

## Two Virgins

First appearance in trade magazines: January 18, 1969

Label a69

Apple/Tetragrammaton

T-5001

Apple label with no manufacturing print in the rim.

"Mfd. by Tetragrammaton Records, Inc." appears in black.



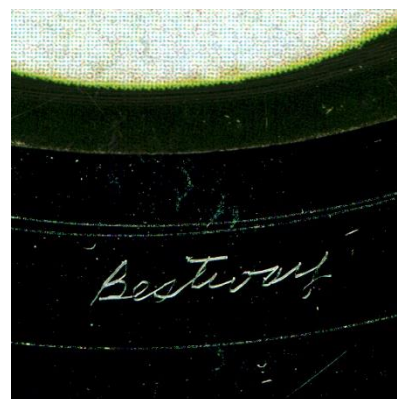
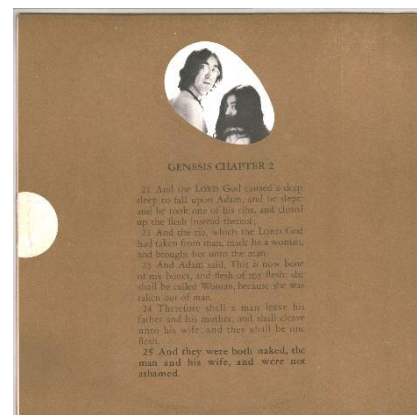
Factory: Monarch



Factory: Bestway Products

Authentic pressings from Monarch have the Monarch logo stamped into the matrix by machine, along with the Monarch job number, which is  $\Delta$  12796 on side 1 and  $\Delta$  12796-X on side 2. The Monarch number coincides with a release date of the week of January 17, 1969.

Authentic pressings from Bestway have "Bestway" written carefully in cursive in the matrix.



## Cosby's Co. Faces the Naked Truth—Bows Nude LP in U. S.

By MIKE HENNESSEY

LONDON — Tetragrammaton, the Campbell-Cosby-Silver record label, will release the John Lennon-Yoko Ono Apple Records album in the U. S. Dec. 1. The album, whose jacket sleeve features a full length frontal photograph of Lennon and Miss Ono in the nude, caused a storm of indignation when pictures of it were published in two mass-circulation British magazines two weeks ago.

Tetragrammaton's decision to acquire the album for the U. S. was revealed exclusively to Bill-

board by the Tetragrammaton's Roy Silver and Artie Mogull, following talks with Apple Records chief Ron Kass.

Silver said, "We'll probably have to fight law suits state by state, but we are releasing the album because we think John Lennon is a genius who has produced a product worthy of being sold." Silver added that in no circumstances would Tetragrammaton consider changing the cover picture. "We're handling the album because we believe in its worth as a com-

plete package," he said.

Capitol Records, which has a deal with Apple for the U. S., had declined to handle the album. In Britain, the LP will not be distributed by EMI but through an independent wholesaler, instead.

Advance publicity for the album describes it as a meeting of minds. It contains a dialog on philosophy and meditation between Lennon and Miss Ono, accompanied by a background of electronic music.

## Trend to Dressing Up LPs By Undressing the Artist

By DAVE FINKLE

The latest record biz trend shaping seems to be shapes—undressed. Nudity on album jackets. Life in the raw.

The publicity is going, of course, to the Beatles, who, supposedly, are encountering troubles over the release of John Lennon's "The Two Virgins" soundtrack which is skedded to feature John Lennon and his Japanese avant garde filmmaker-girlfriend Yoko Ono nudely and full length facing front on the front and vice versa on the back side.

(Miss Ono is an exponent of nudity as art having made a film whose content was nothing but buttocks.)

The whole development prob-

ably hangs on the fate of the Beatles' Apple cover, but the shape of things potentially to come can already be voyeured on albums currently in release. Neil Diamond in artful chiaroscuro and in dime-sized reproductions is poised au naturel on the jacket of his "Velvet Gloves and Spit." (Uni). The Turtles sporting giant fig leaves are altogether in one of the comedy shots in the gatefold layout on the "The Battle of the Bands" (White Whale).

