

Plastic Ono Band

First appearance in trade magazines: December 12, 1970

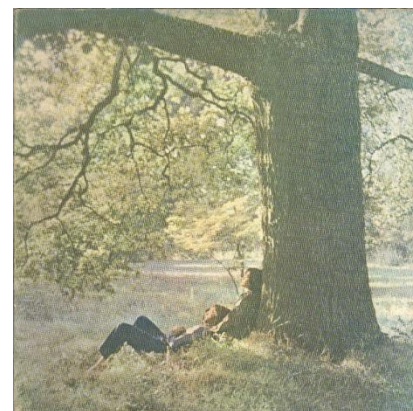
Label a70

Apple

SW-3372

Custom Apple label.

"Mfd. by Apple Records, Inc." appears on both sides.

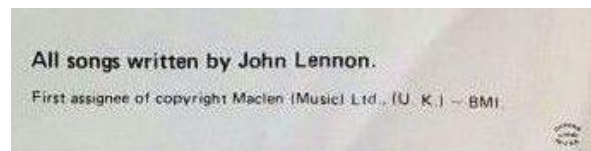


Factory: Scranton, Los Angeles, Jacksonville, Winchester

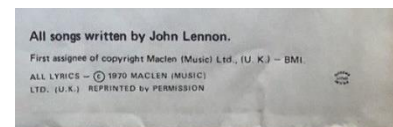
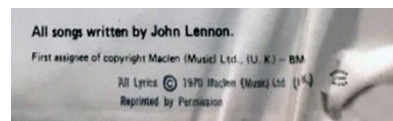
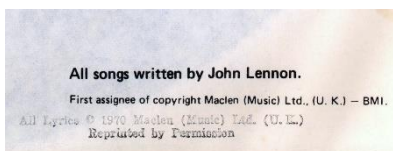
There were three stages of lyric inner sleeves for the Apple release. The first stage (is1) reads only

"First assignee of copyright Maclen (Music) Ltd., (U.K.) – BMI."

This is the same text that appears on all of the Apple labels.



The second stage (is2) contains the "first assignee print." To a "finished" sleeve has been added the words "All lyrics © 1970 Maclen (Music) Ltd. (U.K.)"



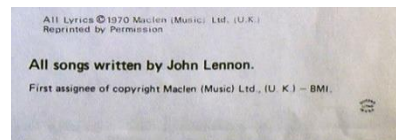
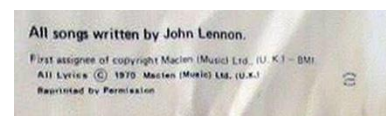
is2a: Extra statement below and to the left of assignee line.

is2b: Extra statement stamped below and to the right of assignee line – often at an angle to the text.

is2c: Extra statement below assignee line in all caps.

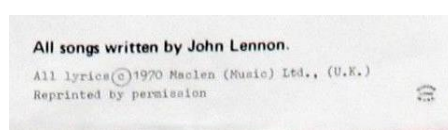
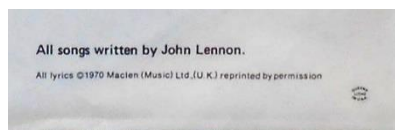
is2d: Extra statement below assignee line; not in all caps.

is2e: Extra statement above assignee line. It may appear in a "random" location compared to the assignee line.



The third stage (is3) has removed the "first assignee print," showing only the words

"All lyrics © 1970 Maclen (Music) Ltd. (U.K.)"



Stickers:

The most common sticker, S1, has a black background with "John Lennon" and "3372." On later copies, the background appears to be more brown than black.

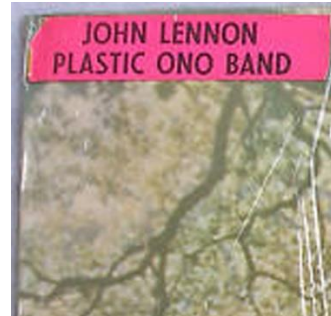
The next most common sticker, S2, usually appears on the back cover. It lists the artist name, title, and song titles in blue print on white.

Another sticker has song titles printed in red on plastic (S3). It starts with "Latest" and promotes the song "Hold On," which it calls "Hold On John."

Yet another sticker lists the titles in black on plastic (S4), along with the catalog number.

A fifth (rare) sticker (S5) has a red background and sports some of the graphics from the inner sleeve, along with an Apple logo.

Finally, there is a sticker with the artist and title on it against a magenta background (S6).



Label 78

Capitol SW-3372
Purple label with "MFD. BY CAPITOL" rim print
Released 1978-1983
Factories: Winchester

Lists the artist name above the title

Factories: Los Angeles; Jacksonville

The title is above the artist name.



Some copies came out with leftover Apple covers, but later copies have posterboard covers that still feature the apple logo. Later copies also have a version of sticker S1 that has the catalog number moved to the left side and "Printed in USA" added.



Label 83

Capitol

SW-3372

Black rainbow label with print in the color band
These copies use the same typeface as Label 78.

Released c. 1983-87

Factories: Jacksonville



Label 83a

Capitol

SW-3372

Black rainbow label with print in the color band

These copies have a larger catalog number and show the publishing credits – but there are no references to Blackwood Music.

Released 1986-87.

Factories: Jacksonville, Specialty



Label 83b

Capitol

SW-3372

Black rainbow label with print in the color band

These copies have a larger catalog number and show the publishing credits – including references to Blackwood Music, the purchaser of ATV.

Released 1987-88.

Factories: Specialty



Label 88

Capitol

SW-3372

Purple label with small logo and "MANUFACTURED BY CAPITOL" rim print

Released 1988-90.

Factories: Specialty



JOHN LENNON/PLASTIC ONO BAND—Apple SW 3372

The key to the Highway and to John: "I was the dreamweaver/But now I'm reborn/I was the Walrus/But now I'm John/And so dear friends/You just have to carry on/The dream is over," sings John on "God." Using just his voice, piano or guitar, and Ringo on drums and Klaus Voorman on bass, Lennon carves out for us a sizable chunk of his world. Into the fore rushes John's revealing, no-holds-barred lyrics. When something that was fun turns sour and, ultimately, becomes a confinement, it's time to get out. An intensely personal album of beautiful material from the labyrinthine mind of Mr. Lennon. And for anyone at all interested in the Beatles and their shrouded parting this becomes required listening. Yes, John, the dream is over, and life just begun.



ALBUMS

JOHN LENNON/PLASTIC ONO BAND, "JOHN LENNON/PLASTIC ONO BAND." John Lennon's new album with the Plastic Ono Band, produced by Phil Spector and Lennon, is a startling, depressing autobiography. Lennon followers will learn here that the ex-Beatle suffers from memories of parental rejection and also is disenchanted with success. This blockbuster is fascinating. Apple SW 3372.





Apple Label:

With the label backdrop for this LP, John broke the pattern of using the granny-smith apple label photo that had been taken by Paul Castell at the request of advertising agent, Gene Mahon. From the looks of it, John supplied photographs of a different apple, with the instructions that Capitol Records was to remove all of the color from it – giving the impression that the apple was white.

This is particularly interesting because the British release (Apple PCS-7124) used a silhouette of Mahon's standard Apple label instead of an entirely different apple. What may have happened is that the British printer may have considered that if they removed the colors from the apple photo, it might not have looked at all like what Capitol was making. Maybe they just didn't have the time to create the new label blank. This was not a problem a year later, however, because the *Imagine* LP label features a variation of this same label – but with John's face on side 1.

