

Contents

Part One 1968

The English at Work and Play

1	The House Hippie	3
2	More Money Than God	6
3	“Who?” “The Man Who Designed the Apple Label!” “Who?” “You Know, Michelangelo, the Guy Who Painted the Mona Lisa.”	7
4	The Declaration of Innocence	10
5	Who’s Who in the Zoo: Some of the Players	11
6	Pre-Apple Apple	13
7	The Fun Begins	15
8	Derek Taylor of the Hoylake and West Kirby Advertiser	18
9	The Early Days of a Record Company’s Struggle to Reach the Top; The Acquisition of Apple Talent	22
10	The Fun Continues	25
11	You Learn Something New Every Day	30
12	A Hot Breeze in July	31
13	For a Penny You Can Buy a Book of Matches and Set Yourself on Fire	33

14	“Because I Don’t Love the Queen But I Do Love Yoko.”	36
15	The Lamps Go On	38
16	LSD Conditions and Beautifies Troubled Hair in Seconds	40
17	Diamonds in the Rough	43
18	Back at the Sandbox	45
19	If It Looks Good, Buy It!	47
20	Once Around the Piazza, Driver!	48
21	Dialogue / Dialogue / Dialogue	52
22	Progress Report	54
23	The Black Room	55
24	The Pineapple Archives	56
25	Art Is Long, Life Is Short, Judgment Difficult, Opportunity Fleeting	57
26	Fact	58
27	There Has Got to Be More Than Love to This	58
28	Dialogue / Dialogue / Dialogue	58
29	Repertoire Entendre	59
30	Intermezzo	60
31	Like Brinsley Schwartz over Troubled Waters	60
32	Dialogue / Dialogue / Dialogue	62
33	The Women in Black	65
34	Double White	66
35	Double White Again	68
36	Popular Photography for Fun and Profit	70
37	Dialogue / Dialogue / Dialogue	71

38	Play the Album Cover and Throw the Record Away; Beatle Demystification	72
39	The Procession of the Papparazzi	74
40	A Double-Decker Ace Blue Meanie	75
41	News Items	76
42	Samantha	79
43	A Well-Stocked Cupboard	80
44	And Don't Forget to Light a Candle for Me When I'm Gone	80
45	A Ghost from the Past	81
46	"When We Do Right, No One Remembers When We Do Wrong, No One Forgets"	82
47	Our Motto: Pleasure Before Business	91
48	Lost a Son But Gained a Daughter	92
49	100 Easy Street	93
50	The Battle for the Largest Turkey in Great Britain	97

Part Two

1969

"Hey, Man, How Do I Get in Touch with
Ringo Starr?"

51	Call Me Up in Reno	107
52	Will You Love Me in Walla Walla Like You Did in Sing Sing?	108
53	Good-Bye My Fiji Island Baby	108
54	Dialogue / Dialogue / Dialogue	109

55	Chopped Liver, Wherever You're Going, I'm Going Your Way	112
56	Jack the Ripper-Offer Strikes Again	118
57	What's Shakin'?	119
58	Where?	120
59	Can You Spare a Sixpence for a Steak Dinner?	121
60	While You Were Out...	122
61	In the Name of the Father (John Lennon) and of the Son (John Lennon) and of the Holy Ghost (John Lennon) Amen	122
62	The Laughter, the Heartache, and the Pulse-Pounding Excitement of the Golden Age of Scottish Gorbals Rock- White Trout—Fresh Daily!	123
63	The Bright Lights of Savile Row	132
64	Fact	136
65	The Titanic Passing the Andrea Doria in the Night	136
66	And Now It Is Our Pleasure to Announce This Year's Winner of the Nobel Prize for Literature	137
67	Showdown!	137
68	Some People Will Believe Anything	138
69	Where Progress Is Never Our Most Important Product	139
70	Business as Usual	140
71	Dialogue / Dialogue / Dialogue	141
72	Qwert	143
73	In Which the Truth Is Revealed in the Hard Light of Day	144
74	Let It Bleep	145