(The Turtles seem to be spoofing almost clairvoyantly on this spoof album the new idiosyncrasy, which probably got its start with Warner Bros.-Seven Arts's Fugs who have peeled to the buff for the birdie these

(Continued on page 35)

*Two Virgins* is the extended soundtrack to an avant-garde short film by John Lennon and Yoko Ono. It began as an experimental and conceptual album, recorded on May 19, 1968. The notion of the record as "unfinished" is that the listener can complete the music in his own mind or room. Shortly after recording the album of tape loops, sounds, vocalizations, and electronic games, John and Yoko decided to expand the concept into a film.

The movie consists of two central scenes. In the first scene, moving images of John and Yoko are superimposed on one another, as if suggesting a spiritual embrace. In the second scene, the couple physically embrace—fully clothed and outdoors.

After debuting the film, Lennon was keen on releasing the album. EMI was already reluctant to release an album of unfinished music, but then in early October, John took the cover photographs, and interest worldwide was piqued. Reportedly, John called Tony Bramwell, asking him to bring a camera to the apartment house at 34 Montagu Square. Bramwell set up the photography, and John had him leave the room. The pair disrobed and took photographs.

By the end of the month, Capitol Records had decided not to distribute the record, although they were still planning to press the album. Capitol of Canada followed suit. EMI had prepared copies of the release in Great Britain (Apple APCOR-2), but they backed out—passing the album along to Track Records, letting only a few rare mono copies leak out.

The front cover to the original mono release (in the UK) has a set of credits across the bottom of the front cover. Track Records used up the leftover mono covers (from EMI) and created a cover of their own. They moved the text to the back cover and added a photography credit for Lennon.

## Tetra Nudie In Jan.; Capitol To Press LP

HOLLYWOOD—Consumer response to the "Two Virgins" LP from Tetragrammaton—featuring cover photos of John Lennon and Yoko Ono in the nude—will have to wait until Jan. 1, reports Roy Silver, chairman of the board of Tetra.

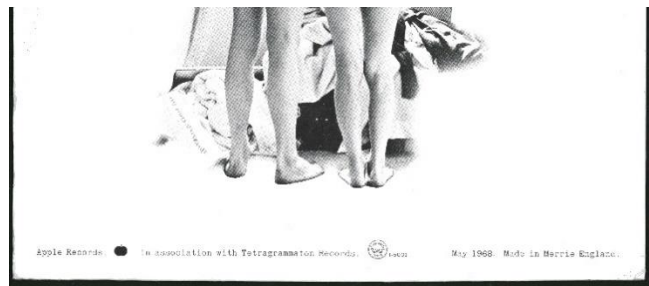
Initially set for December 3rd release, Silver pushed the date back so as not to detract from Tetragrammaton's Christmas product. A spokesman for Tetragrammaton told Cash Box that both the art and tapes had not yet arrived from England but was expected momentarily. Initial pressing is expected to run close to half a million.

Capitol's custom pressing division will probably be pressing the record with Tetragrammaton handling the LP jacket which will be wrapped in cellophane with brown paper covering most of the art.

A spokesman for Capitol told Cash Box late last week that, as yet, "no rights had been transferred on paper to anybody yet," though there was a verbal agreement to allow Tetragrammaton to distribute the LP in the U.S.







By early November, the small label Tetragrammaton Records had agreed to release the album in the United States, with plans to release it as an LP, a four-track cartridge, and eight-track cartridge, a cassette, and a PlayTape. Of these, only the PlayTape failed to emerge.

Tetragrammaton Records had been formed in 1967 as a joint venture between filmmaker Bruce Post Campbell, comedian Bill Cosby, and Roy Silver (Cosby's manager). Campbell was not involved with soup. The label's best-selling artist was Deep Purple, although Cosby's records also sold well. The label's name was taken from the four-letter representation of God's name in the Hebrew Bible: **יהוה**.

November ran into December, and with Capitol waiving its right to press the record, Tetragrammaton still no arrangement with any pressing plants to make the LP. Meanwhile, five major store chains (including Sears) had decided not to carry the album based on a description of its cover. On December 3, the owners of an imported record shop in Chicago were arrested for displaying a photograph of the British album.

## Five Chains Ban Apple Album; Korvette 'Bites'

By BRUCE WEBER

LOS ANGELES—The controversial John Lennon-Yoko Ono album, "Two Virgins," will be banned by at least five major record retailers here. The E. J. Korvette stores, however, are planning to sell the album with the nude cover, but not in its "raw state."

Sears, White Front, May Co., Broadway and Wallichs Music City will boycott the album. The general opinion from record buyers at the five chains is that the nude cover is obscene.

