

Mind Games

First appearance in trade magazines: November 10, 1973

Label af1

Apple

SW-3414

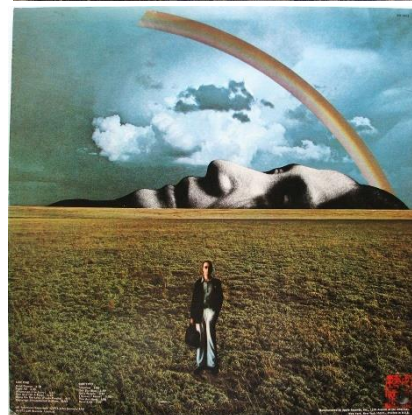
Apple label with "MFD. BY APPLE" on the full side.



Factory: Los Angeles



Factory: Jacksonville



JOHN LENNON—Mind Games, Apple SW 3414 (Capitol).
The finest set put together by Lennon since "Imagine," running the complete gamut of his talents as singer and songwriter from the hard rock of "Tight As" and "Out the Blue" to beautiful acoustic material such as "Intuition." For those who thought this artist was running out of gas, the cohesiveness and skill in this LP should quickly change their minds.



MIND GAMES—John Lennon—Apple SW-3414
Genius is almost impossible to define, but somehow it's very easily recognizable, and it's genius that sparkles from each and every cut of John's latest LP. Highlighted by the hit single title track, the album bears the unmistakable stamp of one of the most influential pop superstars of all time. "Only People" is a great bop tune that swings to and fro with funky abandon, a sharp contrast to the introspective "You Are Here." "Nutoptian International Anthem," "Aismasen (I'm Sorry)", and "Tight As" are particularly fine and underscore the consummate production and arrangement artistry so evident on each cut.

