

## **We're Only In it For the Money** **The Mothers (of Invention)**

First appearance in trade magazines: March 9, 1968

"Action Album" according to BB February 17, 1968.

Label 59mdj

Verve

V-5045 (mono)

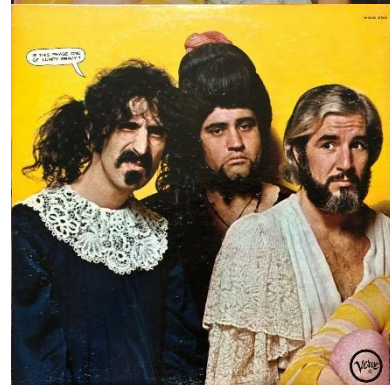
Promotional copy



MGM Bloomfield (yellow label)



HV Waddell (white label)

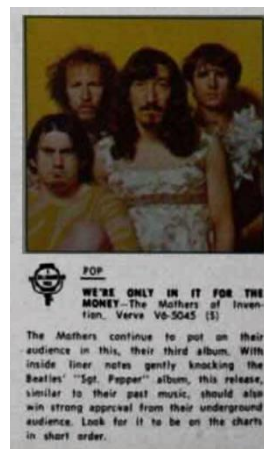


"We're Only in It for the Money," the new nose-thumbing album from the Mothers of Invention, should achieve the group's stated aim (Verve V/V6-5045X).

### **Possible Covers:**

Standard commercial cover sc1

Commercial cover sc1 with an oval black/red sticker reading "DJ NOT FOR SALE"





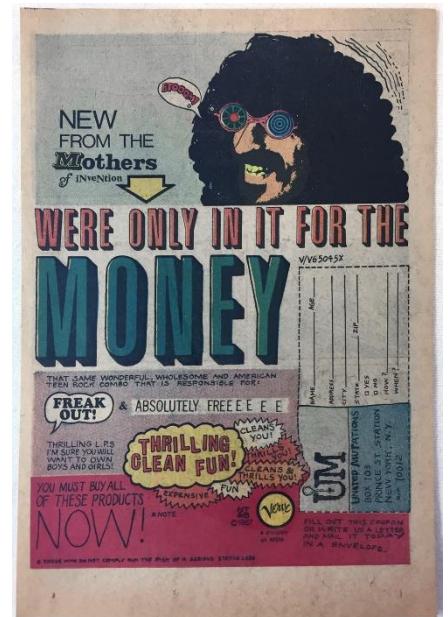
Label 59m

Verve

V6-5045

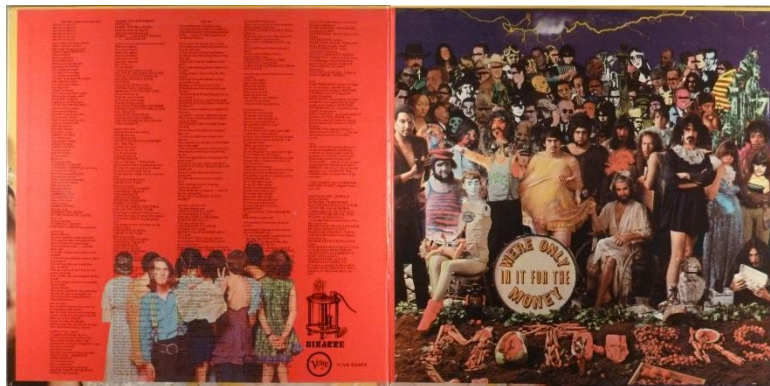
Blue label with MGM rim print ending in USA.

First appearance in trade magazines: March 9, 1968



Bloomfield

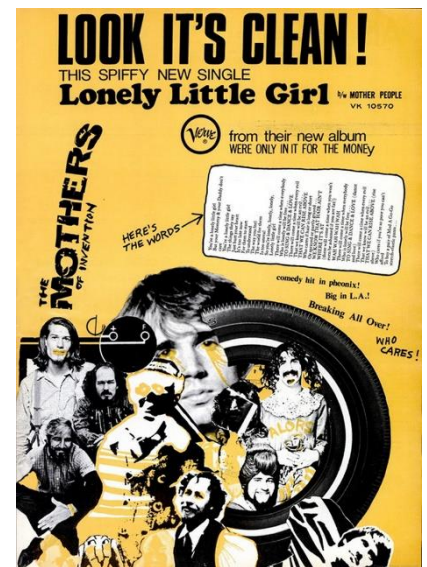
Waddell



Inner Gatefold

Copies of the LP with the matrix on side two ending in – REV. F have versions of some songs that are less censored than the usual edit, which has a matrix ending in REV (without the F). If the test pressings are any indication, the more edited version was made on January 3, 1968.

The album's release had been preceded two weeks earlier by the release of a single: "Lonely Little Girl"/ "Mother People" (Verve VK-10570). The single had been somewhat less than successful, but the album began selling immediately.