Ethan Caston, Wallichs Music City vice-president, said the chain might test-market the al-

bum in a special jacket to get customer reaction, but will not sell the album in any form.

Tetragrammaton, which will distribute the album in the U. S. and Canada, plans to enclose the cover in an opaque envelope with cutouts for Lennon's and Miss Ono's heads. Even in that state the album will be unacceptable, according to Herman Platt, record buyer of the 16-store May Co.; Paul Nebel, buyer for Sears, Roebuck; Jack Hampton, assistant record buyer at the 26-store White Front; and Caston.

The six-store Wallichs chain

## IMPORTANCE OF BEING LENNON

NEW YORK—David Rothfeld, divisional merchandise manager of the Korvette chain, explained his position on the "Two Virgins" album this way: "An artist of John Lennon's stature is too important not to be heard. Appropriate arrangements are being made to handle the LP and still not offend our family trade."

## Chicago Dealer Arrested For Showing Lennon, Ono

By RON SCHLACHTER

CHICAGO — George Sells, owner of Head Imports on the northside, and his partner, the Rev. Jonathan Tuttle, are the defendants in the first obscenity case here involving the John Lennon and Yoko Ono album, "Two Virgins."

The men were arrested Dec. 3 and charged with displaying obscene material after a woman

reported to police that a record jacket, showing Lennon and Miss Ono in the altogether, was on display in the store window. In reality, it was just a photograph of the album cover and was part of a record display featuring the Beatles, Rolling Stones and others.

Sells and Tuttle were released on \$25 bail each and were scheduled to have their day in court Dec. 13. Under city law, the pair faced a maximum \$200 fine.

"Fortunately, there is no jail sentence involved," said Sells. "The point is that the police have been out to do us in since we opened last June 1."

"This whole obscenity thing is really absurd. I didn't think we'd get busted for putting that picture in the window. What are they going to do when the album is out. What is obscene and what isn't? What about the innocent small town dealer in Iowa who tries to sell the album?"

Albums at Head Imports are priced at \$3.25 each and sales total 50 to 60 albums per week. The shop carries all rock and some Indian music and blues. As for the future of the Lennon album, Sells said:

"After talking to a lawyer, I'll do one of two things I'll either 'obscenitize' it or put it back in the window the way it is. By obscenitize, I mean I'll cover it up or simply put a card in the window saying we have the album in stock."



THE THREESOME responsible for running Head Imports on Chicago's Northside consists of the Rev. Jonathan Tuttle (left), Clarence, and owner George Sells (right). While police arrested Tuttle and Sells for displaying a photograph of the John Lennon and Yoko Ono album cover, Clarence was left untouched.

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has banned only one album prior to the Lennon product—a Murray Roman album released this year also by Tetragrammaton.

A statement was issued by Sears: "We don't carry any product that might harm our reputation as a family store," said Paul Nebel.

Sears has refused to carry the Sergio Mendes and Brasil '66 album, "Fool on the Hill," which Nebel considers in poor taste graphically.

Caston and Platt, however, feel there is a major difference between the Lennon album

cover and the inside art work on the Sergio Mendes LP. "One is tastefully prepared," said Platt, "while the other is dirty."

"While it is not our job to act as a public censor," stated Platt, "I feel sensationalism and liberalism can go too far."

To date, Sears has banned the album from its more than 800 stores, with little likelihood it will change its policy even with the cover being marketed in an opaque envelope.

Several other major chains, including Montgomery Ward, Fedco and several discount outlets, said they would wait until they had an opportunity to view the album cover.

The attention drawn to the album by its cover art led commentators to decide in advance whether its release was appropriate, or (alternatively) whether its suppression would hold down the avant-garde art scene.

Tetragrammaton found it necessary to raise the prices of its albums at the time, citing increased costs, and as the year ended they contracted with Bestway Products (NJ) and Monarch Record Mfg. Co. (CA) to press copies of the album. These were companies that Tetragrammaton normally worked with, but this was a special package that required explicit approval from the pressing plants.

Tetragrammaton placed the album in its soundtrack (5000) series, numbering it after *Girl on a Motorcycle* (T-5000). Their regular printers opting out, the label found another printer willing to oblige.

## Tetra Raising LP Price— Cites Prod. & Mfr. Costs

LOS ANGELES — Tetragrammaton is raising its album list prices to \$5.79, effective Wednesday (1).

