

"Hi, Hi, Hi"/"C Moon"

First appearance in trade magazines: December 16, 1972

Label c72

Apple

1857

Custom label with "MFD. BY APPLE" in the rim print.



Factories: Scranton, Los Angeles, Jacksonville, Winchester



Label 75m

Capitol

1857

Black Capitol label with "MPL Communications" rim print.

MPL logo on both sides; no "TIME" on label

Factories: Jacksonville

No MPL logo; the word "TIME" appears on the label

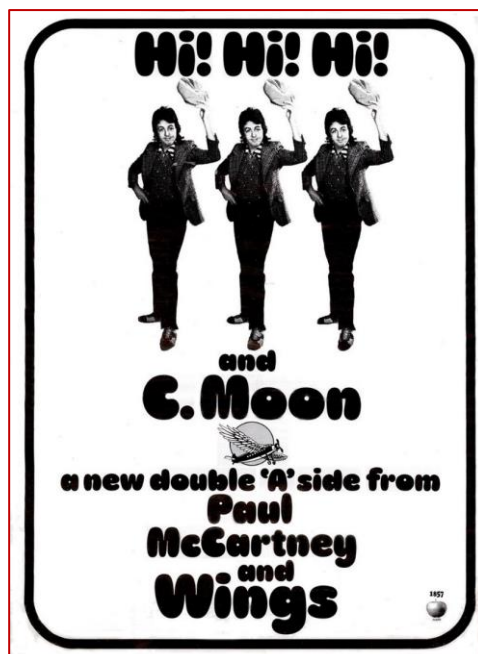
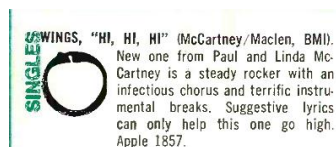
Factories: Los Angeles, Winchester



WINGS (Apple 1857)

Hi, Hi, Hi (3:10) (McCartney/Maclean Music, BMI—P&L McCartney)

Abley led by Paul and Linda McCartney, Wings have come up with a formula that can't miss. Good old rock 'n' roll as only the McCartney's can perform it, but with lyrics that more than suggest . . . Wings is certain to start the new year right with this one. A positive smash. Flip: "C Moon" (4:33) (same credits)



"Hi Hi Hi" by Paul McCartney and Wings on Apple is proving to be an airplay and sales smash around the country. In England, the good ole BBC has banned it. However, stations in New York, Los Angeles, Philadelphia, Boston, San Francisco, Pittsburgh, Washington, Dallas/Houston, Milwaukee, Seattle, Minneapolis/St. Paul, Memphis, Nashville, Houston, Phoenix, Denver, Cincinnati, Charlotte, Birmingham, Dayton, Salt Lake City are all on the happy "Hi Hi Hi" bandwagon and don't seem to hear anything objectionable in the lyrics. Retailers don't seem to find anything objectionable about stocking it either, so that the first strong sales reaction comes from New York, Los Angeles, Cleveland, Detroit, Philadelphia, Minneapolis/St. Paul, Seattle and Washington.