

Life With the Lions Unfinished Music No. 2

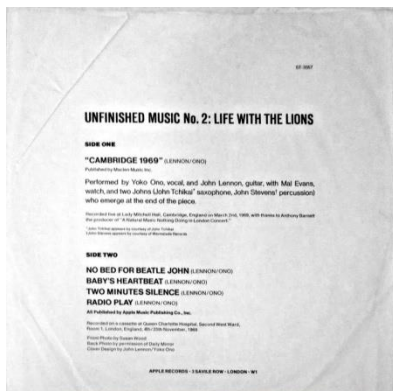
Label as

Stereo

ST-3357

Zapple label with "Mfd. by Apple" on the sliced side.
The title is in large, bold print.

Factories: Scranton, Los Angeles, Jacksonville



'A' is for Apple, 'Z' is for Zapple.

Introducing Zapple, a new label from Apple Records.

For about a year now Apple has been producing pop records. And it's done quite well too, with Artists like Mary Hopkin, Jackie Lomax, and of course, the Beatles.

Many people have asked, why don't we try something different for a change? Enough pop is enough, they've said.

Well, we don't want Apple to become a 'one product company' any more than anybody else does.

So we've done something about it.

This something is called Zapple.

What's Zapple about?

We want to publish all sorts of sounds. Some of these sounds will be spoken, some electronic, some classical. We'll be producing recorded interviews too. Some of the people we put on record will be well-known some not so well-known.

This means that you'll get plenty of variety. We don't want Zapple to become a one track record label.

We'll publish almost anything providing it's valid, and good. We're not going to put out rubbish, at any price.

What will Zapple cost?

We decided to divide the Zapple label into three price categories. These prices will depend by and large on the contents and production costs of the album. If the album doesn't cost much to produce then you won't pay much. The three

price categories* are as follows:

- (a) 15/- (ZAP.)
- (b) 21/- (ZAPREC.)
- (c) 37/5 (ZAPPLE.)

The first 2 Zapples will be out May 26th.

One's by John Lennon and Yoko Ono. It's called 'Life with the Lions':



Unfinished Music No.2*.

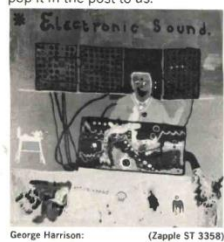
The other's by George Harrison. It's called 'Electronic Sound'. This is a new thing for George. It's all done on a machine called the Moog Synthesiser. One side's called 'Under the Mersey Wall'. The other's called 'No time or space'.

The third Zapple will be by American poet Richard Brautigan. It'll be called 'Listening to Richard Brautigan'. We're hoping to release it soon along with one other, which we've yet to decide on.

Where to buy Zapples.

Zapples should be on sale in most leading record shops and

some book shops. If you're not sure what a 'leading' record shop is and whether there's one near you, fill in the coupon below and pop it in the post to us.



Not only will we tell you where to get hold of a Zapple, but we'll keep you informed about future Zapples.

Our future Zapples will include records by Lawrence Ferlinghetti, Michael McClure, Charles Olson, Allen Ginsberg and American comedian Lord Buckley.

So listen to Zapple, it's something else again.

I'm interested in 'Zapple', could you please let me know what you'll be up to next before you get up to it.

Name _____

Address _____

Send this coupon to JACK OLIVER
1750 NORTH VINE
HOLLYWOOD, CALIF. 90028

*In U.S., price is optional with dealer.
Distributed by Capitol Records Distributing Corp.

Beatles Set Zapple Tag For New Label Due in May

LOS ANGELES—The Beatles will call their spoken word specialty music label Zapple. The first releases are planned for about May 1.

Capitol will distribute the product through regular channels plus bookstores and college outlets.

The first three products being pressed include the John Lennon-Yoko Ono collaboration, "Unfinished Music No. 2—Life With the Lions"; an album of electronic music composed by George Harrison, and a spoken word package by poet Richard Brautigan.

The albums will either sell for \$1.98 or \$4.98, depending on the project. If it is merely a single person reading some works, the recording will be done in monaural.

Apple claims that such writers as Laurence Ferlinghetti, Michael McClure, Kenneth Patchen, Charles Olson and Allen Ginsberg will have their works recorded on Zapple. Also planned is a concert by the late Lenny Bruce.

The Beatles plan to tape several discussions among themselves for release as a fall LP.

Apple has been operating from fourth floor offices in the Capitol Tower building. Miss Pat Slattery has been handling all correspondence prior to the arrival of someone to set up the American publishing company. The United California Bank has been making binds on property for the Beatles who plan to set themselves up with offices in their own building here.

★★★★ 4 STAR ★★★★★

JOHN LENNON & YOKO ONO—Unfinished Music No. 2: Life With the Lions. Zapple ST 3357 (S)

The front-cover artwork was a cropped photograph taken by Susan Wood in Queen Charlotte's Hospital in London as Yoko miscarried and lost her baby. In the uncropped photo, the newly-released photos of Ringo, George, and Paul (from the White Album) adorn the wall behind Yoko. Artwork from the *Two Virgins* album appears on the wall to the right. The photograph first appeared publicly in the March 18, 1969, issue of *Look* magazine, for which Wood was assigned to photograph.



The photograph for the back cover came from a set of public photos of John's arrest for possession of hashish on October 19, 1968. John consistently claimed that the drugs were not his, and that the police planted them. Their presence wound up being an obstacle to his fight to remain in the United States.

