**A Belgian-French Beatles connection:**
**The Magical Odéon MO-series - update 2012.**
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A lot of (Belgian) collectors are not aware what these singles are about. In fact these juke-box singles from the MO-series, on the Odeon label, were made in France exclusively for the Belgian market in 1964 and 1965. Four series were made: MO 20005, MO 20006, MO 20007 and MO 20008. ‘MO’ stands probably stands for: ‘MONO ODEON’ or ‘MICROSILLON ODEON’.

Most of the singles were pressed on a custom dark green ‘rainbow’ ODÉON label. However there’s one pressing on an orange Odéon label and there’s a Belgian pressing on a purple ODÉON label. Anyway these juke-box singles are very hard to find in France but – with a little luck- you still can find them in Belgium¹.

Let’s have a look at these four interesting MO 2000X-series and their variants!

**1. Hold Me Tight /All My Loving : 4 types**

MO 20005

Type 1: green label + ‘7’ before ‘MO’

Type 2: green label, no ‘7’ before ‘MO’

Type 3: very rare orange label

Type 4: The green variant of the orange label

¹ With the exception of the single We Can Work It Out/Day Tripper MO 20008. See chapter 4.

² There are indications that this single was in the shops in Brussels in december 1963.
2. *I Saw Her Standing There/Till There Was You*: 1 type
   **MO 20006**

   A-side
   B-side

   The credits for the song on this single are *McCartney-Lennon* instead of *Lennon-McCartney*. The MO 20005 and MO 20006 series have 'LES BEATLES' under the song title.

3. *Rock And Roll Music /I’m A Loser*: 6 types!
   **MO 20007 & MO 20.007**

   This French export single on a dark green Odeon label, was a huge success.

   Type 1 & 2 were, as we explained, 'Made in France'. EMI-ODÉON France made a mistake however. The timing for *Rock and Roll Music* (2'33) on the A-side is wrong. 2'20 is the correct timing for *Rock and Roll Music*. 2'33 is the timing for *I’m A Loser* on the B-side. Type 2 with dot is very very hard to find.

   Gramophone Belgium, distributor of Belgian Beatles singles in Brussels, decided to press its own *Rock And Roll Music* MO 20007 single on a purple ODÉON label, probably in april 1965. It’s the only Belgian Beatles single on a 'rainbow'-type ODÉON label. From now on we see 'THE BEATLES' instead of 'LES BEATLES' on the label. *Rock And Roll Music /I’m A Loser* was a very popular Beatles single in Belgium. The single stayed four months (May – June - July - August 1965) in the Belgian hit parade. Highest position: 3. The single was pressed at SOBEDI Gent Belgium.
Type 3, 4, 5 have only slightly different labels. Look for example at K.A and K.A and the position of 'I'm A Loser' versus 'Lennon-McCartney'. Type 6 however is a real surprise and an exception.
Type 6: small centre hole (print on label is same as type 3). This is the only known Belgian Beatles pressing with a small centre hole.

Characteristics for this Belgian pressing are:

- Gramophone Belgium made the same mistake as EMI France! They copied the wrong timing (2'33) for Rock and Roll Music on the A-side. As we mentioned before, 2'20 is the correct timing.
- The use of the abbreviation ‘K.A’ on the label instead of ‘BIEM’.
- In Belgium there were never ridges around the rim. See details below.
- Purple label
- ‘MADE IN FRANCE’ is not printed on the label below.
- Handwritten vinyl matrix number PM 142/ PM143. French pressings have machine stamped matrix numbers.

No ridges around the rim (B)                Ridges around the rim (Fr)

This Belgian single was sold in one of these 3 Belgian sleeves. The picture sleeve on the left is one of the rarest Belgian sleeves. Sometimes the French single MO20007 with a green Odeon label was sold in this sleeve. Other Belgian EMI/Gramophone sleeves are printed in the book ‘Beatles in Belgium’.

3 ‘K.A.’ means ‘Keep Account’. EMI/Gramophone Belgium calculated the difference between the copies that were manufactured and the copies that were sold. The real sales figures were then given to SABAM, the Belgian copyrights organisation, who calculated the mechanical copyrights and paid it ± every 6 months to MCPS (Mechanical Copyright Protection Society) in the UK. MCPS transferred the money (minus administration fee) to Northern Songs (for I’m a loser). Dick James and Charles Silver from Northern Songs collected some 50%+10% administration fee(!). The rest (40%) was split between Lennon, McCartney and Brian Epstein.

4 ‘PM’ stands for Pathé Marconi. The handwritten matrix indicates that Gramophone Belgium probably used a French 45T as the source.
4. *We Can Work It Out*/Day Tripper: 1 type
MO 20.008

A few years ago – as a surprise to a lot of collectors- this single was discovered in Norway by the Belgian Beatles collector, Luc Porte, who owns a copy. In December 2010 a second single was discovered in France by a French collector and, in December 2012 a third single was sold on eBay France.

Again there’s a dot in the serial number MO 20.008 on the label on the right side. Here you can see the two labels. On the left we see the number 7XCE 18341. The prefix ‘7PM’ has disappeared.

If someone else owns this super rare item… please let me know!

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French Odeon singles were either sold in a green or yellow French Odéon company sleeve. Although it’s for sure that MO-singles were sold in a Belgian dark blue ‘spirograph’ Odeon sleeve.
Other export singles (France > Belgium)

Yves Montand, famous French singer and actor, was very popular in Belgium in the fifties. A lot of Yves Montand singles were made by Odeon France for export to Belgium. The prefix “7” was already used in the fifties. Below you see the labels of an Odéon single from April 1955 with serial number 7 MO 1145. The single was sold in the music shop MUSICA in Kortrijk/Courtrai (Belgium). We can assume that the label with prefix ‘7’ in the first Beatles single 7 MO 20005 is the oldest.

Of course there were several other MO-Odeon singles by Yves Montand and other French artists, like Leo Ferré, Eddie Warner, Marcel Merkes, Emile Noblot, Marie Jose, ...

In the seventies, the MO-Odeon label disappeared and Odeon released a rare Yves Montand single for the Belgian market in the ‘Club 21’-series. Now we see a very rare black Odeon label + Belgian serial number 4C 006 90164 + SABAM (Belgian Copyright society).

Vinyl matrix numbers are French: M3 290579 7 ARE 1045 21 / M3 290580 7 ARE 1046 21 (machine stamped) + Belgian matrixnumbers: 4C 006 90164MA /4C 006 90164MB (handwritten)

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References:
La France et les Beatles (E. Krasker & J.C. Hocquet)
Beatles in Belgium (R. Develtere)
Northern Songs: The True Story of the Beatles Song Publishing Empire (B.Southall & R.Perry)

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There is also a very rare Belgian George Harrison single Bangladesh /What is life/ My Sweet Lord (Apple 4C006 05095) from 1972 in a ‘Club 21’ sleeve.