Mounting costs in production and manufacturing are responsible for the boosts, said Ed Barsky, executive vice-president. Not included in the price increases are singles.

The price hike, \$4.79 to \$5.79 and \$11.50 for a double LP, covers the label's 35 albums. The distributor prices will be discounted from the new figures.

The increase also will help offset higher marketing and promotional expenses, stated Barsky. Tetra's promotion-marketing budget is higher, he said, because 90 per cent of the label's artists have never recorded prior to joining Tetragrammaton.

Tetra announced the price policy prior to the release in January and February of three major albums.

The controversial John Lennon-Yoko Ono album, "Two

Virgins," will retail at \$5.79, as will Bill Cosby's initial album for his company, to be released Feb. 1.

The company's first double LP, "The Farwell Concert of the Kingston Trio," recorded live last year at the hungry i, will list at \$11.50. The Kingston package is scheduled for February release.

With the change that moves the record business, the latest 1968 event, and perhaps the most eyebrow-raising, was the materialization of nudity as a way to express new-found freedoms and sell records. Predictably it was the Beatles and specifically John Lennon who posed with his girl friend Yoko Ono for the first nude album cover.

### The Acid Test

The record industry is still waiting for the acid test—public acceptance—when the album is released after the first of the year. The decision of Lennon, however, to allow Tetragrammaton to distribute the disk, "The Two Virgins," in a brown cover indicates what the trade compromise with the "shock the bourgeois" philosophy will be: shock them in censored ways.

## N.Y., Calif. Cos. Press 'Virgins'

LOS ANGELES — Monarch Records here and the Best Way Products in New York will press the John Lennon-Yoko Ono album, "Two Virgins," for Tetragrammaton Records.

Capitol Records, which waived distribution rights to the album in the U. S. and Canada, also waived pressing privileges.

This latest move gives Tetra complete control of the package. Heretofore, all Beatle product in the U. S. and Canada had been pressed, sold and marketed by Capitol.

### GENESIS CHAPTER 2

21 And the LORD God caused a deep sleep to fall upon Adam, and he slept: and he took one of his ribs, and closed up the flesh instead thereof;

22 And the rib, which the LORD God had taken from man, made he a woman, and brought her unto the man.

23 And Adam said, This is now bone of my bones, and flesh of my flesh: she shall be called Woman, because she was taken out of Man.

24 Therefore shall a man leave his father and his mother, and shall cleave unto his wife: and they shall be one flesh.

25 And they were both naked, the man and his wife, and were not ashamed.

"Two Virgins." Yoko Ono / John Lennon

Apple Records ● in association with Tetragrammaton Records © T-5001



Although John and Yoko had hoped to see the album released in America in November, it did not come out until the third week in January. By the end of the month, Tetragrammaton's president was advertising the album in order to promote its acceptance.

Meanwhile, although the album had orders for over 150,000 copies, the label's east-coast plant was having problems with the police. New Jersey officers confiscated over 55,000 copies of the album from Bestway – reportedly having them destroyed as “obscene material.” This confiscation explains why Monarch copies are much easier to locate in the collector market than Bestway copies are.

## '2 Virgins' Exiled; Tetra Opens Over-the-Counter Campaign

LOS ANGELES — Record dealer resistance has forced John Lennon's nude album, “Two Virgins,” underground.

Tetragrammaton is out to offset the under-the-counter selling tactics with a consumer advertising program to get the album over-the-counter.

The idea behind the newspaper-magazine-radio advertising drive, said Art Mogull, Tetragrammaton president, is to force consumer acceptance of the album.

Dealers consider the album to be “too controversial to be merchandised through regular channels” and are selling the product as pornography, he said.

More than 150,000 copies of the LP have been sold, primarily under-the-counter and without regular in-store promotion.

In many cases, record stores are handling the product but

with packaging revisions, including using brown wrapping and bands covering the nude forms of Lennon and Yoko Ono.

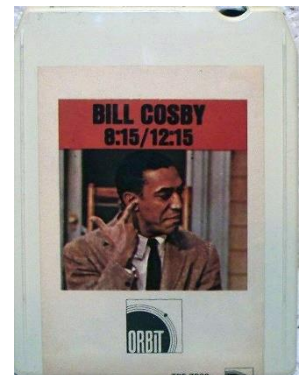
One wholesaler in Minneapolis, Lieberman Enterprises, has the album in stock but feels the LP is “possible pornography.” The album is available but only on special orders.

