

# British Parlophone/Apple Single Sleeves

With the American singles identification article comes a picture of each of the record company sleeves known to have been issued together with Beatles singles on Capitol or Apple. In the USA, however, most of the Capitol/Apple singles were actually issued with [picture sleeves](#). This was not the case in England, where only two Parlophone/Apple singles came out with such sleeves. The vast majority of their singles were issued in company sleeves.



The "original" Parlophone sleeve, as far as the Beatles are concerned, is much more colorful than those which followed in mid-1963. The sleeve issued with "Love Me Do" and "Please, Please Me" has a wavy design on both sides.



The correct Parlophone sleeve for the "Please, Please Me" single lists several "wonderful" Parlophone LP's on the back, although leftover copies of the wave design are found with it as well.



The first of the "green" sleeves, which accompanied Parlophone singles from mid-1963 until about mid-1965, has a lone Parlophone logo at the bottom. The sleeves were generally cut straight across the top, although there were copies with a slight curve to them. On the back are ads for EMI record tokens (in values starting at 6 shillings), the EMITEX record cleaner, and the *Record Mail* – EMI's publication about records. Some early copies have an error listing the company name as "Electrical & Musical Instruments" instead of the correct "Industries." Second copies have the wrong name blocked out. The next copies have the correct name inserted.



By 1965, EMI was trying to bring a unifying look to their records worldwide. Just as Capitol in the USA added the EMI logo to their records, so did Parlophone in the UK. At the bottom of the sleeve is the Parlophone-EMI logo mentioning the manufacturer as "The Parlophone Co. Ltd.." The top of the sleeves were now *ruffled*; the wave-top ruffling would continue through 1968. There are two back covers to this sleeve. The first shows the word "PRESENT" in larger, wide print; the second has that word in smaller, narrower print.



From late 1965 or early 1966 until after the Beatles moved to Apple, Parlophone singles sleeves greatly resembled the sleeves above. One difference, however, is the change in manufacturer's name to "The Gramophone Co. Ltd.," a change which can be seen above. The prices of EMI record tokens increased as well, with the least valuable being 7s3d.



Some 45's were issued in custom sleeves with advertising for EMI-related product on one or both sides. This product included lipstick and hair dryers. Instead of the mostly green front, these featured a green bar across the middle and an ad on the back. Copies of "Hello Goodbye" are often found with the above color sleeve promoting EMI albums.



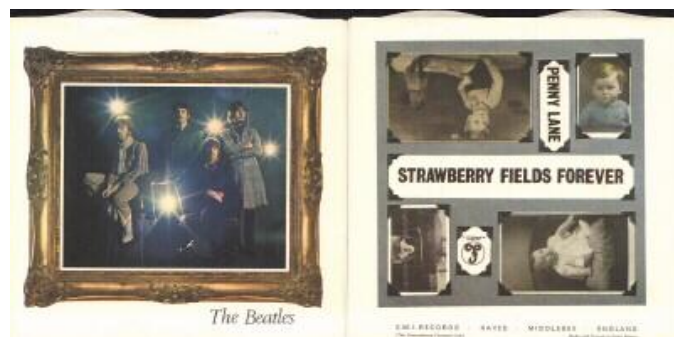
When Apple was formed in 1968, Parlophone was still having "ruffled" sleeves manufactured, as shown in the photograph above. This practice continued until the following year, possibly through "Get Back" or "The Ballad of John and Yoko".



The last few Beatles singles for Apple were issued in the newer "thumb tab" sleeves. The purpose of both the ruffling and the thumb tab was to make it easier to slip the record in and out of the sleeve, and so the thumb tab was seen as an improvement on the earlier design.

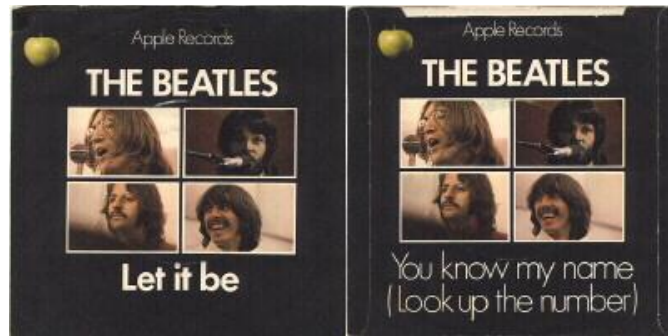
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The two picture sleeves manufactured for "original" issue Parlophone/Apple Beatles singles in England were "Penny Lane" and "Let it Be." These singles sleeves conform in construction roughly to the construction of plain company sleeves.



The picture sleeve for "Strawberry Fields Forever"/"Penny Lane" is a ruffled paper sleeve, with the paper feeling approximately the same as the paper on the "green" sleeves. On the back, at the bottom of the sleeve, are the words "E.M.I. RECORDS (The Gramophone Company Ltd)," along with the general location of the Company and the words "Made and Printed in Great Britain." The EMI logo does NOT appear anywhere on the sleeve.

There have been reissues of the sleeve, notably in 1982 for the 20th anniversary collection, so make note of the characteristics of an original.



The sleeve for "Let it Be"/"You Know My Name" is a "thumb tab" sleeve, but the paper is composed of a much heavier stock. Like the "Penny Lane" sleeve, the catalog number does not appear anywhere on the picture sleeve. In this case, however, there is no identifying information apart from the Apple logo and the words "Apple Records."

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