Award" seal.



Label as1

Stereo

ST-2553

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

Factory: Winchester

Possible covers:

Cardboard cover with NIFDS on front slick and "File Under."



Label ar1

Stereo

ST-2553

Apple label with rights information on one or both sides.

Factory: Los Angeles

Rights information appears in black across the label.

Rights information appears below the manufacturing statement in the rim text.

Factory: Jacksonville

Rights information appears in black across the label.

Rights information appears in the rim around the right side of the label.

Factory: Winchester, PRC (LA)

Rights information appears below the manufacturing statement in the rim text.



Label 72r

Stereo

ST-2553

Orange label with rights disclaimer

Factories: Jacksonville, MCA Pinckneyville

"Stereo" appears at left.

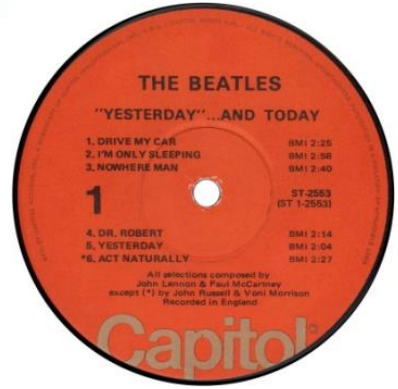
Factory: Winchester

Large side number appears at left.

Possible covers:

Cardboard cover with or without Gold Record Award seal.

Posterboard cover with Gold Record Award seal.



Label 78

Stereo

ST-2553

Purple label with large logo

Factory: Los Angeles, Jacksonville, Winchester, Allied Record Company

Copies pressed at Allied have all of the songs in true stereo.

Posterboard cover.

**Label 83**

Stereo

ST-2553

Rainbow label with print in color band.

Factory: Los Angeles, Jacksonville, Winchester, Specialty

Posterboard cover.

