

The Concert for Bangla Desh

Various Artists

First appearance in trade magazines: December 18, 1971.

Label 71

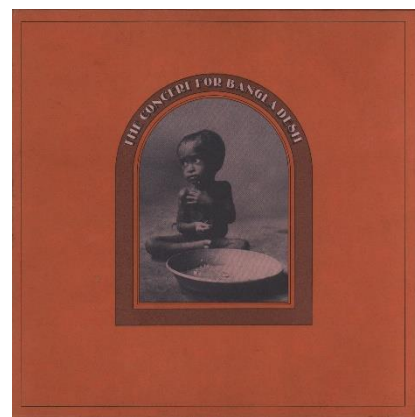
Apple

STCX-3385

Custom label.

A white Apple logo appears on both sides.

Factories: Scranton, Los Angeles, Jacksonville, Winchester



ALBUMS

GEORGE HARRISON AND FRIENDS, "CONCERT FOR BANGLA DESH." George Harrison, Bob Dylan, Ravi Shankar, Ringo Starr, Leon Russell, Eric Clapton, Billy Preston, Klaus Voorman et al in incredible live concert. Three-record set with proceeds to charity. Apple 3385.



Inserts:

Outer box: The letters on the front cover are a pinkish color. The cover is constructed of a rough matte, orange paper stock. The inside front cover and inside back cover are made of the same deep orange paper stock as the front and back covers.

Inner sleeves: The inner sleeves are made of heavy paper stock in a light brown color. These same sleeves were used later on *for George's Living in the Material World* album.

Apple pressings of the album also contained a 64-page glossy souvenir booklet.



Label 71r

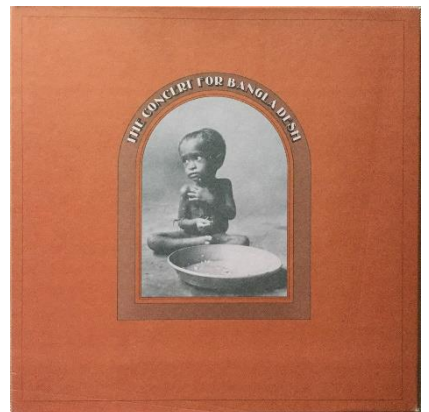
Apple

STCX-3385

Custom label with "all rights reserved" print.

A white Apple logo appears on both sides.

Factories: Los Angeles, Jacksonville, Winchester



Inserts:

Outer box: The letters on the front cover are a gray or white color. The cover is constructed of a matte paper stock that is not textured like the first printing. The inside front cover and inside back cover are white.

Inner sleeves: The inner sleeves are made of normal paper stock in a light brown color.

Apple pressings of the album also contained a 64-page glossy souvenir booklet.

Some copies of this pressing used left-over heavy cover stock and/or leftover heavy inner sleeves.



THE CONCERT FOR BANGLA DESH—Apple
STCX 3385
The most eagerly awaited album of 1971 has arrived and it is every bit as breathtaking as we hoped. The line-up of performers is, of course, absolutely staggering—George Harrison, Ravi Shankar, Bob Dylan, Ringo Starr, Leon Russell, etc.—but the fidelity with which their sound has been brought to record is flawless. It's really impossible to sum up these six sides in just this one paragraph—all we can say is whew! Included is a stunning sixty-four page color booklet. But listen to the records and hear musical history.