Mogull said the consumer advertising program will be aimed at the non-contemporary markets, kicking off in Minneapolis. Law enforcement agencies have not made an issue of the nude cover except in isolated areas, according to Mogull.

In two instances, police in Essex County and Union County New Jersey, confiscated 55,000 albums, including 25,000 from Tetra's distributor, Bestway Records Manufacturing Co., Mountainside, N. J. Police in Essex County seized pre-released album jackets at Newark Airport.

The label's founders had hired Arthur Mogull to operate Tetragrammaton in the role of company president. Reportedly, Mogull was the one who agreed for his label to press John's and Yoko's first album. Reportedly, everyone involved persuaded Mogull to license the album, and he ordered that they press 600,000 copies. Whether most of the Monarch copies eventually made their way to shops, we do not know. The album did chart for a few weeks, without any airplay or visual promotion.

The label went bankrupt in 1971 and began selling off its properties. In 1973-74, they licensed some of their records for release through Springboard International as eight-track tapes. Springboard owned much of the Scepter catalog and the authority to use the Orbit Records name, so they began issuing re-release eight-tracks under the Orbit name. These tapes included some of the Scepter catalog, such as some of their Citation series. The releases also included other albums from Tetragrammaton, like Bill Cosby's *8:15/12:15* and records from the Deep Purple catalog. Asserting that he had the right to continue to license the album's release, Art Mogull included Two Virgins among the Tetragrammaton reissues.



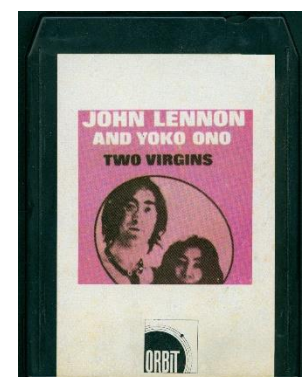
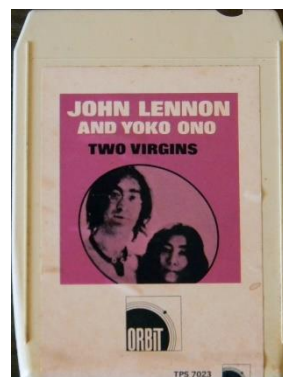
### Label 8T74

#### Orbit

TPS-7023

First release: White shell with front and back slicks. The back slick mentions the association with Scepter Records.

Second release: Black shell with front slick. There is no reference to Scepter, as Springboard International was phasing out its use of the Scepter name on most releases.



Since the album was unavailable from the early 1970s until 1985, there were many counterfeit copies on the market. Some of these have continued to be made during the 1990s and 2000s. The early counterfeits tended to be scanned from genuine LPs. As more time passed, they became blurrier, and the colors became less accurate. Later fakes used an entirely different typeface, on top of scans of a “blank” Apple label.

### Counterfeit Copies, 1970 to 2000

False Apple

T-5001



In 1980, Springboard International went bankrupt, with most of their material going to Columbia (Special Products). However, the Tetragrammaton catalog had reverted to Art Mogull (representing the original label). Mogull sold the Tetragrammaton masters to Out of the Past Records, who believed that they had the right to reissue *Two Virgins*.

Apparently having no original to go by, they copied the typeface in the counterfeits, although some of the label text is different. They also released the album with a brown bag that does not contain the LP entirely.

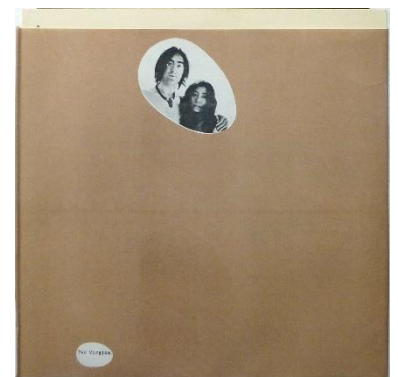
### Label 85

Apple/Tetragrammaton

T-5001

Apple label similar to the counterfeits of the early 1980s.

Factories: Out of the past.



It is not likely that Apple's license with Tetragrammaton extended beyond a single release in 1969. Certainly, Out of the Past did not obtain the right to use the Apple logo; therefore, the copies of the album that came out after 1969 are all effectively pirate copies.