

'A' is for Apple, 'Z' is for Zapple.

Introducing Zapple, a new label from Apple Records.

For about a year now Apple has been producing pop records. And it's done quite well too, with Artists like Mary Hopkin, Jackie Lomax, and of course, the Beatles.

Many people have asked, why don't we try something different for a change? Enough pop is enough, they've said.

Well, we don't want Apple to become a 'one product company' any more than anybody else does.

So we've done something about it.

This something is called Zapple.

What's Zapple about?

We want to publish all sorts of sounds. Some of these sounds will be spoken, some electronic, some classical. We'll be producing recorded interviews too. Some of the people we put on record will be well-known some not so well-known.

This means that you'll get plenty of variety. We don't want Zapple to become a one track record label.

We'll publish almost anything providing it's valid, and good. We're not going to put out rubbish, at any price.

What will Zapple cost?

We decided to divide the Zapple label into three price categories. These prices will depend by and large on the contents and production costs of the album. If the album doesn't cost much to produce then you won't pay much. The three

price categories* are as follows:

- (a) 15/- (ZAP.)
- (b) 21/- (ZAPREC.)
- (c) 37/5 (ZAPPLE.)

The first 2 Zapples will be out May 26th.

One's by John Lennon and Yoko Ono. It's called 'Life with the Lions:



John Lennon/Yoko Ono: (Zapple ST 3357)

Unfinished Music No.2'.

The other's by George Harrison. It's called 'Electronic Sound'. This is a new thing for George. It's all done on a machine called the Moog Synthesiser. One side's called 'Under the Mersey Wall'. The other's called 'No time or space'.

The third Zapple will be by American poet Richard Brautigan. It'll be called 'Listening to Richard Brautigan'. We're hoping to release it soon along with one other, which we've yet to decide on.

Where to buy Zapples.

Zapples should be on sale in most leading record shops and

some book shops. If you're not sure what a 'leading' record shop is and whether there's one near you, fill in the coupon below and pop it in the post to us.



George Harrison: (Zapple ST 3358)

Not only will we tell you where to get hold of a Zapple, but we'll keep you informed about future Zapples.

Our future Zapples will include records by Lawrence Ferlinghetti, Michael McClure, Charles Olson, Allen Ginsberg and American comedian Lord Buckley.

So listen to Zapple, it's something else again.

I'm interested in 'Zapple', could you please let me know what you'll be up to next before you get up to it.

Name

Address

Send this coupon to JACK OLIVER
1750 NORTH VINE
HOLLYWOOD, CALIF. 90028

*In U.S., price is optional with dealer.
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