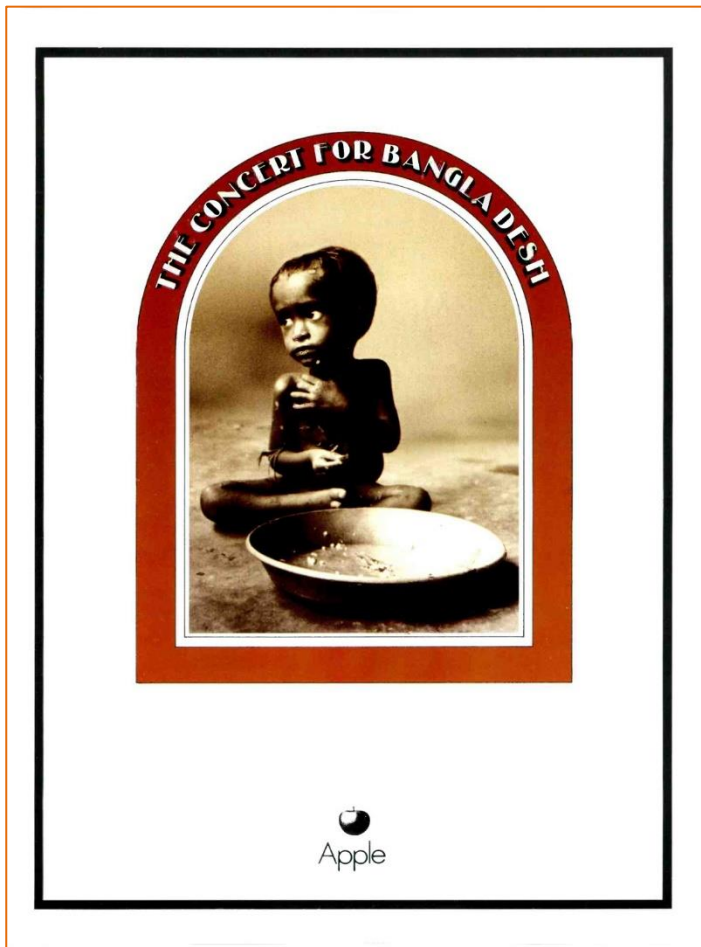
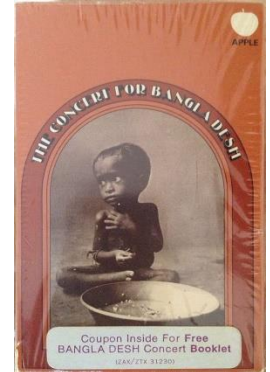


Tape Formats:

Like other popular albums of the day, the *Concert for Bangla Desh* was released in the reel-to-reel tape, eight-track cartridge, and cassette formats. However, due to the arrangement between Bob Dylan's label, Columbia Records, and Capitol/Apple, the reel, eight-track and cassette formats were released through Columbia and were numbered as part of their series; this is why they have catalog numbers of 31230 instead of 3385.

Rejected Design:

Capitol originally had different ideas for the cover art than the final version.



Capitol Replies To Klein Re: 'Bangla Desh' Charges

NEW YORK — Responding to charges made by Albion Industries president Allen B. Klein at a New York press conference last week, and subsequently in a letter to Capitol Records president Bhaskar Menon, the following letter from Capitol vice president Brown Moggs was delivered to Mr. Klein in New York:

Dear Allen:

Although, as you know, Bhaskar Menon is currently on business in India, his office received your letter to him dated January 12, 1972, concerning "The Concert for Bangla Desh." Also, last Friday (January 14), a member of the press was kind enough to read to us a copy of the letter, which you apparently saw fit to re-lease publicly in advance of our own receipt of that document.

We have discussed your letter with Bhaskar by telephone, and he has asked me to reply for him. Taking the principal points raised in your letter:

(1) Prior to our release of the "Bangla Desh" album on Monday, December 20, we had experienced enormous interest in the album from dealers and subscribers alike. Surely, there is no doubt in anyone's mind that "Bangla Desh" has been the most highly publicized album in record-industry history, even before it was issued.

Unfortunately, because of the extended negotiations required to arrive at an agreement among the three parties (Apple, CBS and Capitol), the album did not reach the marketplace until long after co-op advertising with major Capitol accounts had been planned and scheduled for the Christ-

mas season. Initially, not knowing on what date or under what terms we would be able to make the album available, we could not solicit co-op advertising. As you know, our customers generally plan and schedule co-op advertising weeks and months in advance of publication dates; and such advance preparation simply was not available to us. However, since January 11, Capitol has actively solicited co-op advertising and we expect that such advertising will run in the near future. But, Allen, I must remind you that Capitol, like all distributors, does not have absolute control over the content of its co-op advertising; and, in our experience, customers who favor co-op advertising prefer to advertise merchandise on which they can discount and still make an acceptable margin—not items like "Bangla Desh," which, unfortunately, offers very little operating margin.

