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1970

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1971

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company to state the contents clearly on *both* sides of a disc. The A-side of the whole apple would have to have the appropriate dialogue on it. Ditto for the B-side.

It was a shiny green Granny Smith apple on a black background that was finally chosen as the definitive Apple apple—a great moment in the history of the fruit and record industries.

From London, the artwork was sent to New York where the dye transfers were made up from which the label would be master-printed. When it was returned to London for the final touches, it was handed over to another young and talented designer, Alan Aldridge, for the completion of the copyright lettering that skirts the perimeter of the record.

The entire project had taken six months from conception to completion. The Apple record label had been born.

4

THE DECLARATION OF INNOCENCE

The press informed us that only 200–300 fans were waiting at Kennedy Airport to greet their idols when they arrived on that afternoon in May of 1968. The logical explanation for this noticeably large reduction in mass adoration was best explained by the fact that there were only two of them instead of four as in previous years. Nonetheless, even halved, their reception at Kennedy Airport was warm and enthusiastic.

John Lennon and Paul McCartney were in New York to dialogue with the national media. With them was a brainy business entourage that included Derek Taylor, Neil Aspinall, Mal Evans, Ron Kass, and many more. Hiring a Chinese junk to sail around Manhattan, Lennon, McCartney, and staff held their first major heart-to-head business conference concerning Apple Corps, Ltd.

The first confrontation was the St. Regis Hotel press conference with Derek Taylor refereeing. It was a slightly scaled-down version of the Beatlemania of past days. From there, it was onto the *Johnny*

Carson Show [*The Tonight Show Starring Johnny Carson*]. With Johnny Carson on holiday, Joe Garagiola subbed. The Beatles had a very unsympathetic reception. Before Lennon or McCartney had a chance to open their mouths, they found themselves in the middle of a verbal blizzard of antagonism generated by a sad, gravel-voiced, burned-out movie star who for decency's sake shall remained unnamed. She tried very hard to throw a wet blanket of ridicule on their about-to-be-announced project.

In spite of her, John and Paul told an audience of 11 million viewers that The Beatles were now prepared to use their considerable influence and personal wealth to help the young people of the world. Apple was going to make it possible for an infinite number of artistic ventures to reach fruition. No longer would it be a world in which the young and the creative had to put up with unspeakable humiliations to achieve artistic freedom. The Beatles had formed an organization which would seek to finance and encourage projects of a cinematic, literary, scientific, and musical nature. Apple was the company where you didn't have to come in on your hands and knees to get what you wanted. It was going to attempt to end forever the philistine conspiracy of artistic suppression and tyranny that had run rampant through the world for too long.

That night, on the *Johnny Carson Show*, the foundation was laid for one of the greatest experiments in show-business history. It was the start of one of the biggest snowballs of the decade. The Longest Cocktail Party had just begun.

5

WHO'S WHO IN THE ZOO: SOME OF THE PLAYERS

Peter Asher, 23, Artists and Repertoire (A&R) man for Apple Records. A longtime acquaintance of The Beatles. Peter had run the pop gauntlet himself as one-half of a singing duo named Peter and Gordon.

Neil Aspinall, 26, from Liverpool. The ex-Beatle road manager, now managing director of Apple Corps, Ltd.



John Lennon at the Amsterdam Bed-In.

“John Lennon repeated the marriage vows with a cigarette in one hand, and Yoko Ono wore dark glasses throughout the brief ceremony—”

“Leave that bit out—”

“Apple spokesman Derek Taylor said the cost of the wedding, which included the chartered jet from Luton to Gibraltar, hotel accommodations for the Lennons and their two witnesses, and clothing, was about 8,000 pounds—”

“Finish it—”

“Beatle John Lennon said, ‘We chose Gibraltar because it is quiet, British, and friendly.’ Returning to Paris, Mrs. Lennon announced from their luxury suite at the Plaza Athénée Hotel, near the Champs Elysées, after Thursday’s civil ceremony that the couple were planning a big happening within the next seven days—”

“Fine—”

“What’s the big happening they’re planning in the next seven days?”

“It’s already started in room 902 of the Amsterdam Hilton. They’re having a Bed-In.”

“A Bed-In? I don’t follow you—”

“They’re spending seven days of their honeymoon in bed as a humorous protest against all forms of violence. They’ve invited the world press up to see them and to discuss their campaign to bring about world peace. It’s John’s latest project. The other day, they had over 40 journalists, photographers, disc jockeys, and television people in the room at once. They’re talking ten hours a day nonstop—”

“Is Derek PR-ing the thing?”

“No, they’ve got some people from Dutch EMI to handle it. Peter Brown stayed for a day, but he’s flying back tonight and every paper in town is flying one of their boys over for it. Richard’s going over the day after tomorrow—”

“Richard? What the hell’s he going for?”

“White Trash are doing their record for Dutch television, and Ron Kass thought it would be nice if he went along. Don’t forget he is the Client Liaison Officer—”