75	Introducing	146
76	Mary Hopkin at the General Post Office Tower and a Barrel for Beatle John	146
77	In Order to Comply with Accepted Community Standards	155
78	Bad Timing and Who's Been Reading <i>Oliver Twist?</i>	158
79	No, No, a Thousand Times No!	161
80	There Is Still No Truth to the Rumor that Paul McCartney of the Beatles Will... ..	162
81	A Triple-Decker Ace Blue Meanie	163
82	Dialogue / Dialogue / Dialogue	166
83	The Amsterdam Bed-In	168
84	Dialogue / Dialogue / Dialogue	175
85	There's a Hot Dog Stand on the Corner of the United States of America and It's Calling Me Back Home	177
86	Allen Klein and the Deopilation of Apple	181
87	It's a Great Place to Get Stoned But I Wouldn't Want to Work There	183
88	Further Details Available from Apple / Regent 8232	187
89	Toreador, Don't Spit on the Floor	188
90	John and Yoko Forever!	189
91	Jesse James, the Famous Train Robber, Said: "I'm Gonna Rob All Your Women and Rape All Your Men!" A Startled Victim Protested: "Jesse, Aren't You a Bit Confused? Shouldn't It Be the Other Way Around?" One of Jesse's Henchmen Lisped: "You Leave Jesse Alone! He Knows What He's Doing!"	191
92	Ten Pounds a Week and All You Can Steal	194
93	A Galaxy of Stars	197

94	A Good Spot of PR for John and Yoko	200
95	Rumble in the Cathedral	202
96	Join Apple and See the World / The Montreal-Bahamas Bed-In	204
97	How Green Was Our Valley	207
98	The House of the Open Door	208
99	Dialogue / Dialogue / Dialogue	209
100	Say Please	210
101	Give Peace a Chance	211
102	“Listen, If You Can Get the Papers Drawn up Real Quick I’ve Got Someone Who Is Ready to Buy the Brooklyn Bridge”	215
103	The Salvatore Guliano Commando Unit of the Popular Front for the Liberation of Reggio Calabria and the Sundance Kid	216
104	Press Office Release	218
105	Screwed Again	218
106	Dialogue / Dialogue / Dialogue	219
107	Play It Again	220
108	Conspectus	221
109	The Pulse-Pounding Excitement of the Golden Age of Scottish Gorbals Rock Continues	225
110	Wait Till You Hear This One!	230
111	With Love and All Good Wishes	231
112	Dialogue / Dialogue / Dialogue	233
113	Bad News and Wildcat Publicity	234
114	Give Us Our Daily Sponge	236
115	This Grisly Rumor Receives “The Press Offices of the World Award” for Being the Biggest Pain in the Ass of 1969	237
116	Dialogue / Dialogue / Dialogue	240

117	The Last of the Sundance Kid	242
118	Bombshell	245
119	Look Who's Talking Now!	247
120	Dialogue / Dialogue / Dialogue	248
121	But Who Murdered Britain?	249
122	Arrivederci 1969	249

Part Three

1970

“We Do Not Wish to Add Any More to
the Dialogue Already in the Media”

123	Dialogue / Dialogue / Dialogue	253
124	Roller Coaster	255
125	The Flame Flickers	258
126	Sentimental Journey	259
127	Dialogue / Dialogue / Dialogue	259
128	When Sophia Loren Was Asked About the Similarity Between Her Looks and Those of Gina Lollobrigida, She Replied, “It Is Like the Difference Between a Fine Race Horse and a Donkey But I’m Not Saying Who Is What”	262
129	Dialogue / Dialogue / Dialogue	266
130	From Apple	268
131	John and Pablo	269
132	The Flame Flickers Some More	271
133	Let’s Go to the Moving Pictures	283
134	Three Little Indians Sitting on a Fence	283
135	And Then There Were Two	289

136	The New Press Officer Gets It On	289
137	A Swan Singing a Song Flew Past the Press-Office Window and No One Even Noticed	290
138	Oops!	291
139	The End	295
140	News Item	296

Part Four

1971

Silence in the Court Till the Judge Blows
His Nose

141	The Last Chapter / La Rêve N'est Pas Finie!	323
	Appendix I.....	325
	Appendix II.....	329
	Appendix III.....	335
	Appendix IV.....	349
	About the Author	351

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.

A

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 remain 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 Athenée 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——”