Label as1

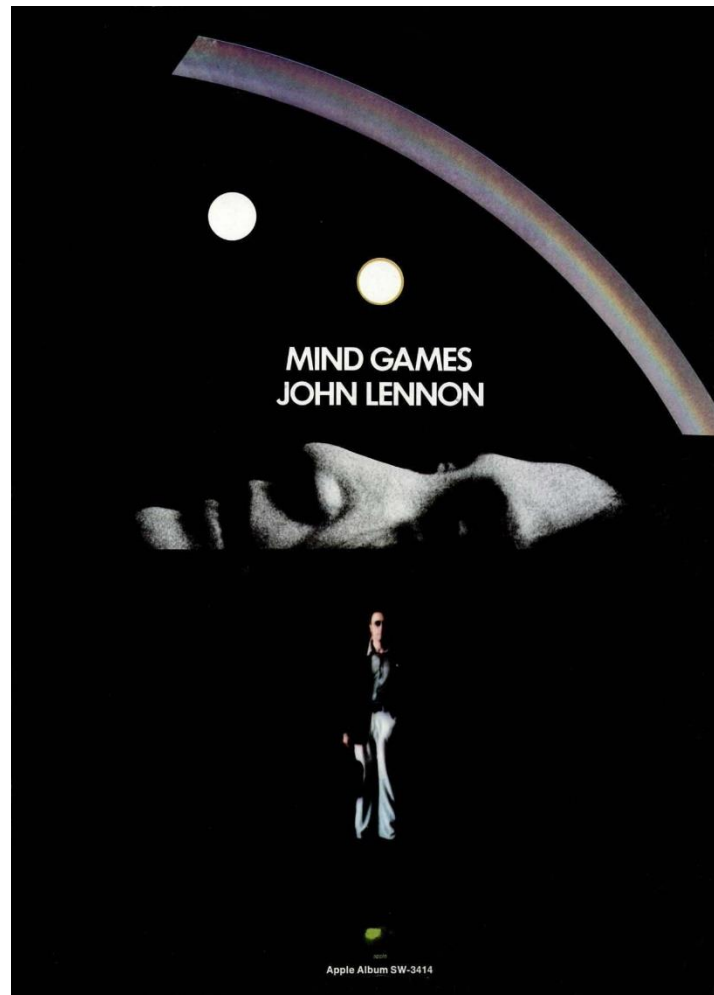
Apple

SW-3414

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

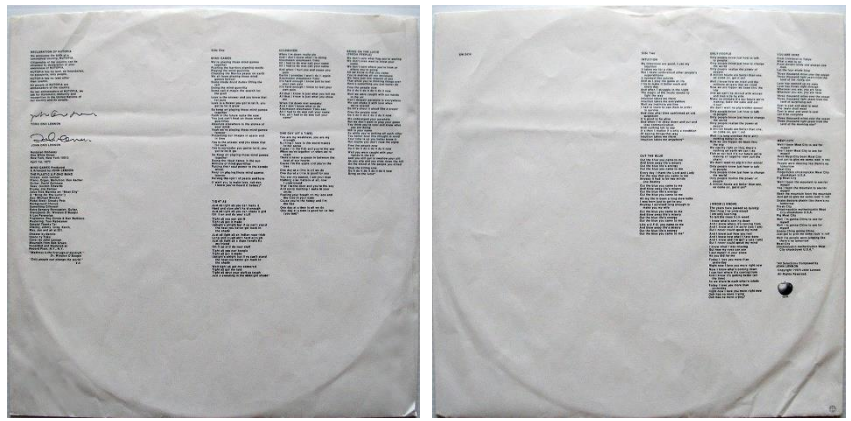


Factory: Winchester

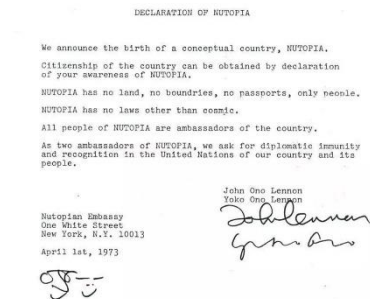


Inner Sleeve

The LP was housed in a paper lyric sleeve.



The sleeve refers to John's and Yoko's declaration of the conceptual nation of Nutopia, which declaration they had made on April Fools Day, 1973 – waving the Nutopian white flag.



The inner sleeve also quotes John as having said, “Madness is the first sign of dandruff,” which he attributes to Dr. Winston O’Boogie (one of his best-known aliases). On December 20, 1969, Marshall McLuhan interviewed John and Yoko in Toronto. After McLuhan made an off-hand comment about it being possible to drive someone mad by making him listen to his own heartbeat, John and Yoko mentioned their having recorded their own heartbeats. Then Yoko said that she didn’t believe about people going mad by listening to heartbeats. “If you believe that you’re gonna go mad, you’re gonna go mad. But the point is that we believe you’re not gonna go mad. So, we’re probably not mad, you know.” Keying off of that, John responded, “And dandruff is the first sign of madness, and madness is the first sign of dandruff.” Oddly, the interviewer then asked them about anti-dandruff products and their marketing on television.

The other quote appears to be based on something that Yoko said during an interview in January 1972. Speaking about the concepts in “Imagine,” her comment was “Only people can save the world.” John took that from “save” to “change,” and from there came the sentiment in the song “Only People” – which appears on *Mind Games*.

We see other plays on words here as well. “Tight as a dollar (in a rich man’s wallet)” is an expression for someone not wanting to spend money. John morphs that into “Tight A\$,” imagining that perhaps the person is a tight-arse: A\$\$, perhaps.

“You are Here” harkens back to July 1, 1968. On that date, John and Yoko sponsored an exhibit by that name at the Fraser Gallery. As an event, John released white balloons into the sky. Each balloon had a card attached, informing the finder to return the balloon to Lennon at the gallery. To some of those who returned the balloons, John sent a personal note thanking the finder. Along with the note was a pinback button reading “You are here” – the same sort of badges that he handed out at the exhibit. John kept that message going by wearing and giving away T-shirts emblazoned with the words.

Label 78

Capitol

SW-3414

Purple label with "MFD. BY CAPITOL" rim print

Released 1978-1983

Factories: Los Angeles; Jacksonville; Winchester

Early Capitol copies use Apple-labeled covers.



Partway through the run of purple-label pressings, Capitol ran out of original Apple covers and replaced the cover with new one having the catalog number in white instead of black.

Information About the Album Cover

The basis for the cover design was the front-cover image to David Plowden's book, *Floor of the Sky*, which came out in September 1972. Plowden, a documentary photographer, had compiled the images in the book in 1970 and 1971 as representatives of the Great Plains region of the United States. He released the book through the Sierra Club, in part because of his desire to capture the change that humanity had been bringing to the natural landscape.

John selected the image of himself and Yoko and hand-cut them, making collages out of them. Yoko is represented in the background as a mountain, and John – with his bags packed – walks away from the mountain and toward the viewer.