(2) Capitol is perhaps singularly uninformed as to any advertising agreements between Apple and CBS. There is no agreement between Capitol and CBS for the undertaking of a cooperative advertising and promotion campaign, to be funded 25% by CBS. We are reliably informed that CBS is not offering any co-op advertising on "Bangla Desh" tapes; and we are not aware that you have made any demands, public or private, upon them to do so.

(3) Capitol is devoting its best efforts to distribute, sell, advertise and exploit the "Bangla Desh" album. From the start, Capitol has sold and promoted "Bangla Desh" aggressively. Every member of the Sales and

Promotion staff has handled the album as a "top concentration" project. Shortly after release date, Capitol produced and distributed 10,000 copies of a two-color 13" x 34" window-and-wall streamer which gives the album prominent display at point-of-purchase. These streamers have been extensively used throughout the country.

(4) There was never any understanding that Capitol would give a 2% "prompt payment" cash discount. Such a discount, amounting to 20¢ per album, has obviously not been built into the total pricing structure, by which Capitol's gross receipts for distribution are \$1,865, less 25¢ as a "use royalty" demanded by CBS for Bob Dylan's performance, or a net of \$1,615.

As you will remember, you refused to inform Capitol of Apple's selling price to Capitol until December 12, 1971; and there was never any understanding at that time, or subsequently, that Capitol's \$1,615 was to be further reduced by 20¢ for "cash discount" or 50¢ for cooperative advertising.

(5) You mention that you have undertaken the production and printing of books, boxes, and other materials based upon a projection of sales in large measure relying upon our usual advertising activities. You made your projections without any consultation with Capitol and, in fact, you had ordered one million books weeks before the distribution agreement was consummated.

(6) "Bangla Desh" sales through January 14 totalled 688,141 sets. This is not a poor figure for 19 selling days, especially considering that "Bangla Desh" bears the extremely high wholesale price of \$10.00. That sales have not exceeded even the present high level is attributable to three factors:

(a) The extremely narrow profit margin available to dealers;

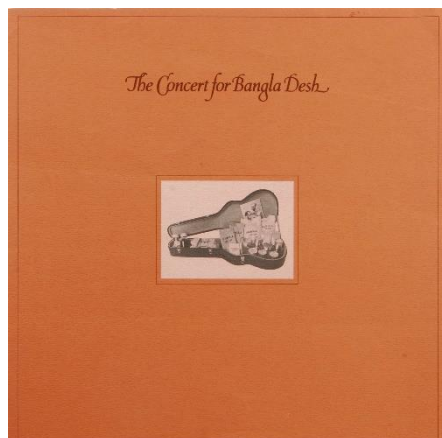
(b) The absence of a normal (or, in fact, any) functional discount for subdistributors;

(c) the limitation of returns to 10% instead of the normal 100%.

All of these factors were necessitated by the terms established by you, the manufacturer, for sales of albums to Capitol, the distributor. On numerous occasions during the protracted negotiations including the negotiations in London, Mr. Menon and his delegates advised you of the probable deleterious results; even with these probable deterrents to the sale of the album, you nonetheless insisted upon imposing these terms upon Capitol and the industry.

(7) Throughout the negotiations you repeatedly told Capitol that there was to be a television and/or motion picture release of the Madison Square Garden Concert. We now understand that the network TV Special has been delayed and perhaps abandoned. We can only express our regret that the benefits of such nation-wide promotional impact have been denied this worthy project. And though you describe the album as the "sound track" of a motion picture, no such film has been available for exhibition, thus depriving the album of the additional widespread acceptance sure to result from exhibition of such a film.

Finally, Allen, we deny that Capitol has damaged anyone in this matter; and we deplore your tactics of making irresponsible claims and charges at press conferences. In particular, we find it most offensive that you should release to the press on January 14 a private letter postmarked that very day, dated January 12, and certain not to reach its addressee until January 17 at the very earliest.



Label 82

Capitol

Custom label with Capitol logo.

Withdrawn 1982.