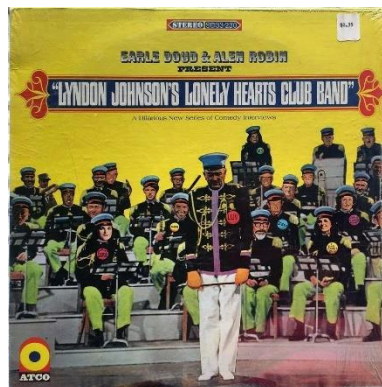
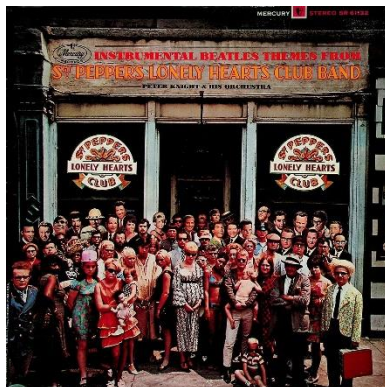




## Sticker

Some copies of the album feature one of two stickers on the front cover, indicating the artist name. *Supposedly*, this was due to Verve's decision to reverse the interior and exterior folds – so that the album cover was not so obviously a parody of the Beatles' *Sgt. Pepper* album. That action meant that the group's name did not appear on either the front cover or the back cover.

The rationale for that decision, however, appears to be ridiculous on the face of it. By the time this album came out in March 1968, there had already been two half-hearted attempts at creating parody or tribute covers for the Beatles album. The first was Peter Knight's selection of cover songs from the Beatles album that first appeared in the trade magazines in issues dated August 19, 1967. The other was a comedy album from one of the creators of the *First Family*: Earle Dowd. That album, Lyndon Johnson's Lonely Hearts Club Band, was first mentioned by the trade magazines in the issues dated December 9, 1967.



Alright, you're thinking that the Mothers cover is more of a direct parody than either of these. Well, how about Mme. Cathy Berberian's *Revolution* album, a record whose cover, title, and title typeface were styled directly from the Beatles' *Revolver* album – with drawings and a collage based on the artwork by Klaus Voormann? It first appeared in the trades on April 1, 1967. If that's not early enough for you, what about the Hardly-Worthit Players? Their album was formally titled *Wilder Things*, to capitalize on their hit version of "Wild Thing," but the recording and cover both indicate the title to be *Boston Soul* – and the cover is so obviously a parody of *Rubber Soul* that no one could possibly miss it.

It seems odd that Verve would have balked at releasing a record whose cover was a *Pepper* parody, given that they did not need any sort of permission in order to do so. It might have been sheer nervousness on the label's part that prompted the Mothers to switch around the cover slicks. At any rate, there were these two stickers (below) which identified the artist.

The more common sticker gives the catalog number and simply reads: THE MOTHERS. The other sticker adds "of Invention," which Verve Records preferred.



## Label 59m RC1

Verve

V6-5045/SKAO-91457

Black label with MGM rim print ending in USA.

Released 1968



Label



Inside Cover

Capitol's pressing plant in Jacksonville, Illinois, pressed copies of the album on a black label for the Capitol Record Club in late 1968. Capitol only had a black set of Verve label blanks, because normally they pressed records from Verve's jazz series, and those were on a black label. It seems to be the case that Capitol was preparing copies of *Wind, Sky and Diamonds* – an album by Gabor Szabo – for release through the club at the same time as they were working on this one. While the labels give the correct Capitol album designation of SKAO-91457, the covers list instead the number of Szabo's LP, SMAS-91459.

## Label 71

Verve

V6-5045

Blue label with MGM rim print.

East-coast copies look like the earlier Bloomfield copies, but these have wide pressing rings.

West-coast copies from 1972-3 feature MGM's address and Zip Code.

Released 1971-1973.



Bloomfield



West Coast

### Label 73

**Verve**

**V6-5045**

White label with MGM rim print, address and Zip Code.

Released 1973.



### Label 74

**Verve**

**V6-5045**

Black label with MGM rim print, address and Zip Code.

Released 1974-76.

Genuine albums from MGM/Verve have wide pressing rings.

**Counterfeit** copies with small pressing rings also exist.



### Label 77

**Verve**

**V6-5045**

Black label with Polydor rim print

Released 1977-84.

As of this writing, no copies are known to exist from Verve on this label style.

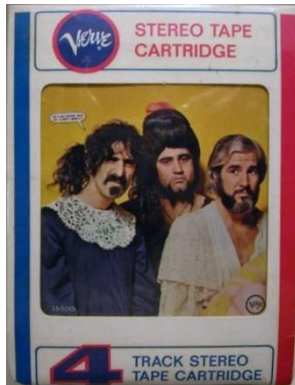




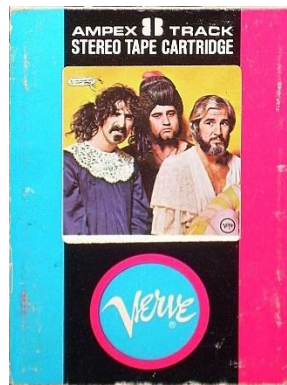
## Pre-Recorded Tape Formats

Verve

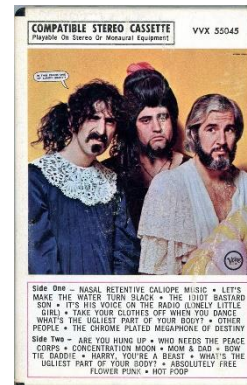
5045



**Four Track Tape**  
(F)14-5045



**Eight Track Tape**  
VCB-85045



**Cassette Tape**  
VWX-55045

Ampex made each of the above tape formats. To date, no copies of the album are known to exist on reel-to-reel tape (VWX-5045).



**PlayTape**  
Released in early August



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