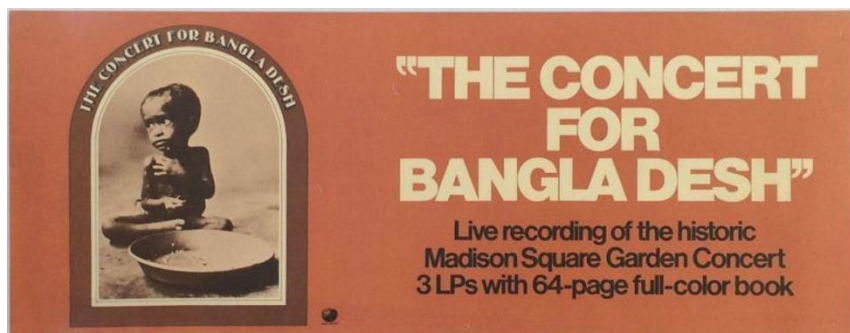


SABB-12248



Due to the fact that manager Allen Klein had neglected to file properly for tax-exempt status for the concert proceeds, the IRS seized over \$8,000,000 from the sale of the associated album, and placed it into an escrow account. Although over \$2,000,000 went to UNICEF to support the refugees in Bangla Desh before the IRS created the escrow account, the additional \$8.8 million was not freed for release until 1981. These legal issues had prevented Capitol from reissuing the album after Apple closed up in 1976, but they worked to put the album back into print as soon as they were able to do so. In preparing to rerelease it in 1982, they removed the three-minute "Introduction to the Band," which allowed them to fit the music onto two discs instead of three.

Capitol prepared a few copies, and these eventually hit the market. Some sources from the 1980s list it as available as late as 1983, but many dealers claim that the rerelease was withdrawn due to continuing financial issues.



'Bangla' Gifts Charity With \$4.5 Million

NEW YORK—Apple Records' "Concert for Bangla Desh" recording has already earned \$4,500,000 for the United Nations Children's Fund for the Refugee Children of Bangladesh, according to Allen Klein, president of ABKCO Industries. The figure is based on total world-wide disk and tape sales of 900,000 units as of Dec. 31, 1971, and on the fact that the charity is receiving a full \$5 royalty fee for each unit sold, according to Klein. Klein expects sales to reach the three million mark by the end of 1972.

Meanwhile, Capitol Records has presented a certified check for \$3,750,000 to Apple Records, as an advance payment on the album's sales (Billboard, Dec. 25, 1971). Regarding the advance, Klein said that all monies accrued, including interest, will be turned over to the charity. He said that certificates of deposit for UNICEF was the first action taken regarding the advance monies.

Klein viewed the marketing row on the album as unfortunate and said that the marketing terms were deliberately designed to "maximize the money for charity and to preserve the artists' integrity."

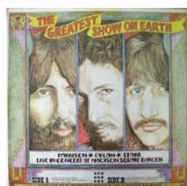
Bangla Desh Counterfeits Spreading Cross Country

By ROBERT SOBEL

NEW YORK — The confusion and legal red tape which for months hung over the clearance of artists and over the release and distribution of the "Concert for Bangla Desh" package have resulted in a massive number of bootleg tapes flooding the market both in the U.S. and overseas, a reliable industry source has revealed.

According to the source, the delays in release of the legitimate set and tape because of legal snafus have already cost six figures at retail price. The illegitimate tapes were taken during the live concert at Madison Square Garden in August by both amateur and professional bootleggers, who, it's understood, smuggled in tape equipment en masse despite Garden "security." The equipment, according to the spokesman, ranged from small tape units to sophisticated gear for duplicating.

Substantial quantities of the bootleg tapes have already reached foreign shores, the source said.



COPY OF bootleg album of Bangla Desh, one of many pieces on the market. Bottom line reads: 50 percent of the profits from this recording will be donated to the funds for Bangla Desh, so buy this record. Considering that the music was stolen in the first place, how can the bootleggers offer 50 percent to charity? LP is of exceedingly poor quality.

JANUARY 29, 1972



THE ALB

THIS LAST WK. WK.

WKS ON CHART

1 3

CONCERT FOR BANGLA DESH
GEORGE HARRISON & FRIENDS
Apple 3385



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